### Expected Outcomes: Teach appropriate tools and technologies

**Related typical general education outcomes:**

**Assessment methods**

**Method:** alumni survey  
periodic survey of 800+ alumni  

**Findings:**

Journalism alumni report the need for students to develop skills in video and audio.

**How did you use findings for improvement?**

JRNL faculty has identified specific courses to develop specific skills. For example, JRNL 2310 Reporting will teach audio recording, editing and uploading. JRNL 3510 Multimedia Journalism will teach video recording, editing and uploading.

**Additional comments:**

None

### Expected Outcomes: Reporting and writing across platforms

**Students will learn how to report and write across all platforms used to get information to the public.**

**Related typical general education outcomes:**

**Assessment methods**

**Method:** alumni survey  
periodic survey of 800+ alumni  

**Findings:**

Journalism alumni stress need for specialized training within journalism program.

**How did you use findings for improvement?**

JRNL has approved the development of specialized curricula to allow students to focus on a wide variety of journalistic skills and forms of writing.

**Additional comments:**

None

**Method:** Student Exit survey  
Focus groups of graduating seniors
Findings:
Students expressed need for specialized training rather than the ‘one size fits all’ general approach to Journalism.

How did you use findings for improvement?
JRNL faculty has approved changing the curricula to allow students to focus on a wide variety of journalistic skills and forms of writing.

Additional comments:
None

Expected Outcomes: Development of professional skills
Students should get sufficient opportunity to apply their knowledge in an applied setting.

Related typical general education outcomes:

Assessment methods

Method: internship reports
Interns and on-site supervisors provide assessment of the students skills an preparation.

Findings:
Students and supervisir reports indicate students are well prepared for the internship experience. Students overwhelmingly report that the experience enhanced their education well beyond what they had learned in the classroom.

How did you use findings for improvement?
If an intern reported that the internship didn’t deliver the agreed upon experience (one case) it was removed from the list of approved internships. JRNL will continue to expand the types of media internship available to students and continue the manditory internship.

Additional comments:
None

Method: Student Exit survey
Focus groups of graduating seniors

Findings:
Students expressed frstration with the current required practicum program.

How did you use findings for improvement?
JRNL will revise practicum course to allow students a wider variety of experience leading to specific internships.

Additional comments:
None

Expected Outcomes: Job Placement
Students should be able to get a job in their field after graduation

Related typical general education outcomes:

**Assessment methods**

**Method**: UGA survey

AU participates in a national survey conducted by the Grady School of Journalism at UGA.

**Findings**:

60% of AU students who responded to this question said they were employed in the field within 5 months.

**How did you use findings for improvement?**

We will continue to participate in the national survey and will supliment with a survey of our own alumni.

**Additional comments**:

None