

# 2012-2013 Assessment Report Form

Assessment reports are due **September 1st** to Jason DeRousie via email at [jason\\_derousie@ncsu.edu](mailto:jason_derousie@ncsu.edu). Each unit/department will provide a report to demonstrate how their unit/department implements assessment on an on-going basis.

*\*Please include the name of your unit/department and the name of the person who is submitting the report.*

**Department: Student Media**

**Submitted by: Jamie Lynn Gilbert, assistant director**

**SECTION I:** The most recent version of your mission, a bulleted list of unit/department objectives, **and a bulleted list of unit/department outcomes and the year (tentative) you plan to measure them.** All outcomes should be measured within a five year period (the current period began in 2010).

## MISSION STATEMENT

As a public forum for free expression, the student media at North Carolina State University exist to inform and to entertain, first and foremost, the students followed by members of the surrounding community and peers in the journalism profession. Working in student media gives participants hands-on experience in the mass media which will assist them regardless of their career goals. By upholding the highest standards of journalistic ethics, the student-run media will help students become competent as ethical and responsible adults, who are enthusiastic about their future involvement in human affairs and optimistic about their future.

## DEPARTMENT OBJECTIVES

**Objective: Student Media will actively recruit incoming students and work to retain those students throughout their time at N.C. State.**

- Outcome: Student Media will have increased participation from first year students. (Year measured: 2010-2018)
- Outcome: Student Media will have increased participation from students with two, three, and four years of experience with Student Media. (Year measured: 2016)

**Objective: Student Media will diversify its financial resources.**

- Outcome: Student Media will increase revenue from online advertising and sponsorships. (Year measured: 2013)
- Outcome: Student Media will make progress toward generating additional revenue to reduce its reliance on student fees. (Year measured: 2015)

**Objective: Student Media staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online.**

- Outcome: Student Media staff will be able to share information in multiple formats. (Year measured: 2014)
- Outcome: Student Media staff will select and implement the appropriate technology to meet communication goals. (Year measured: 2018)
- Outcome: Student Media staff will be proficient in using appropriate technology. (Year measured: 2015)
- Outcome: Student Media staff will understand the rules and regulations associated with their media. (Year measured: 2017)
- Outcome: Student Media advertising staff members will know the Student Media advertising sales process. (Year measured: 2016)

**Objective: Student Media will produce quality products and programming.**

- Outcome: *Technician* will be perceived as fair and accurate by those quoted in the paper. (Year measured: 2014)
- Outcome: Student Media will receive local, state and national recognition for their products and programming. (Year measured: 2012)

**SECTION II:** Report on **at least two outcomes** measured in 2012-2013, using the following template for each outcome.

<b>Unit/Department Outcome:</b>	Student Media will maintain a staff of well-trained, enthusiastic and dedicated students by its student leaders actively engaging in recruitment efforts during New Student Orientation and the beginning of the fall semester.
<b>Definition(s):</b>	Student Media student leaders will interact with new students during two defined time periods, New Student Orientation and the beginning week of the fall semester, to encourage interested students to join a staff.
<b>Action Item/Course/significant activity:</b>	<ul style="list-style-type: none"> <li>• Student leaders staffed a table during the information fair portion of each New Student Orientation session.</li> <li>• Student leaders collected names and areas of interest for all interested students.</li> <li>• Each senior leader emailed his or her list with additional information on first meetings, job descriptions and other welcoming information.</li> <li>• Student leaders kept attendance at the Student Media Open House. At the end of the fall semester, student leaders indicated which students from their interest lists joined the staff and remained on staff through the fall semester.</li> </ul>
<b>Method for Assessment:</b>	Student Media assessed this outcome by counting the number of individual students who indicated interest in the department during New Student Orientation and post-orientation recruitment efforts.

<b>Population (Number):</b>	N/A
<b>Sample (Number and method):</b>	N/A
<b>Response(Number):</b>	N/A
<b>Implementation of method:</b>	The assistant director recorded the name and email of each interested student, along with whether the student was interested in which of nine categories ( <i>Agromeck</i> , the Business Office, <i>Nubian Message</i> , <i>Technician</i> , <i>Windhover</i> , WKNC, Wolf TV, photography and design).
<b>Summary of Results:</b>	<ul style="list-style-type: none"> <li>39 of the individuals who expressed an interest in Student Media joined the staff (12 percent, down from the average recruitment level of 13 percent from 2006-2012).</li> </ul>
<b>Interpretation:</b>	<ul style="list-style-type: none"> <li>33 of those individuals who expressed an interest were retained (10 percent of the total recruited, down from the average of 11 percent from 2006-2012).</li> </ul> <p>Student Media consistently gains around 30-40 new staff as a direct result of these recruitment efforts). As a total 275 students spent time with one or more of the Student Media at some point during the 2012-2013 academic year, this represents 12 percent of our total staff.</p>
<b>Decisions:</b>	More new students are joining Student Media each year than is reflected in our recruitment and retention report. We need to begin documenting other ways in which students come to our department so we can begin measuring non-Orientation methods of recruitment. For WKNC specifically, many new staff members join because a friend is involved with the station.
<b>Comparison of Findings to Determine Improvement:</b> (if applicable)	Recruitment via New Student Orientation and events the beginning of the fall semester events is actually down a little from the previous year. While this is not yet a trend, it will be something to watch with the 2013 efforts.
<b>Time Frame to Reassess:</b>	Annually

