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

@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.
Questions?