Narrative:
The faculty and staff who teach in the Journalism Program are committed to the mission of Georgia Perimeter College. To that end, the program assessment goals are intended to strengthen student success. These goals foster a culture of teamwork as faculty collaborate in the assessment process and offer feedback and suggestions for course improvement based upon the results. The program in Journalism enhances the economic, social, and cultural vitality of our communities by assisting students to complete their associates degree requirements prior to transferring to four-year institutions and by using their reporting and writing skills in service learning and civic engagement.

Process and Goals:

- Implement and develop program-level vision statement and mission statement
- Ensure the programs' vision/mission is in alignment with the institutions' GEOs and CCOs
- Explore utilizing various other assessment tools e.g. critical thinking, ethical, learning style, grammar etc..

Explanation of Findings: Total students assessed: 29

- Results revealed all students met the required deadline for the assignment assessed.
- The assessment showed evidence of student collaboration via peer review criteria.
- Nearly 90% of the students assessed fully to adequately met the criteria to developing quality topic and content in the writing assignment.
- Just under 70% of the students fully to adequately met the criteria for integrating the research documentation in the writing assignment.
- However, slightly less than 38% of the students scored only fair in the area of sentence structure and grammar.
- Overall nearly 80% of the students assessed demonstrated a full to adequate understanding of professional/journalistic writing.

Improvements resulting from Assessment:

- Plan to review the current textbook for JOUR2601 during the Fall Semester 2012.
- Develop a new journalism program website to track and improve ongoing assessment efforts.
  (a) website will include profiles of committee members
  (b) agenda from committee meetings and minutes
  (c) implementation of on-going course-level assessment efforts etc.
- Plan to review strategy to improve grammar and sentence structure in assignments.
Action Taken:

- Work to develop and assess the same capstone project for all JOUR2601 classes.
  (a) This improvement effort would strive to improve assessment effectiveness
  (b) This improvement effort would strive to also standardize efforts.
  (c) This improvement effort would be conducted without disrupting individual professor's creative academic instruction.

- JOUR2601 assessment instrument and the grading rubric will be slightly different.
  - Both will be grounded in the course GEOs and CCOs.
  - Assessment grading rubric will be given to all students at the beginning of the course.
  - Efforts to examine audience-centered will be added to the rubric.
  - Improvement will also be developed in the area of varied sentence structure and grammar.

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**Journalism and Professional Writing Program: Writing Assessment Rubric**

**Course:** JOUR2601--Feature Writing  
**Semester:** Spring  
**Year:** 2012

<table>
<thead>
<tr>
<th>Course Criteria</th>
<th>[4]</th>
<th>[3]</th>
<th>[2]</th>
<th>[0-1]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quality Topic/Content</strong></td>
<td>10</td>
<td>16</td>
<td>3</td>
<td>Zero</td>
</tr>
<tr>
<td>Development of content, interest, focus, relevance and purpose</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organizational Structure</strong></td>
<td>7</td>
<td>12</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Organized paragraphs around topic sentence and transition</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Research Documentation</strong></td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Ideas, opinions and perspectives from credible sources integrated</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mechanics: Sentence Structure</strong></td>
<td>7</td>
<td>10</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Varied sentence structure and proper use of grammar.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall Writing Assessment</strong></td>
<td>9</td>
<td>14</td>
<td>6</td>
<td>Zero</td>
</tr>
<tr>
<td>Overall demonstrated understanding of journalistic/professional writing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>44</td>
<td>61</td>
<td>36</td>
<td>4</td>
</tr>
</tbody>
</table>

**Met Deadline:** YES, All Students  
**Peer Review:** YES, All Students

**Course Objectives**

1. Research, writing and editing
2. Ability to meet deadline
3. Evidence of peer review
4. Professional/journalistic writing
5. Audience-centered information