

ASSESSMENT PLAN

Graduate Program: Sports Media MS

Student Learning Objectives (SLO) for PROGRAM

1. Students will produce original sports media projects utilizing reporting, interviewing and writing skills.
2. Students will collaborate by working on sports media production teams utilizing photographic, video and audio technologies.
3. Students will successfully complete a hands-on internship experience in sports media.
4. Students will describe and practice ethical and legal behaviors in sports media.
5. Students will demonstrate an understanding of the principles of graphic design in the production of visual projects.
6. Students will utilize interpersonal communication in fostering relationships with media relations representatives and interview subjects.

Outcome Measure	SLO's	Description of Departmental Use of Data
Sports media internship supervisor reports	All	Faculty will review and discuss results of outcome measures and evaluate internship supervision reports
Sports writing assignments	1,4	
On-going contacts with SM graduates in sports media jobs	1,2,3,4,5	

1. **Results**—Briefly discuss assessment activities and findings during this cycle and describe what recent programmatic changes, if any, were made in response to the findings? Discuss the rationale for any changes by referencing the SLO # and the findings from your assessment program.

This year we assessed SLOs	Using Outcome Measures	Findings	Strategies for Improvement
SLO			
SLO			
SLO			
SLO			
SLO			

Discussion:

2. What **revisions**, if any, to current SLOs and/or outcome measures did you make from previous plan? Provide the rationale for any change(s).

3. **Plans**- What learning objectives will you be assessing in the next cycle?

Course Mapping to Program SLOs

COURSE/EXPERIENCE	SLO1	SLO2	SLO3	SLO4	SLO5	SLO6
500 Graduate Media				I		
503 Sports Media Formats	I	I	I	R		I
505 Sports Beat Reporting	R	R	R	R		R
507 Sports Production	R	R	R	R	R	R
561 Advanced Journalism	M	M	M	M		M
598 Visual Communication	I	I	I		I	
603 Legal Environment of Digital Media				R		
686 Internship in Sports Media	M	M	M	M	M	M

I=SLO Introduced

R- SLO Reinforced/Practiced

M=Mastery at senior/exit level