

Assessment of Grady College degrees and certificate programs

To ensure our academic programs maintain the highest quality, the college annually assesses each degree, major and certificate in terms of student learning outcomes. Industry professionals and alumni play a major role in this assessment. The goal is to make sure our students are learning what we think we are teaching and what our ever-changing disciplines require. Reports are filed annually with UGA Academic Program Assessment Office and shared with external accreditors, the Accrediting Council on Education in Journalism and Mass Communication and the Southern Association of Colleges and Schools.

UNDERGRADUATE MAJORS

Advertising

Student Learning Outcomes

Outcome 1

Students will gain a broad spectrum of knowledge about, and be able to perform, essential facets of the advertising process, including: defining advertising problems, assessing relevant target audience needs, conducting primary and secondary research, and analyzing and reporting information.

Outcome 2

Students will be able to identify and evaluate structural, regulatory and ethical issues involving the advertising industry.

Outcome 3

Students will be able to execute, write, and present a complete professional-level advertising campaign.

Annual Measures

Capstone campaigns books and presentations: Advertising majors are required to complete a capstone course in advertising campaign planning or integrated ADPR campaign planning. The course is integrative, reviewing and bringing together previously required course content pertaining to message, media, research planning and execution. As part of the course, advertising majors produce a written advertising plans book for a client company and make a formal presentation to a panel of professional practitioners and/or advertising faculty. Data are in the form of faculty/client rating sheets and observations. The written plans book and related presentations are judged for organization, clarity, use of course curriculum concepts, thoroughness, professionalism, grammar, and other criteria related to effective oral and written communication.

Internship employer assessment: Students can take an internship for credit only after completing basic level courses in the major. In an internship, students apply knowledge and skills they have learned through their coursework. Each supervisor is asked to assess in writing the student intern's projects and abilities.

Awards, honors, and placement: Faculty review achievements of our students to see if they are receiving and being considered for the types of honors that demonstrate their success in the university and the professional community. Similarly, placement data is analyzed to determine what percentage of our students are gaining employment and at what firms.

Career Center Survey: The UGA Career Center surveys UGA students within six months after their graduation. Grady College added questions specific to majors in Journalism and Mass Communication.

One of those questions was whether the college taught how to understand the roles and responsibilities of professionals in their field of study.

Rotating Measures

Surveys: Journalism and mass communication professionals, alumni and graduating seniors are surveyed, one group per year on a three-year rotation.

Journalism

Student Learning Outcomes

Outcome 1

Students will report, write, illustrate, and produce news packages that effectively communicate information and ideas that news media organizations provide their audiences.

Outcome 2

Students will apply appropriate tools and technologies to communicate visually and verbally.

Outcome 3

Students will evaluate the structure, functions, operations, and economics of media institutions.

Outcome 4

Students will recognize, evaluate and value the role of journalism in a democratic society.

Annual Measures

Internship supervisor assessment: Journalism majors can take internships for credit. In an internship, students apply knowledge and skills they have learned throughout their coursework. Each supervisor assesses, in writing, the students' work and abilities.

Digital portfolios: Each Journalism major is required to build a digital portfolio during her or his first semester in the program, via the course JOUR 3090 Reporting 1: Critical Skills for Reporting and Storytelling, and provide the URL prior to graduation. Each advanced class in the program provides opportunities for students to add new projects to the portfolio. Panels of faculty and industry practitioners assess the portfolio for quality and adherence to professional norms.

Capstone projects: Journalism majors are required to take a Capstone course, either JOUR 5090 Multiplatform Newsroom: Newsource, or JOUR 5091 Reporting IV: In-Depth Projects. The course is integrative and brings together previously required courses in information gathering, reporting, writing and law, as well as instruction in ethics and diversity that is an integral part of all Journalism classes. As part of the capstone, Journalism majors produce professional quality news packages across multiple delivery platforms, including but not limited to, the daily newscast, Newsource, and its digital gallery. Faculty members and practitioners assess these media products in terms of professional norms for journalists, organization, clarity, aesthetics, and other criteria pertaining to effective communication.

