

Student Media Assessment Made Easy-ish

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Assessment 101

The Seven Steps to Assessment:

1. Mission
2. Objectives
3. Outcomes
4. Activities
5. Methods
6. Analysis
7. Decisions/Recommendations

Mission

- The purpose or essential function of your unit. What you are here for, what your essential values are, and who you serve.

Objective

- Staff will produce quality products and programming.
- Staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online.

Outcomes

- *Technician* will be perceived as fair and accurate by those quoted in the paper.
- Staff will be able to share information in multiple formats.



Mission

- Guides the overall activities of the unit
- Should be documented
- Can be invaluable in justifying your existence to school
- Example (WSUM Mission)
 - Reach out to the campus and the surrounding community
 - Provide hands-on broadcast education
 - Provide alternative music and talk programming

Objective

- Serve an underserved audience (hence, not ratings dependent)
- Building Community
 - Internally – building a team/community:
 - Enhances the school experience
 - Encourages development of integrity, honesty, growth, patience, and fairness
 - Minimizes theft, vandalism and other undesirable behavior
 - Externally
 - Para social interaction
 - Oasis from other media and media models
- Fun

Outcomes

- Satisfaction of contributing
- Lifelong connection to the organization
- In some cases, careers in media aided by experience (and emotional attachment) of working at the station
- Each generation builds on the foundation laid by previous generations
- The organization's reputation attracts members who are eager and interested in being part of a successful organization

Qualitative Measurements

- Reviewing material produced for public consumption
- Interacting directly with students at team meetings
- Giving small assignments and measuring follow through
- Offering opportunities to step up outside of the studio
- Survey based on “First, Break All the Rules” – 12 questions

Quantitative Measurements

- Google Analytics/Sawmill/others
 - Not all of these can track streaming data
 - iTunes, Tune In and other third parties are not measured by any of these services, that we have found (If someone has found one, please share).
- Social Media Activity
- Arbitron Data (limited value)

Source Survey

- “Second order”/Qualitative benefits
 - Sources appreciate “quality control” efforts
 - Allows you to identify “loose cannons”
 - Increases visibility/top-of-mind awareness
 - Open-ended question responses provide rich context
 - Be prepared for pleasant surprises

Communicating Across Multiple Platforms

- Objective: Staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online.
- Outcome: Staff will be able to share information in multiple formats.



Activities

- Measure social media activity and interaction for each medium.
- Measure WKNC's distribution of information via its blog, audio podcast and video series.

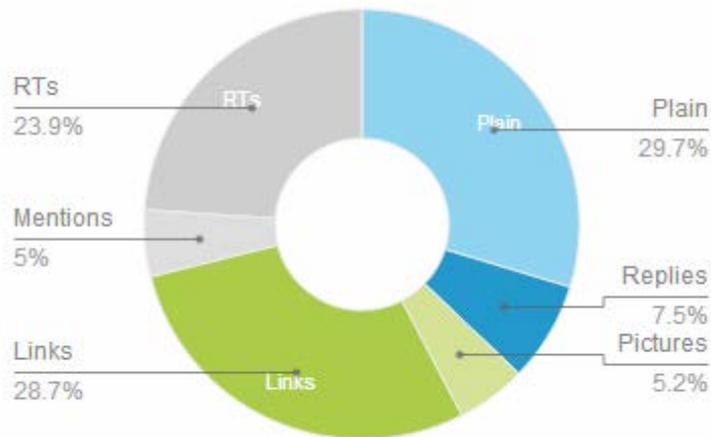
Methods

- Gather statistics monthly regarding the number of fans/followers, posts, likes, comments, replies and shares/ retweets for each account.
- Gather number of blog posts, audio podcasts and videos posted and corresponding downloads/views.

