Appraise mass media with discrimination in written, video and

- 1 audio formats.
- 2 Create and design professional mass media products in written,
- video and audio formats
- 3 Master the technologies required to produce effective mass
- media, especially in written, video and audio formats Articulate and apply the ethics of professional policy and
- practice that are foundational to mass media
 Discover through experience, modeling and curriculum, the
 tools, strategies and missional mindset for effective ministry and
- 5 kingdom building through journalism, broadcasting and all forms of digital media production.

Method 1	Method 2
Exceeded Exceeded	n/a n/a
Met	Exceeded
Exceeded	n/a
Exceeded	Not Met

Key

n/a	not applicable, method not used
NR	not reported, no results reported

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Journalism and Media Production Assessment Plan Dashboard Detail - 2018/19

SLO1 - Ap	praise mass media with discrimination in written, vide	eo and audio forr	nats.
Method 1	COM1043 final paper, formal analysis of film scene	75%average	Exceeded
Method 2	COM2053 media logs over the course of the semester	75%average	Exceeded
Method 3	COM2111 air checks	90% average	Met
SLO2 - Cre	eate and design professional mass media products in v	vritten, video and	d audio formats
Method 1	COM3142 Lakeholm Viewer feature stories	85% average on semester portfolio	Exceeded
Method 2	COM3132 dient-based video projects	75% average	Exceeded
Method 3	COM3123 Multimedia writing assignments	75% average	Exceeded
SLO3 - Ma	aster the technologies required to produce effective m	ass media, espec	ally in written,
	l audio formats	, I	, ,
Method 1	COM1033 technical quizzes on Final Out Pro one-on-one with instructor	100 pt. scale; 75% average	Exceeded
Method 2	COM2103 technical quizzes on Adobe Premiere Pro one-on-one with instructor	100 pt. scale; 75% average	Exceeded
Method 3	COM2111 Adobe Audition technical test	90 points possible; 90% average	Met
SLO4 - Art	iculate and apply the ethics of professional policy and	practice that are	efoundational
to mass m	nedia		
Method 1	COM4043 Media Ethics Film Paper	75% average	Exceeded
		320 pt. scale with	
Method 2	COM3001 portfolio project	rubric; 90%	Met
		average	
Method 3	Senior Exam	75% average	Met

SLO5 - Discover through experience, modeling and curriculum, the tools, strategies and missional mindset for effective ministry and kingdom building through journalism, broadcasting and all forms of digital media production.

Method 1	relates to the greater culture using assigned texts	75% average	Exceeded
Method 2	COM2053 final exam	75% average	Exceeded
Method 3	COM2081 participation in Lifeline fundraiser for WNZR	85% average grade	Exceeded