UGA Career Center Survey: The UGA Career Center surveys all UGA students within six months after their graduation. Grady College added questions specific to majors in Journalism and Mass Communication.

Rotating Measures

Surveys: Journalism and mass communication professionals, alumni and graduating seniors are surveyed, one group per year on a three-year rotation.

Public Relations

Student Learning Outcomes

Outcome 1

Students will gain a broad spectrum of knowledge about, and be able to perform, essential facets of the public relations process, including: defining public relations problems, assessing target audience needs, conducting primary and secondary research, and analyzing and reporting information.

Outcome 2

Students will be able to identify and evaluate structural, regulatory and ethical issues involving public relations.

Outcome 3

Students will be able to execute, write, and present a complete professional-level public relations campaign.

Annual Measures

Capstone campaign books and presentations: Public Relations majors are required to complete a capstone course in Public Relations or Integrated campaign planning. The course is integrative, reviewing and bringing together previously required course content pertaining to administration, writing, research, and planning. As part of the course, majors are required to produce a written public relations plans book for a client company and to make a formal presentation to a panel of professional practitioners and/or public relations faculty. Data are in the form of client/faculty rating sheets and observations. The written plans book and related presentations are judged for organization, clarity, use of course curriculum concepts, thoroughness, professionalism, grammar, and other criteria related to effective oral and written communication.

Internship employer assessment: Students can take an internship for credit only after completing basic level courses in the major. In an internship, students apply knowledge and skills they have learned through their coursework. Each supervisor is asked to assess in writing the student intern's projects and abilities.

UGA Career Center Survey: The UGA Career Center surveys all UGA students within six months after their graduation. Grady College added questions specific to majors in Journalism and Mass Communication.

Rotating Measures

Surveys: Journalism and mass communication professionals, alumni and graduating seniors are surveyed, one group per year on a three-year rotation.

Entertainment and Media Studies

Student Learning Outcomes

Outcome 1

Development and operation: Understand the development and operation/use of entertainment-media institutions.

Outcome 2

Narrative theory: Effectively use in analysis a range of theories of entertainment media narrative.

Outcome 3

Techniques

Effectively use a variety of appropriate techniques of writing and production.

Outcome 4

Application

Skillfully and ethically use tools and techniques of entertainment media storytelling, focusing on videography, writing, editing and narrative.

Annual Measures

Competitive awards for excellence in creative work, or distinctions in the form of being selected for major internships or major recognitions given by relevant state and national organizations.

Grade distribution on the final exam of all students in all sections (1 section* Fall 2021, 2 sections Spring 2022) of EMST, 3150, "Entertainment Media Industries," a required course for first-semester EMST majors.

Grade distribution of the major assignment in EMST 3320, Entertainment Media Analysis for Fall 2021 and Spring 2022. This is a required course of all 2nd-semester EMST majors.

Final project grade, consisting of 4-7-minute short film.

Internship employer evaluation

Rotating Measures

Surveys: Journalism professionals, alumni and graduating seniors are surveyed, one group per year on a three-year rotation.

UNDERGRADUATE CERTIFICATE PROGRAMS

New Media Certificate

Student Learning Outcomes

Outcome 1

Application: Students will apply new media to build strategically-driven solutions.

Outcome 2

Knowledge and practice: Students will gain a foundational knowledge of new media technologies and their use.

Annual Measures

Capstone projects: New Media Certificate Candidates are required to take NMIX 4410: New Media Capstone. This course is integrative and brings together knowledge and skills from all required NMIX courses. As part of the capstone experience, candidates ideate, design, and build client projects in team settings. Faculty members and industry professionals assess the products in terms of production, design, and functionality.

Internship supervisor assessment

New Media Certificate Candidates may complete pre-approved internships in a new media related position or industry for course credit. In an internship, students apply knowledge and skills they have learned through their coursework. Each supervisor assesses, in writing, the student's work and abilities.

