

ANNUAL PROGRAM ASSESSMENT FORM

Name of Program: Sports Journalism
Report prepared by: Jeffrey Hope

- 1) Please list the degree offerings:**
Sports Journalism

2) Progression /Graduation update (NECHE 8)

Enrollment in 2020 was 25, it increased to 31 in 2021 and decreased to 27 in 2022. Enrollment was also at 27 in 2016 and 2019.

Retention rates were not available for 2022. For 2021 only 2nd year data was available, which was 100%.

After a significant drop in 2018, retention has remained at 75% or higher.

3) Program's Mission Statement (NECHE standard 1):

- *Please provide the program mission, and explain the alignment to the University Mission statement.*

Husson University seeks to inspire and prepare students for professional careers in current and emerging fields through professional programs informed by the sciences and humanities.

4) Faculty updates (NECHE Standard 6)

- *Please provide any relevant updates on faculty. (Examples: Change of faculty, changes in levels of adjunct use, faculty publications/grants within the past year, etc.)*

For the academic year of 2022-23 we hired Lewiston Sun Journal reporter Vanessa Paoella to teach MC 223 Reporting and Writing for Web and Print and MC 235 Web Reporting. I worked with Vanessa to create lectures, assignments and rubrics.

In addition, I worked with adjunct Dale Duff and Sports Information Director Joseph Swanson as we continue to develop our relationship with athletics and the quasi-internship program we have implemented in both MC 127 and MC 227.

Professor Richard Fabri and I also meet routinely to discuss sport management classes and MC 328 Sports Information, which is taught by sport management.

5) Program Goals / Strategic initiatives (NECHE Standard 2, 5):

- *Areas for goals should address such areas as graduation, progression, retention, changes in program/curriculum due to assessment findings, gaining additional professional expertise, recruitment, or another program/university/professional need.*

While 2021 stats currently show a 100% retention rate, that is most likely temporary and unsustainable. However working to retain a rate at 75% or higher is reasonable. This can be done with engaging

assignments, relevant assignments related to real world tasks, and making students aware of their own progression.

As the program evolves into ONLY sports journalism, my goal will be to focus more on the needs of sports journalism students based on real world tasks, while also maintaining the current level of basic journalism skills we hold students to currently, as journalism jobs are easy to find.

A third goal will be to continue to stay abreast of technology and consumer changes related to podcasting. If possible, I hope to attend PODFEST in 2024. However, if budget constraints do not allow that, my personal interest and education in online publishing may provide significant new information for the 2023-24 academic year classes.

Goals from the <u>previous</u> year:	Met / Not Met	Assessment summary:	Action
1. Increase enrollment	Not met		
Enhance advising skills for students and graduates	met	Met (advised) with all students before sign-ups, documented their intentions. Followed up utilizing CAMS and checked each student for fall. Corrected several mistakes student made taking classes they did not need.	
Professional Development	Met	Attended Podfest. Reached out to attendees with goal of having them zoom with class 2023 spring.	

Goals for the <u>upcoming</u> year:	Assessment planning:	Notes
Listed in three paragraphs above.		

6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)

- Please review and update the current curricular mapping and ensure syllabi reflect the mapping found at the official Husson Mapping Site ([HERE](#))
- Please update the progress made on specific learning outcomes below. If specific external tools are used (i.e. Praxis, Peregrine, etc.) be sure to include them.

Student Learning Outcome	Courses mapped to SLO	Summary for the given academic year	Action
<p>LIST OF PROGRAMMATIC OUTCOMES</p> <p>Programmatic Outcomes</p> <p>1. ETHICS</p> <p>Students will apply industry-wide legal and ethical standards for journalism.</p> <p>2. TECHNICAL SKILLS</p> <p>Students will demonstrate the fundamentals of technology appropriate to the platform exemplifying quality journalism.</p> <p>3. NEWS REPORTING AND WRITING</p> <p>Students will gather information, write, edit and articulate news stories for truth, fairness, grammar, style, mechanics and structure across multiple platforms.</p> <p>4. CRITICAL THINKING</p>	<p>MC 114, MC 115, MC 217, MC 360, MC 438</p>		

<p>Students will evaluate news, sports or feature stories for accuracy, fairness, clarity, style and grammar.</p> <p>5. CONTEMPORARY ISSUES</p> <p>Students will demonstrate an understanding of contemporary news media issues, current events and issues facing journalists.</p>			
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7) Executive Summary:

- Please provide a summary of the major findings of the annual report.
- Be sure to address all that are applicable:
 - Significant achievements
 - identified opportunities
 - Identified threats or challenges
 - Adequacy of resources
 - Budgetary considerations

The challenge moving ahead will be in my in-person marketing of the sports journalism program to high school parents and students, now that the journalism program has been eliminated. Journalism jobs are very easy for our graduates to get. Long term this will mean fewer graduates in the news business. This will mean I will need to focus on students doing part time work in areas such as play-by-play.

I will need to continue to look for long term solutions to this such as my strong focus on sports information and entrepreneurship in classes such as podcasting and hosting a public affairs show.