



## **Assessment Plan**

### **GOAL #1. WRITING**

#### **Objectives:**

1. Students will demonstrate an ability to write clearly and concisely for diverse audiences on a variety of platforms.
2. Students will be able to apply basic rules of grammar and punctuation to their writing.
3. Students will demonstrate familiarity with AP style guidelines.
4. Students will demonstrate an ability to choose accurate language reflecting sensitivity in their writing.

### **GOAL #2. REPORTING AND RESEARCH**

#### **Objectives:**

1. Students will demonstrate the ability to identify, gather, use, and properly cite primary and secondary sources in reporting a story.
2. Students will demonstrate the ability to fairly represent all relevant sides of a story through reporting and sourcing.
3. Students will demonstrate the ability to make open records requests in reporting and sourcing a story.
4. Students will understand how journalists can use data sets to find and tell stories.

### **GOAL #3. INNOVATION**

#### **Objectives:**

1. Students will recognize and anticipate changes in media and experiment with new techniques to formulate solutions.
2. Students will demonstrate how to gather and measure feedback on journalistic work and use that knowledge to make improvements.
3. Students will demonstrate they can collaborate and thrive within team environments.
4. Students will apply project management skills and product development principles in communication settings.

#### **GOAL #4. VISUAL COMMUNICATION**

##### **Objectives:**

1. Students will understand concepts and theories in the use and presentation of images and information.
2. Students will demonstrate an ability to apply visual storytelling concepts to newsgathering and have a working knowledge of visual reporting.
3. Students will have a working knowledge of how visuals enhance and complement a story.
4. Students will understand the ethical considerations unique to visual communication.

#### **GOAL #5. LAW, ETHICS AND MEDIA LITERACY**

##### **Objectives:**

1. Students will distinguish evidence-based news from misinformation.
2. Students will demonstrate an understanding of the First Amendment, its legislative evolution and its relationship to historical and contemporary journalism.
3. Students will identify such legal and ethical issues as libel, plagiarism and fabrication.
4. Students will practice fully dimensional representation in news coverage and newsrooms.

#### **GOAL #6. DIVERSITY, EQUITY, INCLUSION and BELONGING**

##### **Objectives:**

1. Students will demonstrate a commitment to diversity in sourcing patterns in their assignments.
2. Students will demonstrate the ability to identify bias, stereotyping and inequities in work assigned to them.
3. Students will demonstrate the ability to discern examples of framing as it relates to DEIB.
4. Students will demonstrate competence in reporting, in a neutral and detached manner, differing perspectives involving cultures, beliefs, orientations, ethnicities and geographies.