Pre-tests and post-tests: post-tests are administered to all students enrolled in the final course of the New Media Certificate, NMIX 4410: New Media Capstone. Post-tests are administered in the final two weeks of the course each Fall and Spring semester. Post-test and pre-test results are compared to understand the growth of an average certificate candidate during their certificate journey, assessing the skills learned, knowledge gained, and experiences acquired. Student achievements are also reviewed to evaluate the certificate's role in student success within the university and industry settings.

Digital portfolios: Each certificate candidate is required to create a web portfolio. Students begin their portfolio in their production course (NMIX 4010: Web Development, NMIX 4020: Advanced Web Development, or NMIX 4030: Native App Development) and continue to build on it in each NMIX course throughout their new media career. The portfolio should demonstrate the ability to discover, research, and use a variety of trending new media technologies. A section must be included for each core NMIX course, elective course, and external new media activities. New Media Faculty review portfolios with assistance from New Media Advisory Council members to assess achievement of outcome.

Sports Media Certificate

Student Learning Outcomes

Outcome 1

Editing: Students will develop enough competency with fact-checking, AP style (especially sports-specific style), grammar and punctuation to effectively line-edit content.

Outcome 2

Journalism best practices: Students will gather information using best practices in journalism ethics, background research, interpreting sports statistics, sourcing and interviewing.

Outcome 3

Multiplatform storytelling: Students will tell sports stories on multiple platforms, including: basic audio, photo and video; text; infographics; and social media.

Outcome 4

Professionalism: Students will be able to work professionally and responsibly, including meeting deadlines, in the high-stress work environment of sports media.

Outcome 5

Social content best practices: Students will follow best practices in social media, both in producing original social storytelling content and in promoting content on social platforms.

Annual measures

Pre-tests and post-tests: Sports Media Certificate candidates in SPTM 3850: Introduction to Sports Reporting and Writing, a course required in their first semester in the program, take a quiz, developed by certificate program faculty, to assess their initial competencies for this learning objective. In SPTM 4800: Multiplatform Storytelling for Sports, an advanced course in the program, the students take the quiz again to assess their progress on this learning objective.

Digital portfolios: Each Sports Media Certificate candidate is required to build a digital portfolio during her or his first semester in the program, via the course SPTM 3850: Introduction to Sports Reporting and

Writing, and provide the URL to certificate faculty upon completion of SPTM 5900: Sports Media Capstone. Each advanced skills class in the program provides opportunities for students to add new projects to the portfolio. Every other year for assessment purpose, panels of faculty and practitioners assess the portfolios for evidence of desired learning outcomes.

Capstone supervisor assessments: Sports Media Certificate candidates are required to complete SPTM 5900: Sports Media Capstone. The course is essentially an internship with a professional sports media outlet or sports organization. It requires students to use the information-gathering, storytelling and editing skills they have acquired in the certificate program in a professional environment. Capstone supervisors at each outlet or organization assess -- through end-of-semester surveys distributed by certificate faculty members -- the students' work and abilities. Certificate faculty members review those evaluations to determine student progress on this learning objective.

Rotating measures

Senior and alumni surveys: Every fourth year for assessment purposes, we survey students who are seniors in the Sports Media Certificate program during the academic year being assessed. We ask for their feedback on the program's curricular effectiveness in helping them progress toward each learning outcome. Every fourth year for assessment purposes, we ask Sports Media Certificate recipients to assess the effectiveness of the program's curriculum as they negotiate their early-stage careers.

News Literacy Certificate

Student Learning Outcomes

Outcome 1

Students should demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Outcome 2

Students should demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.

Outcome 3

Students should be able to evaluate information using appropriate methods.

Outcome 4

Students should be able to apply current communication tools and technologies in pursuit of accurate and truthful information.

