

Program Evaluation

We evaluate how effective our academic majors are in providing students with the skills and knowledge they need to be successful in careers related to that discipline. Site supervisors are particularly helpful in our efforts to improve programs. Below is an assessment rubric for the academic major of your student intern. Using the intern's abilities and knowledge as a guide, please circle the level that you feel reflects that particular major's success in reaching the learning goals listed. Your input is appreciated and meaningful. Thank you.

Communication Major **Assessment Rubric for Senior Internship Supervisors**

The curriculum of the Communication Department at Pine Manor aims to accomplish these educational goals for students:

- Understanding of critical thinking skills as it applies to media production and content.
- Effective written communication, specifically an understanding of and the ability to write in media formats including press releases, news stories, TV and radio scripts, screenplays, synopses, and loglines.
- Effective oral communication, specifically how clearly they communicate their ideas through the questions they ask and the way they respond to assignments they are asked to do at the internship site; and by how they present themselves during the interviews for the internship.
- Technical knowledge and mastery of computer software used in the industry, specifically by their understanding of shooting and editing basics, and their ability to use Final Cut Pro, Photoshop and InDesign.

All of our seniors are required to complete an internship. We hope this experience serves to help students practice some of what they have learned while they continue to grow and improve on their skills and understanding of the discipline. The internship also offers us the opportunity to assess how our curriculum goals are being met.

To help us improve our program, please assess the student's abilities (where it is applicable), by circling the best choice on the rubric on the accompanying page. Please cite specific examples to support your evaluation. If any of the knowledge sets or skills does not apply, please indicate this by marking the "NA" cell on the rubric. In addition, if your site requires skills or knowledge that does not fall into these general categories, please indicate what these skills or knowledge would be and how you would assess the intern.

This information is valuable to us and we thank you for taking the time to evaluate our Internship Program.

GOAL	SKILL LEVEL			Accomplished	Not Applicable
	Beginning	Developing	Competent		
Understanding of critical thinking skills as it applies to media production and content	Unaware of how media content is developed and how corporate influence shapes this content	Basic awareness of the financial and corporate interests that shapes media content Still needs some help seeing bigger trends that exist in media production and content	Questions and critiques media content and shows awareness of how various groups of people may interpret media content differently	Shows exceptional insight into how media content affects or could affect audience perception Has a clear understanding of how commercial forces shape media content	
Ability to write well in general and in media formats such as press releases, news stories, TV and radio scripts, screenplays	Unaware of various media formats Choppy writing style with many grammatical errors	Aware of various media formats Grammar and writing style need significant work	Aware of various media formats Grammar and writing style are good but need improvement	Shows mastery of numerous types of media writing formats Exceptional grammar and fluid writing style	
Ability to clearly communicate their ideas through the questions they ask and the way they respond to assignments at the internship site Ability to present themselves well during interviews for the internship	Hesitant to speak and needs prodding to do so Lacks forethought and organization prior to speaking	Hesitant to speak but makes some effort Exhibits forethought before speaking and conducts basic research	Speaks concisely and eloquently in various situations Needs to do more work researching and structuring the content of her oral presentations	Speaks concisely and eloquently in various situations Oral presentations are well-organized and researched in depth	
Knowledge of shooting and editing basics and mastery of computer software such as Final Cut Pro, Photoshop, InDesign	Little or no awareness of technology used in the field	Aware of basic programs and able to perform simple functions using these programs but needs additional help for more complicated tasks	Excellent understanding of technology but still requires occasional help with some tasks using these programs	Excellent understanding of programs used in the field and rarely, if ever, requires additional help	

Are these learning objectives appropriate for your site or professional area?

What other skills and knowledge do you look for in interns or new employees?

Please return this form to the Faculty Sponsor

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