

UNIT EFFECTIVENESS PROCESS PHASE 1 – ASSESSMENT PLAN for STUDENT LEARNING OUTCOMES 2006-2007

Unit Name: Student Publications

Degree Program (For Academic Instructional Units)
Please use a separate Form B for each degree program
N/A

Student Competencies (Statements of knowledge, skills, attitudes, behaviors that program majors should be able to demonstrate upon completion of the degree program.)
See "Core Functions" listed on Student Publications Assessment Plan for Administrative Outcomes

Intended Outcome 1

FOR SHORTHORN BEAT REPORTERS: By the end of their first full semester on staff, Shorthorn reporters will demonstrate the ability to fulfill all responsibilities of a beat reporter.

Related Student Competency (If intended outcome is derived from student competency)
N/A

Action Steps to Achieve Intended Outcome

- Mandatory training for all reporters — beginning and returning — will include at least one session on beat reporting and one beat reporting exercise after beats for the semester have been assigned but prior to the beginning of their work as reporters. The beat reporting exercise designed to build familiarity with the beat for the reporter will be jointly developed by Shorthorn editors and advisers.
- Critiques (oral and written) will specifically address issues related to beat reporting and criteria listed in the Assessment Methodology (below).
- Weekly one-on-one coaching sessions with all reporters and weekly reporters meetings will include discussions about and story suggestions for beat reporting.
- Mandatory training for editors prior to the beginning of the semester will include a session on tools for beat system management. The adviser will follow up two weeks into the semester to ensure that the tools are being effectively used.
- Ongoing training for editors will include training on the mechanics of editing (editing skills) and coaching on successful management of a beat reporting system, focusing especially on skills editors can develop into habits and work into their planning and management responsibilities. Additional informal training will be held as needed to build editors' coaching habits.
- Action steps related to beat reporting will be evaluated and adjusted if needed at mid-semester based on assessment to that point, and again at the end of each semester in preparation for the next semester.
- Results of assessments conducted as part of this process will be discussed during coaching/training sessions with editors and reporters.

Assessment Methodology

Include the following:

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

ASSESSMENT ACTIVITY, TIMETABLE, RESPONSIBLE PERSON

Published stories and other materials will be evaluated at two points in each semester: mid-semester and at the end of each semester using the criteria listed below. This assessment will be performed by the Shorthorn adviser (Assistant Director) in consultation with the Shorthorn editor and Student Publications

director.

- The mid-semester assessment will be based on reporters' work the last full week before mid-semester. (Shorthorn Adviser)
- The end-of-semester assessment will be based on two weeks from the last half of the semester, selected by the Student Publications director, for assessment of each reporter's published work and the reporter's beat reports for those weeks. (Shorthorn Adviser)
- Planning resources maintained by each reporter — beat book, tickler file, etc. — also will be part of the assessment and will be evaluated at the end of each semester based on written criteria prepared and given to all reporters during training/orientation. (Shorthorn Adviser)

CRITERIA FOR SUCCESS

- A minimum of six Shorthorn reporters or 20 percent of the reporting staff (whichever is greater) will meet all criteria each semester.

Published stories in The Shorthorn will meet these criteria:

- all will be well-sourced (appropriate to each story) and include a minimum of three sources representing different aspects of the story. Most will have more than three sources. The same sources will not be used excessively to the exclusion of sources more appropriate to the subject of the story.
- published stories will include news stories (including follow-up stories), feature stories, event stories and profiles.
- at least one-third of the stories will be non-meeting, non-event stories enterprised by the reporter and will include timely follow-up stories as appropriate.
- on beats including more than one unit, no more than one-third of the stories will come from the same area of the beat.
- the stories will relay news that occurred within a week's time depending on relevancy of story topic and publication schedule
- the reporter will document "walking the beat" by turning in weekly beat reports
- the reporter will keep an current "beat book" of active sources and their contact information, "tickler" files of upcoming stories and other information.
- the reporter will contribute at least three published stories each week.
- the reporter will also contribute at least two briefs and four calendar items from his/her beat each week.
- all stories will include appropriate structure, accurate information and correct grammar.

