2014 Phase 2 Journalism Outcomes Assessment Nets 100%
Accountability Effort For Graduating Seniors

Phase 2 Spring 2014 Outcomes Assessment scores on Graduating Seniors earned a 100 percent effort with twenty-one seniors (21/21) turning in professional portfolios / resumes for faculty to evaluate on two instruments.

Seven of the 21 J-graduates found entry-level media employment (as reported May 13, 2014) in public relations (3), television news (3), and (1) newspaper reporting.

Two of the 21 J-graduates were named for Law School appointment (University of New Mexico) and NMSU Graduate School.

The May 2014 senior portfolios and resumes were faculty-evaluated from the following capstone classes: J490, Advertising Campaigns; J476 PR Cases & Problems; J423 Computer Assisted News Reporting; J414 RTV Scriptwriting & Announcing; and J412 Documentary Photojournalism.

The rubric scoring scale breakdown of professional student portfolios and resumes on the (4) four Phase 2 Outcomes Assessment efforts in journalism are the following:

<table>
<thead>
<tr>
<th></th>
<th>Spring 2014</th>
<th>Spring 2013</th>
<th>Spring 2012</th>
<th>Spring 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>100.0 (21/21)</td>
<td>71.9% (23/32)</td>
<td>92.9% (26/28)</td>
<td>56.8% (21/37)</td>
</tr>
<tr>
<td>Mean</td>
<td>2.27</td>
<td>2.22</td>
<td>2.09</td>
<td>2.18</td>
</tr>
<tr>
<td>Median</td>
<td>2.25</td>
<td>2.30</td>
<td>2.09</td>
<td>2.06</td>
</tr>
<tr>
<td>Mode</td>
<td>2.50 (5)</td>
<td>2.50</td>
<td>1.94</td>
<td>2.00</td>
</tr>
</tbody>
</table>

The scoring on the J-Department’s rubric instrumentation (see below) evaluates senior portfolios/resumes from 0-3 on four components: PROFESSIONAL, ENLIGHTENING, INTERESTING, and MEANINGFUL.

The professional resume (see below the rubric instrument) documents what the senior reports he/she has accomplished while an undergraduate in journalism because three (3) REFERENCES are required in the senior’s professional resume. This is critical for future employers to have for documentation purposes and finding out if the senior undergraduate is employable.
Academic Program Assessment: Phase 2 Rubric

Department: Journalism & Mass Communications
Program: Undergraduate

### Rubric for Faculty Evaluation of Senior Portfolio / Resume

| Component          | No Evidence (0)                                                                                                                                                                                                 | Emerging (1)                                                                                                                                                                                                 | Clearly Apparent (2)                                                                                                                                                                                                                           | Highly Developed (3)                                                                                                                                                                                                                           |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PROFESSIONAL      | There is no evidence the senior has done any type of mass communications work while at NMSU.                                                                                                                                  | Some media work demonstrated, but probably not enough to be considered for entry-level mass communications employment.                                                                                                                                                                                                                     | The senior has demonstrated media preparedness by the mass communications work opportunities documented in the materials submitted.                                                                                                                   | The senior has demonstrated highly developed skills to practice in the mass communications specialization of choice based on the materials submitted.                                      |
| ENLIGHTENING      | No information in the senior’s materials give any indication of employment chances outside of mass communications.                                                                                                               | The senior’s materials give some indication that skills can be sharpened for possible employment opportunities outside of mass communications.                                                                                                                                  | The senior’s materials provide evidence that future employment opportunities will also exist outside of mass communications.                                                                                                                                                                           | Both valuable media experiences and general work experiences while in college are evident in the senior’s materials, suggesting that employment opportunities will exist both in and outside of mass communications. |
| INTERESTING       | There are no interesting visual or story telling skills exhibited in the senior’s materials.                                                                                                                                                                | There are few visual or story telling skills documented in the senior’s materials.                                                                                                                                                                                                                                                      | The visual and story telling components are documented and spike interest in the senior’s materials.                                                                                                                                                                                                  | The visual and story telling skills in the senior’s materials are not only interesting, but strongly suggest future mass communications employment opportunities will be available. |
| MEANINGFUL        | No part-time employment or commercial media experiences are documented in the senior’s materials.                                                                                                                                                  | Some part-time employment attempted, but no meaningful commercial media experiences are documented in the senior’s materials.                                                                                                                                                                                                 | Some part-time employment and at least (1) commercial media work experience is documented in the senior’s materials.                                                                                                                                  | Meaningful work ethic is documented in the senior’s materials based on part-time employment history and the number of media experiences attempted while attending NMSU.                                                                                      |

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continued below
Department of Journalism and Mass Communications
Outcome Assessment Rubric Faculty Evaluation for Spring 2011

Student Name________________________________________ Year:_______
(Graduating Senior)

Faculty Evaluator’s Name________________________________ Score assigned:____

Faculty Evaluator’s Comments:

Professional Resume:
Permanent address:
4509 Kirtland Lane SW
Albuquerque, NM 87121
(505) 835-4455
E-mail: ghostwriter6@AOL.com

Student’s Name
(fluent in Spanish)

Campus address:
529 Regents Row
Las Cruces, NM 88003
(575) 646-2631
E-mail: serna6@nmsu.edu

OBJECTIVE
To earn a position in the field of advertising or mass communications, requiring applicable education, interpersonal skills and creative talent.

EDUCATION
May 2011 Bachelor of Arts degree in journalism & mass communications, New Mexico State University.

PROFESSIONAL EXPERIENCE


WORK EXPERIENCE
Office Assistant, New Mexico State University Department of Educational Management & Development, September 2007 to May 2008.

Student Aide, University of New Mexico Department of Epidemiology & Cancer Control, Albuquerque, NM, June 2006 to August 2006.

(continue below)
**PROFESSIONAL SKILLS**
Can use several word processing, spreadsheets, desktop publishing, Internet, and software packages in both IBM and Macintosh formats. Know In-Design and Adobe Photo Workshop.

**AWARDS & HONORS**
$1,000 New Mexico Press Association Scholarship 2010 Fall Semester.

1st Place, director of research team for target audience, La Posta Restaurant, Las Cruces, NM. New Mexico State University SBI Advertising Competition, 2009 Spring Semester.

4th Place, Advertising Campaigns Team, NMSU, Region 9 NSAC Competition, America Red Cross, 2008, Tucson, AZ.

2007 Lottery Scholarship to begin undergraduate work at New Mexico State University.

**VOLUNTEER WORK**
June to September 2006. Donation collector, City of Albuquerque (NM) Fire Department.

**REFERENCES**

1. Dr. Sean McCleneghan, professor of journalism, New Mexico State University. (575) 646-2742 (work); (575) 522-4436 (home). E-mail: smcclene@nmsu.edu


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