### Intended Outcome: First-semester reporters (sourcing)

First-semester Shorthorn reporters will demonstrate best practices in the type and placement of story sources.

**Related Core Function:** Core objectives: Communication, critical thinking  
Division priorities: Professional competencies, social responsibility, interpersonal skills/teamwork

**Action Steps:**
- Adjust student assistant workload to include coding work.
- Reinvigorate start-up and ongoing training (content and calendar) to highlight sourcing as a news value and beat reporting tool.
- Regularly incorporate the skill set during daily critiques of The Shorthorn.
- With editors, create expert and source databases to assist first-semester reporters.
- Share results of content audit with student editors during spring and editors retreats.
- Use feedback forms (already in place) to gauge professionalism during interviews.
- Establish incentive program to reward good work.

### Methodology and Criteria for Success

The work of all Shorthorn reporters will be reviewed in this content audit, although we are reporting on only first-semester reporters in this outcome.

Sources in each story will be coded into five categories – student, administrators, off-campus sources, faculty/staff, and alumni. The assessment will be conducted by reviewing and coding the first full month of stories published and the last full month of stories published in each of the fall and spring semesters and comparing the results for each reporter, each semester.

Coding will include the type of sources (student, administrator, faculty/staff, alumni, outside or off-campus expert) and their placement within the story being reviewed (first, second or last third of the story).

At least 75 percent of all first-semester Shorthorn reporters will demonstrate best practices in the following areas:
- Variety of sources (type).
- Strategic use of sources (placement).

**Responsible Person(s):** Student assistant will code each story in the time period described above. The newsroom adviser will review and use the data at the end of each semester.

**Timeline for Implementation:** Start of the fall semester.

### Intended Outcome: Student leaders/leadership

The Shorthorn editors will demonstrate identify improvement in the following leadership areas: problem-solving, leadership, staff management, and organizational skills.

**Related Core Function:** Core objectives: Communication, Critical Thinking, Empirical and Quantitative Skills, Teamwork, Personal Responsibility, Social Responsibility

Division Priorities: Professional Competencies, Social Responsibility, Problem Solving, Interpersonal Skills/Teamwork, Personal Responsibility/Self-Awareness
**Action Steps:**

- Revamp and enhance leadership and management training for incoming Shorthorn editors during a retreat prior to the beginning of each semester.
- Institute ongoing group training sessions focused on management and leadership skills and their application for all Student Publications student managers.
- Provide scheduled coaching for student leaders as needed and a mid-semester “mini-retreat” for editors each semester.
- Conduct both a mid- and end-of-semester evaluation of all student leaders reviewing key indicators of leadership and management.
- Make funding available for student leaders to attend UTA and off-campus leadership and management training and networking opportunities.

**Methodology and Criteria for Success**

Student editor pre- and post- self-evaluations conducted each semester will show editors identified improvement in at least three of the evaluated areas.

An additional tool to gauge staff perceptions of their student leadership exists in the staff survey, conducted at the end of each semester. This indirect material will be used in a supporting role in this outcome.

All student leaders will report improvement in at least three of the four evaluated areas. (Active)

**Responsible Person(s):** Director and Assistant Directors

**Timeline for Implementation:** Fall 2018, with evaluation prepared and shared with student leaders during training.

**Related Documents:**
- Editor evaluation.docx