Intended Outcome 2

FOR SHORTHORN AD ARTISTS: By the end of the first semester as an Ad Artist, the student will demonstrate the ability to work within deadline and process to design and build ads that meet all criteria for effective ad design.

Related Student Competency (If intended outcome is derived from student competency)

N/A

Action Steps to Achieve Intended Outcome

- The Production Manager will research and compile a list of standard industry criteria for effective ad design before the beginning of the fall 2006 semester.
- Training for ad artists at the beginning of each semester will include instruction on standards for effective advertising and ad design, and how to include those standards in their work.
- At mid-semester, each ad artist will receive a detailed critique of his/her work.
- Ongoing instruction, coaching and mentoring by student Production Manager, professional Production Manager and other Student Publications staff members will include discussion of ad design. Comments received from advertisers, contest judges and critiques will be included in those discussions.
- Each Ad Artist will receive detailed explanations when problems occur to turn the problem into a learning exercise and to avoid it in the future.

- Each Ad Artist will be provided with state-of-the-art graphics hardware and software for use in production of ads for The Shorthorn.

Assessment Methodology

Include the following:

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*
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ASSESSMENT ACTIVITY

- Ads published in The Shorthorn will be formally evaluated twice each semester.
— At mid-semester, a random sample of not fewer than five ads produced by each ad artist will be evaluated using standards for effective ad design. Results will be discussed with all ad artists and with ad sales staff. Additional training will be scheduled as needed. (Production Manager)
— At the end of the semester, all locally produced ads from a one-week period selected by the Student Publications director will be evaluated using standards for effective ad design. (Production Manager)

CRITERIA FOR SUCCESS

- 90 percent of ads evaluated in the end-of-semester assessment will meet all standards for effective ad design.
- The end-of-semester assessment will find that any ad effectiveness problem areas noted in the mid-semester evaluation were corrected and were not evident in ads evaluated in the end-of-semester assessment.

Intended Outcome 3

FOR SHORTHORN ADVERTISING SALES REPRESENTATIVES: At the end of one full semester on staff, students will demonstrate the ability to meet customer needs of Shorthorn advertisers and assigned revenue needs of The Shorthorn.

Related Student Competency (If intended outcome is derived from student competency)

N/A

Action Steps to Achieve Intended Outcome

- Student will attend all mandatory weekly training sessions conducted by professional staff, professional from the advertising field, and student managers. Training will include strategies and sales techniques specific to current sales projects and priorities; team skills; ad design and copy writing; communication techniques and negotiation skills; researching, writing and making sales presentations, and other topics as needed.
- Student will visit each advertising client on his/her account list within the first two weeks of the semester, and will make follow-up contacts on a regular basis at frequency to be determined by the Advertising Manager.
- Student will generate new accounts.
- Student will follow all processes and complete all paperwork, forms and procedures required of the position.
- After training provided by Student Publications, student will develop at least one written proposal for each account assigned to him/her.
- Advertising Manager and/or student Sales Manager will conduct evaluation meetings with each sales rep at regular intervals three times during the semester, with additional training provided as needed on areas needing improvement.

Assessment Methodology

Include the following:

- *full description of the planned assessment activity*

Form B – Student Learning Outcomes

- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

ASSESSMENT ACTIVITY

• Data collected during the semester from Call Reports submitted by ad reps, sales reports and other processes will be compiled and analyzed using criteria listed below in the Criteria for Success. (Advertising Manager, Advertising Business Coordinator)

The assessment will be completed within two weeks after the end of each semester.

CRITERIA FOR SUCCESS

A minimum of six student sales representatives or 20 percent of the ad sales staff (whichever is greater) will each meet the following criteria each semester:

- Meet sales quotas for a minimum of six quota periods during the semester.
- Generate a minimum of one new account each quota period, and each new account will run a minimum of \$120 in advertising during the semester.
- Maintain a 75 percent retention rate for active accounts on his/her account list.
- Make 15 presentations using "spec ads" designed specifically for the client, with a 75 percent success rate in closing the same from these presentations.
- All ads sold by the sales rep will processed and run correctly in The Shorthorn.
- Follow all processes, meet all deadlines and complete all paperwork.