Student Media Assessment Made Easy-ish

David Black, University of Wisconsin
Jamie Lynn Gilbert, North Carolina State University
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
    • Parasocial 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
The 12 questions

- I know what is expected of me at work.
- I have the materials and equipment I need to do my work right.
- At work, I have the opportunity to do what I do best every day.
- In the last seven days, I have received recognition or praise for doing good work.
- My supervisor, or someone at work, seems to care about me as a person.
- There is someone at work who encourages my development.
The 12 questions

- At work, my opinions seem to count.
- The mission/purpose of my company makes me feel my job is important.
- My associates (fellow employees) are committed to doing quality work.
- I have a best friend at work.
- In the last six months, someone at work has talked to me about my progress.
- This last year, I have had opportunities at work to learn and grow.
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)
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

<table>
<thead>
<tr>
<th>Month</th>
<th>88.1secs of Technician</th>
<th>Eye on the Triangle</th>
<th>WKNC Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-13</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Nov-13</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Dec-13</td>
<td>9</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Jan-14</td>
<td>11</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Feb-14</td>
<td>12</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Mar-14</td>
<td>13</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Apr-14</td>
<td>14</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

Podcast Downloads

<table>
<thead>
<tr>
<th>Month</th>
<th>88.1secs of Technician</th>
<th>Eye on the Triangle</th>
<th>WKNC Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov-15</td>
<td>100</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Dec-15</td>
<td>120</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Jan-14</td>
<td>130</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Feb-14</td>
<td>140</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Mar-14</td>
<td>150</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Apr-14</td>
<td>160</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

# of WKNC Videos

<table>
<thead>
<tr>
<th>Month</th>
<th>88.1secs of Technician</th>
<th>Eye on the Triangle</th>
<th>WKNC Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-13</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Nov-13</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Dec-13</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Jan-14</td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Feb-14</td>
<td>5</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Mar-14</td>
<td>6</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Apr-14</td>
<td>7</td>
<td>13</td>
<td>6</td>
</tr>
</tbody>
</table>

Monthly Video Views

<table>
<thead>
<tr>
<th>Month</th>
<th>88.1secs of Technician</th>
<th>Eye on the Triangle</th>
<th>WKNC Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-13</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Nov-13</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Dec-13</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Jan-14</td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Feb-14</td>
<td>5</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Mar-14</td>
<td>6</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Apr-14</td>
<td>7</td>
<td>13</td>
<td>6</td>
</tr>
</tbody>
</table>
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?