

# St. John's University

## 2012-2013 Achievement Summary Profile

As of: 9/25/2013 08:31 AM EST

### Advertising, B.S.

#### Targets Without Findings

Measure 0: e-Portfolio of creative advertising copywriting

Outcome/Objective 5: Create a "campaign" to introduce a new product

Target: 80% of students will score a B or better on the portfolio as assessed by the rubric.

### Dramatic Arts, Film and Television, B.S.

#### Targets Without Findings

Measure 2: Monologue

Outcome/Objective 1: Competency in the practical training in the professional field of acting

Target: 75% of students will achieve a B or better on their monologue.

Measure 3: Short Film

Outcome/Objective 1: Competency in the practical training in the professional field of acting

Target: 75% of students will achieve a B or better on their Short Film project.

### International Communication, M.S.

#### Targets Without Findings

Measure 1: Comprehensive Exam

Outcome/Objective 1: Students will demonstrate competency in understanding the role of communication in global development

Target: 100% of students will pass the comprehensive exam.

### Photojournalism, B.S.

#### Met

Measure 2: Documentary Project

Outcome/Objective 8: Develop technical skills in shooting and editing video and audio productions

Goals:

1: Students feel confident to pursue careers as photojournalists.

2: Students will develop the skills as commercial photographers working in advertising, public relations and for magazines and onli

Target: 75% of students will achieve a B or better on the Documentary Project.

Finding: 85% of students achieved a B or better on the Documentary Project.

### Public Relations, B.S.

#### Targets Without Findings

Measure 3: Portfolio Evaluation

Outcome/Objective 4: Create a PR campaign for a product or organization

Goals:

- 1: Demonstrate knowledge of PR history
- 2: Demonstrate knowledge of communication theory
- 5: Demonstrate competency in creating successful PR

Target: 90% of students will earn an A in PRL 4601 (Public Relations Portfolio).

## Television and Film, B.S.

### Targets Without Findings

Measure 2: Senior video or film project

Outcome/Objective 3: Demonstrate writing skills for TV and film

Goals:

6: Develop appropriate writing skills for TV/film

Target: 75% of students will get an A on their final project.

# St. John's University

As of: 9/25/2013 08:32 AM EST

## 2012-2013 Data Entry Status Overview

This report shows Data Entry Status based on Draft/In-Progress vs. Final status determined by users. To get a more complete picture of remaining work, also run Audit reports for the sections of interest.

### Status Overview for Academic Entities

|                              | <b>Final</b> | <b>In-Progress</b> | <b>None</b> |
|------------------------------|--------------|--------------------|-------------|
| <b>Mission / Purpose</b>     | 8 (100%)     | 0 (0%)             | 0 (0%)      |
| <b>Goal (if used)</b>        | 8 (100%)     | 0 (0%)             | 0 (0%)      |
| <b>Outcome/Objective</b>     | 8 (100%)     | 0 (0%)             | 0 (0%)      |
| <b>Measure</b>               | 8 (100%)     | 0 (0%)             | 0 (0%)      |
| <b>Target</b>                | 5 (62%)      | 1 (12%)            | 2 (25%)     |
| <b>Finding</b>               | 0 (0%)       | 1 (12%)            | 7 (88%)     |
| <b>Action Plan</b>           | 1 (12%)      | 0 (0%)             | 7 (88%)     |
| <b>Analysis Question</b>     | 0 (0%)       | 0 (0%)             | 8 (100%)    |
| <b>Annual Report Section</b> | 0 (0%)       | 0 (0%)             | 8 (100%)    |