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.
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<th>GOAL</th>
<th>SKILL LEVEL</th>
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| Understanding of critical thinking skills as it applies to media production and content | Beginning: Unaware of how media content is developed and how corporate influence shapes this content  
Developing: Basic awareness of the financial and corporate interests that shapes media content  
Competent: Questions and critiques media content and shows awareness of how various groups of people may interpret media content differently  
Accomplished: Shows exceptional insight into how media content affects or could affect audience perception  
Not Applicable: 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 | Beginning: Unaware of various media formats  
Developing: Aware of various media formats  
Competent: Aware of various media formats  
Accomplished: Shows mastery of numerous types of media writing formats  
Not Applicable: 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 | Beginning: Hesitant to speak and needs prodding to do so  
Developing: Hesitant to speak but makes some effort  
Competent: Speaks concisely and eloquently in various situations  
Accomplished: Speaks concisely and eloquently in various situations  
Not Applicable: 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 | Beginning: Little or no awareness of technology used in the field  
Developing: Aware of basic programs and able to perform simple functions using these programs but needs additional help for more complicated tasks  
Competent: Excellent understanding of technology but still requires occasional help with some tasks using these programs  
Accomplished: Excellent understanding of programs used in the field and rarely, if ever, requires additional help  
Not Applicable: |

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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