Annual Measures

Pre-tests and post-tests: A pre-test and post-test (given during the introductory and capstone courses of the program, respectively) measures improvement on student learning outcomes.

Exit surveys: Exit surveys with those completing the Undergraduate Certificate in News Literacy to assess whether they believe the certificate has helped them achieve the student learning outcome.

Final project reviews: Students in the certificate program complete a final project in the capstone course designed to reflect a student's competency in learning outcome #4. A random sample of these projects is selected for review by academics and/or industry professionals (not including the course instructor).

Public Affairs Professional Certificate

Assessment for this certificate is facilitated in the School of Public and International Affairs, our partner.

Student Learning Outcomes

Outcome 1

Exposure to Sundry Public Affairs Jobs: Strong familiarity with the wide range career opportunities available in practical politics including the primary areas of political communications, political marketing, campaigns, lobbying and advocacy and legislative institutions.

Outcome 2

Foundational Knowledge in PACs: Strong foundational knowledge in Public Affairs Communications tools and applications, including skills sets such as writing press releases, op-eds, speeches, etc.

Outcome 3

Knowledge of Pathways to Careers: Understanding of the pathways (skills and experience needed) to reach these public affairs careers.

Outcome 4

Core Knowledge & Skill in Applied Pol: Academic knowledge in political science research and practical applications that is relevant to the careers examined: attitude development and voter behavior, institutional norms and patterns, political psychology, polarization, public affairs writing, graphic design, basic marketing, policy analysis, focus group and polling, etc.

Outcome 5

Foundational Knowledge in Data Analysis: Understanding the basics of data analysis and its role in most political career areas.

Outcome 6

Core Knowledge & Skill in PACs: Provide an understanding of public affairs theory, strategy, and tactics, including public opinion research, message development, elective and issue advocacy campaigns, grassroots, third-party advocacy, opinion writing, advocacy advertising, and social and digital media mobilization, among others.

Outcome 7

Experiential Learning: Gain experience in public affairs professions through academically sponsored internships.

Outcome 8

Historic Context in Public Affairs: Develop knowledge of historic election and issue advocacy campaigns.

Measures

Student attendance, required content captures and virtual interactions with guest speakers; evaluation of team and individual projects; evaluation of capstone projects; evaluation of campaigns plans; evaluation of internship briefing books and/or portfolios; completion of online interactive history module.

Strategic Health and Risk Communication Certificate

This is a new certificate. Assessment plan under development.

Student Learning Outcomes

Outcome 1

Define health, wellness, social determinants of health, and public health.

Outcome 2

Describe the major theories that explain and predict health-related behavior and changes to behavior.

Outcome 3

Examine how organizations, agencies, and marketers communicate about a variety of health topics and issues, including health-related products, services, and recommendations, via advertising and public relations efforts.

Outcome 4

Incorporate audience and stakeholder/partner needs, perspectives and characteristics into strategic advertising and public relations health communication plans and message design

Outcome 5

Conduct primary and secondary research and set measurable strategic goals and objectives to design a combined advertising and public relations plan for a client in the health-sector.

Measures

Evaluation of health communications campaign from capstone class; post certificate exit survey.

GRADUATE DEGREES

MA, Journalism and Mass Communication

Student Learning Outcomes

Outcome 1

Understanding the conceptual foundations of the processes, effects, and institutions of mass communication.

Outcome 2

Understanding the role of mass communication in society and the ethical dimensions of mass media practices.

Outcome 3

Understanding the methods of inquiry in mass communication.

Outcome 4

Understanding of self-selected specialty in mass communications.

Annual Measures

Research presentations: Students' ability to present their ideas in an academic or professional setting by designing and doing an end-of-course presentation. Presentations are scored with a rubric based on organization, content/use of research, style and timing.

Research proposals: Mastery of relevant concepts as evidenced in a final written research proposal, including a logically arranged statement of the problem to be addressed by the research and clearly stated research objectives. Proposals are scored based on sources of evidence, definitions and measures, data collection plan and data analysis plan.