<b>Unit/Department Outcome:</b>	Student Media will maintain a staff of well-trained, enthusiastic and dedicated students by offering regular in-house, on campus and online training opportunities for all interested students.
<b>Definition(s):</b>	Training is defined as a structured, specific lecture or activity lasting at least 30 minutes focused on a media-related or leadership topic.
<b>Action Item/Course/ significant activity:</b>	<ul style="list-style-type: none"> <li>Provided opportunity and funding for students to travel to seven regional or national conferences for <i>Agromeck</i>, <i>Nubian Message</i>, <i>Technician</i>, WKNC and the business office.</li> <li>Students were required to write summaries of each session attended to reflect upon and share their learning experiences.</li> </ul>
<b>Method for Assessment:</b>	Review of summaries to focus on specific areas of growth.

<b>Population (Number):</b>	N/A
<b>Sample (Number and method):</b>	N/A
<b>Response(Number):</b>	N/A
<b>Implementation of method:</b>	Review of summaries to focus on specific areas of growth.
<b>Summary of Results:</b>	National/regional conference attendance: <ul style="list-style-type: none"> <li>• Yearbook workshop, June 2012 – Three Agromeck students</li> <li>• Management Seminar for College News Editors, July 2012 – One <i>Technician</i> student</li> <li>• Southern University Newspapers conference, Sept. 2012 – Seven business office students</li> <li>• College Broadcasters, Inc. National Student Electronic Media Convention, Oct. 2012 – Two WKNC students</li> <li>• College Media Association/Associated Collegiate Press National College Media Convention, Oct. 2012 – One <i>Nubian Message</i> student, two <i>Agromeck</i> students and three <i>Technician</i> students</li> <li>• North Carolina College Media Association conference, Feb. 2013 – Three <i>Technician</i> students and five <i>Nubian Message</i> students</li> <li>• College Newspaper Business Advertising Managers, Inc. – Two business office students</li> </ul>
<b>Interpretation:</b>	<p>For the first time in recent history (and possibly ever), Student Media sent a student from <i>Nubian Message</i> – editor-in-chief Kierra Leggett – to the annual National College Media Convention. There was an immediate improvement in the newspaper’s layout upon Leggett’s return from the convention, as evidenced by the two inside page designs below. The first design is from the Sept. 19, 2012 issue of <i>Nubian Message</i>, while the second is from Nov. 8, 2012. The second design has a cleaner four-column layout, more consistent paragraph style, new format for the byline, utilizes pull quotes, better differentiates the headline from the subhead, and makes a much better use of white space. The second example is simply a much more appealing package. While content will always be the most important factor in keeping readers, a visually appealing style helps get those readers in the first place.</p>

<p><b>Decisions:</b></p>	<p>WKNC sent program director Bri Aab and operations manager Michael D’Argenio (essentially the second- and third-in-command at the station) to the inaugural Student Electronic Media Convention. Previously, broadcasting students attended the National College Media Convention. The students wrote summaries of each session they attended, which were then published on the Student Media website a few weeks later. This both shares the information learned and helps hold the students accountable for the ideas they said they would implement. Because of her attendance at the convention, Aab (now the first-in-command general manager) instituted an employee self-evaluation process with each pay period. This has helped staff to establish and complete short- and long-term goals while documenting performance and potential problems. WKNC staff members are also submitting their own session proposals for the October 2013 convention.</p> <p>The professional development opportunities available at regional and national events are incredibly valuable to both the students and the organization. Every effort should be made to preserve and increase such opportunities. The information learned at these sessions should be shared by as many other staff as possible, perhaps by requiring students who attend conferences to hold subsequent training sessions for their staff as a condition of travel. To date, only two of the national events have summaries from the event published online.</p>
<p><b>Comparison of Findings to Determine Improvement:</b> <i>(if applicable)</i></p>	<p>Not applicable.</p>
<p><b>Time Frame to Reassess:</b></p>	<p>Not applicable; outcomes redefined</p>
<p><b>Unit/Department Outcome:</b></p>	<p>Student Media will increase revenue from online advertising and sponsorships.</p>
<p><b>Definition(s):</b></p>	<p>The Student Media Business Office will increase efforts to sell online advertising, specifically for TechnicianOnline.com, TheNubianMessage.com and WKNC.org.</p>

