

GREENLEE SCHOOL OF JOURNALISM AND COMMUNICATION

Graduate Program Outcomes Assessment Plan

The assessment plan for the academic programs in the Greenlee School of Journalism and Communication is guided first by the mission of the School as articulated in the Greenlee School's Faculty Governance Document.

Greenlee School Mission Statement

The Greenlee School of Journalism and Communication is committed to a philosophy that draws its goals from the larger purpose of a land grant university as well as its accrediting organization, the Accrediting Council on Education in Journalism and Communication (ACEJMC). The School strives to serve the students, the university, professional communicators, and the general public of Iowa, the nation, and the world through teaching, scholarship, service and professional outreach activities that:

1. educate students for careers in the journalism and communication profession
2. promote an understanding and appreciation of the First Amendment and the role of journalism and communication in all societies
3. foster scholarship that contributes to the building of theory and helps to improve journalism and communication performance
4. emphasize communication in an increasingly diverse and multicultural world
5. increase accountability and ethical performance
6. contribute to increased communication effectiveness in a fast-changing technological society.

Graduate Learning Objectives

Within this larger framework, measures for assessing the School's master's program will seek to provide data that indicate the extent to which the curriculum is meeting the following learning objectives:

1. To develop an understanding of the central issues and current research important to the field of journalism and communication.
2. To be familiar with the breadth and depth of the journalism and communication profession.
3. To be able to communicate acquired knowledge in the field.

4. To be aware of ethical issues that pertain to the field of journalism and communication.
5. To develop the ability to design and present an independent and meaningful research project.

Graduate Learning Outcomes

Graduate study involves higher expectations and a sharper focus than is expected at the undergraduate level, and provides students with skills that prepare them for scholarly pursuits and professional employment.

The Greenlee School graduate program expects all students to demonstrate mastery of required coursework. All students will demonstrate the ability to work in teams, to design and publish a research project, to work in multiple disciplinary areas, and to orally present their work. In addition, all students are expected to be aware of societal and ethical issues that surround the discipline.

Additional learning outcomes include but are not limited to:

1. Ability to learn independently
2. The development of problem-solving skills
3. The publication of books, articles in the print media, and presentation of reports to the broadcast and online press
4. Ability to present public lectures
5. Grant writing skills
6. Teaching skills
7. Research and/or professional practice in intercultural and/or international situations

Graduate Learning Outcomes Assessment

Graduate education is characterized by ongoing evaluation with the ultimate positive evaluation provided by the successful achievement of a satisfying career. In the field of journalism and communication, coursework performance, though important, plays a role secondary to demonstration of the ability to synthesize, solve problems, and conduct original research. These abilities are assessed through regular meetings of a POS committee, a final oral examination, and the defense of a thesis or creative component that describes a body of original work.

Major graduate-level assessment requirements and monitoring activities include:

1. A minimum GPA of 3.0 required for good standing. Students with lower GPAs are placed on probation to assure active monitoring.
2. Program of Study (POS) requirements assuring that every student is evaluated and assessed by a committee of faculty experts.
3. Final examination requirement for students to present and defend a synthesis of their graduate experience to their POS committees.
4. Publication of data reflecting on the quality of graduate education at Iowa State University.

Other mechanisms for assessing whether graduates of the program meet program learning objectives include:

1. Program-based written examinations
2. Required oral examinations
3. Publication requirements
4. Meeting presentation requirements
5. Mechanisms for POS committee members to provide feedback to program faculty
6. Exit interviews with School Director or DOGE
7. Regular surveys of graduates
8. Specific training requirements (ethics, professional standards, etc.)
9. Formal teaching evaluations