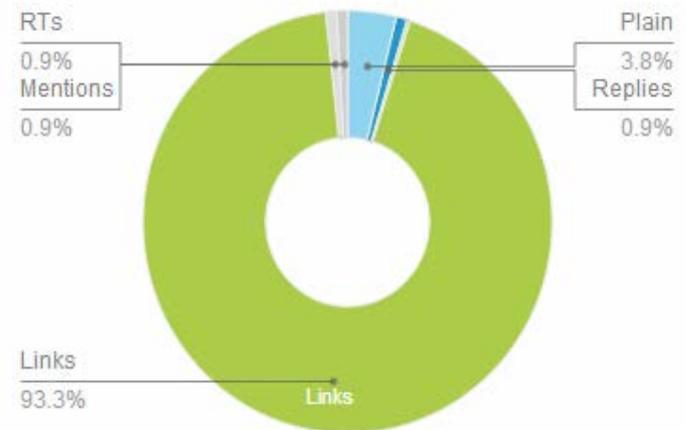
Analysis



Tweets Distribution



Tweets Distribution

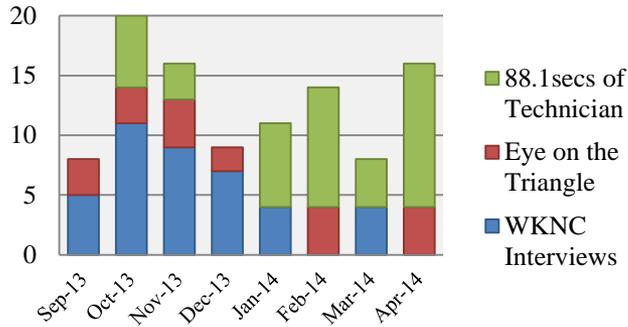


@NubianMessage and @NCSUTechnician tweets distribution.

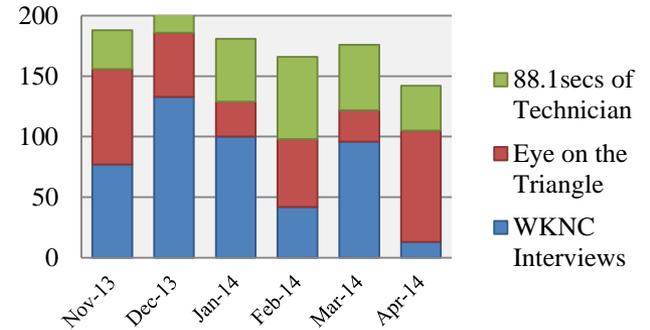
Analysis



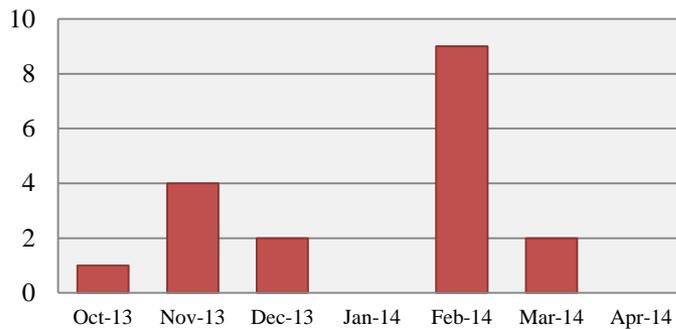
of WKNC Podcasts



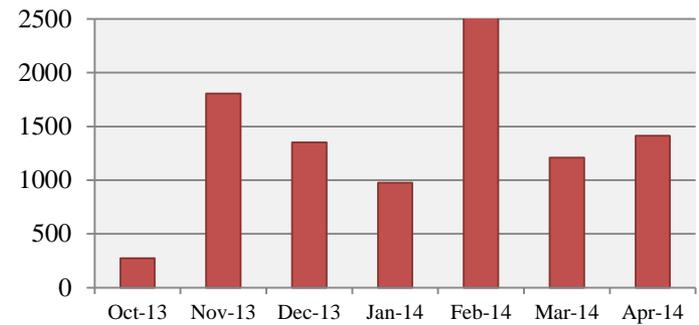
Podcast Downloads



of WKNC Videos



Monthly Video Views



Decisions/Recommendations

- Responsibility of *Technician's* social media accounts will be shared with the Student Media business and marketing office.
- Efforts were made to ensure sustainability of WKNC's video series.

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MEDIA



Questions?