Reflective journals and final projects: Students are given two assigned reflection topics. Final projects vary based on 'students' interests, strengths and professional goals.

Ph.D. in Mass Communication

Student Learning Outcomes

Outcome 1

Understanding the conceptual foundations of the processes, effects, and institutions of mass communication.

Outcome 2

Understanding the role of mass communication in society and the ethical dimensions of mass media practices.

Outcome 3

Understanding the methods of inquiry in mass communication.

Outcome 4

Understanding of self-selected specialty in mass communications.

Annual Measures

Theory paper and presentation: Knowledge and ability to apply fundamental theories in mass communication as evidenced by student performance on a) the final written concept paper and b) the concept paper presentation in JRM 9010 (Mass Communication Theory).

Research methods paper and presentation: Knowledge and ability to successfully apply mass communication research approaches and methods as evidenced by student performance on a) final research paper and b) final exam performance in JRM 8010 (Research Methodology in Mass Communication).

Quantitative research design: Knowledge and ability to design quantitative research projects in mass communication as evidenced by performance on the final project paper in JRM 9020 (Quantitative Research in Mass Communication)

MFA in Narrative Media Writing**Student Learning Outcomes****Outcome 1**

Understanding the conceptual foundations of the processes, effects, and institutions of narrative media writing.

Outcome 2

Understanding the role of narrative media writing in society and the ethical dimensions of writing for the media.

Outcome 3

Understanding the methods of inquiry in narrative media writing.

Outcome 4

The ability to read and think critically and effectively communicate in both written and oral forms.

Outcome 5

Understanding of self-selected specialty in narrative media writing.

Annual Measures**Final thesis portfolio assessment**

Final residency readings: Guest writing expert interactions and observations of the student's readings and performances at the final residency.

Craft lectures and table reads

Industry assessment: Assessments of the students' work being publishable by outside writing experts.

MFA in Film, Television and Digital Media

Student Learning Outcomes

Outcome 1

Students will demonstrate an understanding of the conceptual foundations and cultural role of film, television and digital entertainment.

Outcome 2

Students will demonstrate the ability to create well-written scripts.

Outcome 3

Students will demonstrate knowledge of the role of a producer in the industry.

Outcome 4

Students will successfully apply knowledge of the fundamentals of directing a film, television or digital program.

Annual Measures

Short film: Students in the Film History and Criticism course will develop a mis-en-scene short film for analysis and critique relative to the foundational elements of the film's structure.

Scripts: Students will be evaluated for overall performance on their MOS script assignment in EMST6111 and on an adapted script in EMST7111.

Streamer report: Students will be evaluated on production of streamer reports.

Business plan: Students will be evaluated on creation of a business plan for a film.

Production book: Students will be evaluated for a production book created for a chase scene project.

Workflow: Students will be evaluated on their understanding of media management workflow and basic functions of Adobe Premiere Pro software.

GRADUATE CERTIFICATE

Media Analytics Certificate

Student Learning Outcomes

Outcome 1

Certificate graduates are well versed in the creation, execution and analysis of data on media audiences. They will be able to interpret data collected from outside vendors and apply their knowledge of media industries, media economics, and media management to the analysis of the data for the purpose of identifying and solving problems and making appropriate recommendations.

Outcome 2

Graduates will be able to produce reports and presentations about their data analysis and recommendations appropriate for consumption by media corporate executives.

Outcome 3

Graduates possess knowledge, skills and abilities for a successful career in media and other types of data analytics.

Annual Measures

Competency in media analytics software: Performance on assignments related to Tableau and Excel training. Tableau is a data visualization software program widely used to explore data and visualize and prepare reports for the same data (e.g., dashboards). Excel is a database software program widely used to create spreadsheets from templates and to perform data analyses and calculations.

Contemporary issues: Performance on assignments related to contemporary issues and media analytics, measured via SWOT analysis and reflection papers.