

B.A. in JOURNALISM

THE LEADERS

Fred Vultee
Elizabeth Stoycheff

ASSESSMENT

Professional writing is an essential skill in journalism, and therefore journalists' command of grammar and language are often tested in the hiring process. To ensure a solid foundation for developing this skill throughout the program, journalism students in COM 2030 start the semester with a grammar competency exam as a pretest and take a parallel exam at the end of the semester as a post-test. A strong majority of students improved their performance on the exam by the end of the semester.

IMPACT

Scores from pre- to post-test rose significantly — approximately a full letter grade on average — suggesting that the course is helping students build their professional writing skills. Faculty members view the exams as a useful, informative tool that they will continue to use. However, 11 percent of students only took one of the two tests, so their growth couldn't be documented. In response, Journalism faculty members plan to discuss expanding lab availability to enable students to use the resources more easily, and the possibility of a test-out option that could allow well-prepared students to advance more quickly in the program.



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