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## Program Review : Journalism and Media Studies [2014]

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**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
UNIVERSITY OF SOUTH FLORIDA, ST. PETERSBURG**

**Final Program Review Report  
to  
Office of the Provost & Board of Governors**

**December 22, 2014**

**1. Programs and CIP codes:**

BA in Mass Communication, Journalism and Media Studies--CIP Code 09.0102  
MA in Journalism and Media Studies--CIP Code 09.0401  
MA in Digital Journalism and Design--CIP Code 09.0499

**2. Current Academic Learning Compact is presented for each reviewed baccalaureate and graduate program. See links below.**

BA in Mass Communication, Journalism and Media Studies--CIP Code 09.0102  
<http://www.usfsp.edu/journalism/programs-summary/under-grad/program-alc-for-bachelor-of-arts-in-journalism-media-studies/>

MA in Journalism and Media Studies--CIP Code 09.0401  
<http://www.usfsp.edu/journalism/programs-summary/grad/program-alc-for-master-of-arts-in-journalism-media-studies/>

MA in Digital Journalism and Design--CIP Code 09.0499  
<http://www.usfsp.edu/journalism/programs-summary/digital-journalism-and-design-m-a/program-alc-for-master-of-arts-in-digital-journalism>

**3. Was the program review conducted in conjunction with any external reviews?**

A review of the B.A. in Mass Communication, Journalism and Media Studies and the M.A. in Journalism and Media Studies was conducted by the Accrediting Council on Education in Journalism and Mass Communication for re-accreditation in 2009-2010 with site visit in January, 2010 and re-accreditation issued in May, 2010. The M.A. in Digital Journalism and Design began matriculating students in the Fall, 2012 semester and has not yet been reviewed.

**4. Date of the last review of this program: 2009-2010**

**5. Brief description of major changes made since the previous program review:**

- a. New Programs.** The most significant changes were the addition of a new M.A. program in Digital Journalism and Design and a new graduate certificate program in Food Writing and Photography.
- b. Enhancements to Assessment.** In addition, in response to being found to be in non-compliance with ACEJMC Standard #9, Assessment of Learning Outcomes, the Department has taken several steps to enhance its evaluation efforts. We have identified two critical competencies for each class offered by the Department. These competencies are included on every syllabus. They have been selected to ensure students in each of our programs are assessed on all essential knowledge and skills as defined by ACEJMC.

To keep our curricula in sync with industry trends, we have defined two additional competencies to augment ACEJMC's 12: visual literacy and business/entrepreneurship.

We have also brought our ACEJMC competencies in alignment with ALCs by assigning each of the 14 competencies we track to an ALC category. *Critical Thinking*, for example, is both an ALC category and ACEJMC competency. The ACEJMC competency *Editing* has been assigned to the ALC category *Content Knowledge/Skills*.

We have also identified critical assignments for evaluation of the achievement of those competencies. This information is entered and stored in a departmental database; each professor reports the results of his/her evaluation of student achievement of competencies, as measured through critical assignments. In addition, each professor reports his/her plans for how to use that data to improve performance.

We use this data tracking system to write our ALC reports, and it will play an important role in addressing Standard 9 in the accreditation self study we are now conducting

- c. Honor Society Chapter Establishment.** A chapter of Kappa Tau Alpha, the Journalism Honorary Society, was established and began inducting members in the 2012-13 AY.

- d. Equipment/Supplies.** Computers have been replaced in the department's 20-station Mac lab. Each computer in this lab is equipped with Adobe Creative Suite 5.5.

Media production accessories, including tripods, lights, microphones and audio recorders, have been purchased.

- e. Development Activities.** Development activities and recruitment activities have increased. A Facebook alumni page encourages continuing connections with the department.
- f. Record Collection.** Collection of records is more consistent in the department and university, with departmental statistics of retention and graduation posted on the departmental website:  
<http://www.usfsp.edu/journalism/programs-summary/#stats>

## **6. Summary of current strengths of the program**

- a.** Active graduate and undergraduate programs with 131 undergraduate majors and 67 graduate majors in the two M.A. and graduate certificate programs.
- b.** A highly-visible civic engagement process that requires all undergraduate majors to take a semester of Neighborhood News Bureau and results in professional publication of student work; an inviting internship program that provides paid and unpaid opportunities for undergraduate and graduate settings in a variety of governmental, corporate, non-profit, sports and media organizations.
- c.** Research produced is of high quality with faculty regularly publishing books, peer-reviewed journal articles, and material for trade and public consumption. One faculty member recently was appointed to the Fulbright Specialist Roster.
- d.** Global diversity in departmental faculty.
- e.** The establishment of a satellite news bureau for NPR radio station, WUSF, in our departmental offices.
- f.** New program in culinary communication that includes:
- graduate certificate program in Food Writing and Photography;
  - an annual community event, The Florida Food Conference;
  - a summer 1-week-in-residence short course in food photography, Sizzling Images, that is also offered as a non-credit workshop for community members;
  - an annual summer study-abroad program in food writing and photography.

**7. Summary of current weaknesses of the program**

- a. Lack of structured alumni activities;
- b. Lack of systematic recruitment program for minority and other students;
- c. Lack of University or College funds for recruitment;
- d. Lack of discretionary budget resources;
- e. Lack of consistency between current M.A. programs including requirement of admissions test, number of credits required for completion of degree, and comprehensive exam requirement.

**8. Summary of recommendations and/or proposed actions plans made as a result of the review**

- a. Created and maintain departmental program for assessment of learning outcomes;
- b. More consistent collection of departmental data;
- c. Increased development activities.