<b>Action Item/Course/ significant activity:</b>	<ul style="list-style-type: none"> <li>• TechnicianOnline.com moved from College Publisher to Town News, allowing the Student Media Business Office with more opportunities to sell online advertising for the site.</li> <li>• TheNubianMessage.com continued using Google AdSense on its site.</li> <li>• WKNC.org made no changes</li> </ul>																																	
<b>Method for Assessment:</b>	Regular reports on online advertising income, compared to previous years.																																	
<b>Population (Number):</b>	N/A																																	
<b>Sample (Number and method):</b>	N/A																																	
<b>Response(Number):</b>	N/A																																	
<b>Implementation of method:</b>	Review of online advertising income.																																	
<b>Summary of Results:</b>	Moving from College Publisher to Town News allowed <b>TechnicianOnline.com</b> more online ad inventory, as noted in the revised rate card. For the 2011-2012 fiscal year, TechnicianOnline.com netted \$2,028.50 from 12 clients. That income more than doubled for 2012-2013, bringing in \$5,096.76 from 12 clients. The increase cannot be totally attributed to Town News, however, as online revenue was split relatively evenly (46% in fall, 54% in spring) between semesters.																																	
<b>Interpretation:</b>	<div data-bbox="500 1094 1479 1476" style="border: 1px solid black; padding: 5px;"> <p><b>technicianonline.com</b></p> <p>Technicianonline.com has proven to be a strategic tool in reaching additional students, faculty and record numbers of alumni. The sizes are in pixels and prices are per month. All material must be received three days before date of scheduled run. Ads designed by the Technician's advertising staff must be received one week before date of scheduled run.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="3">Leaderboards</th> </tr> </thead> <tbody> <tr> <td>Top/Middle/Bottom</td> <td>728 x 90</td> <td>\$625/\$575/\$525</td> </tr> <tr> <th colspan="3">Tiles</th> </tr> <tr> <td>Top/Middle/Bottom</td> <td>200 x 90</td> <td>\$150/\$100/\$100</td> </tr> <tr> <td>Page Curl</td> <td>n/a</td> <td>\$700</td> </tr> <tr> <td>Pencil</td> <td>960 x 30</td> <td>\$175</td> </tr> <tr> <th colspan="3">Centers</th> </tr> <tr> <td>Top/Middle</td> <td>468 x 60</td> <td>\$175/\$125</td> </tr> <tr> <th colspan="3">Rails</th> </tr> <tr> <td>Top</td> <td>300 x 250, 160 x 600, or 300 x 600</td> <td>\$400, \$500, \$600</td> </tr> <tr> <td>Middle</td> <td>300 x 250, 160 x 600, or 300 x 600</td> <td>\$350, \$450, \$550</td> </tr> </tbody> </table> </div> <p><b>TheNubianMessage.com</b> allows for one 468x60 ad at the top of the site, which has displayed a Google AdSense ad since March 2012. Approximately \$12 has been earned to date, although a change in Google's payment policy may force us to examine other options. There is also space for one (or more) 300x250 ad, although that has not been utilized and there is no placeholder ad. Officially, TheNubianMessage.com has zero income from online advertising. Under the leadership of 2012-2013 editor Kierra Leggett, page views for TheNubianMessage.com more than doubled and visits more than tripled, increasing the value of the site's advertising inventory.</p>	Leaderboards			Top/Middle/Bottom	728 x 90	\$625/\$575/\$525	Tiles			Top/Middle/Bottom	200 x 90	\$150/\$100/\$100	Page Curl	n/a	\$700	Pencil	960 x 30	\$175	Centers			Top/Middle	468 x 60	\$175/\$125	Rails			Top	300 x 250, 160 x 600, or 300 x 600	\$400, \$500, \$600	Middle	300 x 250, 160 x 600, or 300 x 600	\$350, \$450, \$550
Leaderboards																																		
Top/Middle/Bottom	728 x 90	\$625/\$575/\$525																																
Tiles																																		
Top/Middle/Bottom	200 x 90	\$150/\$100/\$100																																
Page Curl	n/a	\$700																																
Pencil	960 x 30	\$175																																
Centers																																		
Top/Middle	468 x 60	\$175/\$125																																
Rails																																		
Top	300 x 250, 160 x 600, or 300 x 600	\$400, \$500, \$600																																
Middle	300 x 250, 160 x 600, or 300 x 600	\$350, \$450, \$550																																

