

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
Science and Environmental Journalism, B.A.
 College of Liberal Arts
 October, 2025

Expanded Statement of Institutional Purpose	Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
MISSION STATEMENT: The Science and Environmental Journalism Department educates, trains, and inspires students to become professional journalists steeped in accurate and ethical news practices, particularly in relation to science and environmental subject matter in Alaska and around the world. GOAL STATEMENT: The Science and Environmental Journalism Department seeks to produce journalists who strengthen the media workforce by writing the first draft of history, encouraging active citizenship, informing the electorate, and producing stories that help to underpin our democracy. As one of just a handful of undergraduate programs of its kind, UAF's Science and Environmental Journalism department endeavors to become the premier program in the country.	Interpret complicated science and environmental issues and for news consumers.	Full faculty review of student e-portfolio to assess written and oral communication skills (see column to right) "Layperson test": stories from multiple courses (including JOUR F301: Reporting Science) are given to non-SME volunteers who rate the clarity of concept and science "interpretation" on a scale of 1-10. Goal is a 7 or higher for 80% of a student's stories.	In JOUR F490 Capstone: Portfolio, students are required to create a website with at least five examples of their work. Those examples must include a written story, an audio story, a video story and one or more photographs. The fifth (as well as optional, additional) examples are at a student's discretion. All faculty review a student's e-Portfolio to ensure it meets the intended objectives. Layperson test performed in a student's junior and senior year to assess progress.
	Demonstrate a deep understanding of AP Style, journalistic ethics, and news writing principles and practices.	Full faculty review of student e-portfolio utilizing SLOA #2 rubric (which covers the three dimensions listed). Goal of 70% of students or more evaluated as "above average" or "excellent." Additional assessment performed in JOUR F201: News Writing and JOUR F303: Copy Editing. In both instances, students complete an ungraded assignment to assess baseline skill level in each of the objectives. That assignment is then incorporated into the final exam in each class.	Faculty reviews e-Portfolio in a student's senior year. Measured against rubric. Multiple written stories are evaluated in individual courses throughout students' tenure. Data collected each year from first day/last day assignments in JOUR 201 and JOUR 303.
	Collect information using a variety of methods and use it to create compelling stories for all forms of media.	Full faculty review of student e-portfolio. <i>Rubric in development.</i> Additional assessment of both written and oral communication skills through evaluation in individual courses, including	Faculty reviews e-Portfolio in a student's senior year. Individual stories evaluate in (usually) a student's sophomore year (Audio Production, News Writing), junior year (Reporting

Submitted by: Lynne Snifka

		News Writing, Audio Production, Video Production, Photography, and Science Writing in which clarity and effectiveness of communication is an important part of individual assignment rubrics.	Science, Video production) and senior year (Science Writing)
	Revise and edit their own work as well as the work of others.	Full faculty review of student e-portfolio In three required courses, students submit both a draft and a rewrite/re-edit of story so faculty can judge a student's self-editing ability. A version of the "Layperson Test" is also used in which students submit a written evaluation of peer work which is then reviewed by faculty (JOUR F439/639 and JOUR F301)	Faculty review e-Portfolio during and after its creation to gauge progress. Faculty evaluate drafts and final stories together in one 200-level course, one 300-level course, and one 400-level course.