	<b>WKNC.org</b> currently offers 4, 125x125 ad spaces on its website at a rate of \$125 per ad per calendar month for a maximum annual income opportunity of \$6,000. The station did worse for Web ad sales in 2012-2013 than in 2011-2012, selling only \$62.50 worth of inventory to one client compared to \$375 from multiple clients in the previous year.
<b>Decisions:</b>	<b>WKNC.org</b> needs to be redesigned to incorporate at least 2, 300x250 ad spaces. This will greatly increase its sales opportunities and allow the Business Office to sell bundled ad space on all three websites.
<b>Comparison of Findings to Determine Improvement:</b> <i>(if applicable)</i>	Online revenue for TechnicianOnline.com has more than doubled in the previous year. While the switch to Town News may not be solely responsible for the increase, it has made inventory management much easier.
<b>Time Frame to Reassess:</b>	Next assessment five-year cycle

**SECTION III:** Identify at least **two outcomes** you will measure in 2013-2014, using the following template for each outcome.

**Note:**

1. At least one **MUST** be a learning/development outcome measure.
2. Please be sure to make sure you are not measuring the same ones every year.
3. Over the course of a 5 year period, you should have measured all your Unit/Department level outcomes.

<b>Unit/Department Outcome:</b>	Student Media staff will be able to share information in multiple formats.
<b>Definition(s):</b>	Student Media needs to think beyond its initial print and broadcast product and incorporate other methods of information delivery, be it through a website, mobile app, or social media account. This information should also go beyond a simple replication of the existing product, but add additional and updated information.
<b>Courses/Action Item(s)/ Significant Activity</b>	<ol style="list-style-type: none"> <li>1. Measure Facebook and Twitter followers and posts for each media according to the metrics listed in the method section. For Facebook, this information comes from the insights in the admin panel. For Twitter, this information can come from Twitonomy, Twitter Counter or another analytics service.</li> <li>2. Track whether online content adds additional or updated information beyond its original print or broadcast form.</li> <li>3. Evaluate use of the Student Media app to convey information.</li> </ol>
<b>Method for assessment &amp; how you plan to implement it:</b>	<p>With each month's board report, the top editor/manager will include information about:</p> <ul style="list-style-type: none"> <li>• The number of Facebook fans and Twitter followers at the start of the calendar month v. the number of the end of the calendar month</li> </ul>

	<ul style="list-style-type: none"> <li>• A summary of the month's social media activity. This can include the number of posts/tweets made or a description of the shared content.</li> <li>• What engagement their posts/tweets had with their audience. Did certain content garner more shares/likes/retweets?</li> <li>• Whether online content is the exact same as it was print or broadcast or whether any online content contains additional or updated information.</li> <li>• Whether content is regularly uploaded to the Student Media mobile app and how often that content is accessed.</li> </ul>
<b>General Timeline:</b>	Fall 2013 and spring 2014 semesters
<b>Person Responsible:</b>	All top editor/managers and their advisers

<b>Unit/Department Outcome:</b>	Student Media will produce quality products and programming by having <i>Technician</i> sources perceive the newspaper as fair and accurate.
<b>Definition(s):</b>	<i>Technician</i> will survey those quoted in the newspaper to determine the source's perception of the medium's fairness and accuracy.
<b>Courses/Action Item(s)/ Significant Activity</b>	Develop a survey to send to sources (those individuals quoted in the newspaper) assessing the overall fairness and clarity of the article in which they were quoted, whether there were any errors in the article, and general perceptions of the paper's fairness and accuracy and the writing, editing and coverage.
<b>Method for assessment &amp; how you plan to implement it:</b>	For at least one story per issue, the primary source will be identified and emailed a five-question survey with the following questions: <ol style="list-style-type: none"> <li>1. Were the facts that you provided the reporter presented accurately and in context? If not, what were the errors?</li> <li>2. Were you quoted accurately and in context? If not, what were the errors?</li> <li>3. Was the reporter professional in his or her interactions with you? If not, in what ways were they unprofessional?</li> <li>4. Did the reporter follow up with you after the initial interview to confirm his or her facts and/or ask follow-up questions?</li> <li>5. With regard to the article's overall accuracy, clarity, and fairness, if you were giving the final version of the story a letter grade – A, B, C, D or F – what grade would you give it and why?</li> </ol>
<b>General Timeline:</b>	Fall 2013 and spring 2014 semesters
<b>Person Responsible:</b>	Director of Student Media Advising



**SECTION IV:** Other data your unit uses for decisions may be included in this section. Include a brief summary of the data and decisions made. Examples: course-taking patterns, retention data, participation data, satisfaction data, transfer statistics

<b>Brief Summary of Results:</b>	<p>To maintain compliance with University Regulation 11.55.6, we collect information regarding the cumulative and semester GPA, full-time status and disciplinary record of all student leaders.</p> <p>We keep track of all non-fee revenue for each medium.</p>
<b>Decisions:</b>	