



# 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
    - 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

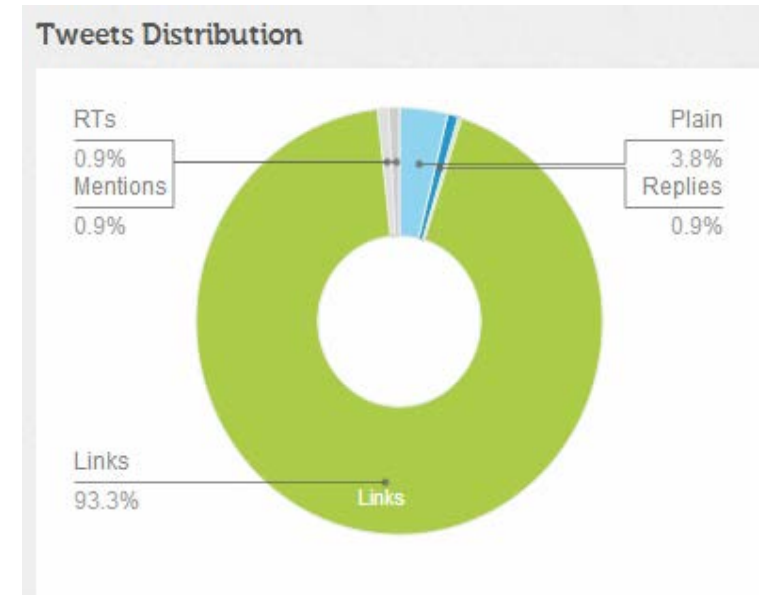
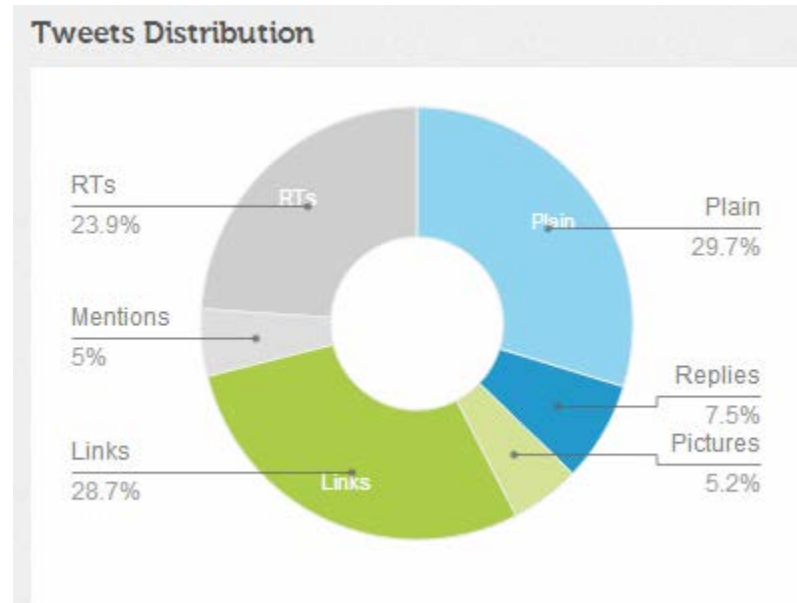
- Measure social media activity and interaction for each medium.
- Measure WKNC's distribution of information via its blog, audio podcast and video series.



# 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



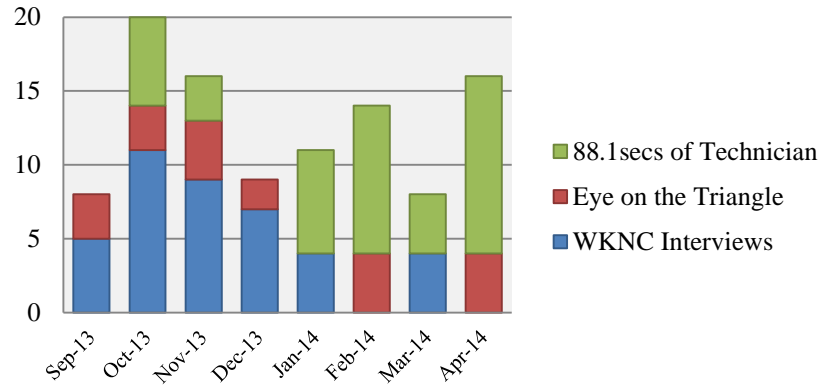
@NubianMessage and @NCSUTechnician tweets distribution.



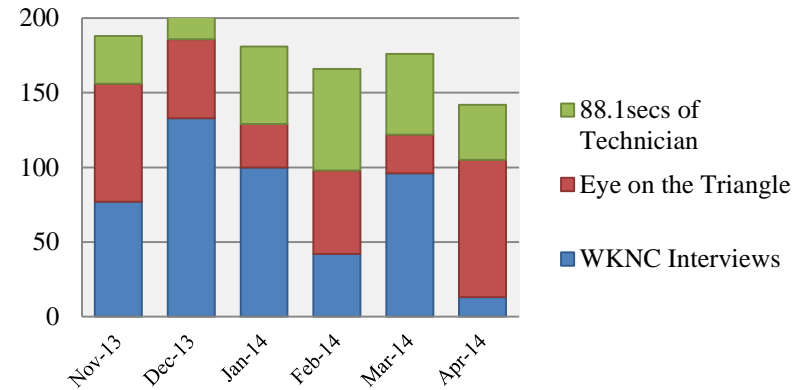


# Analysis

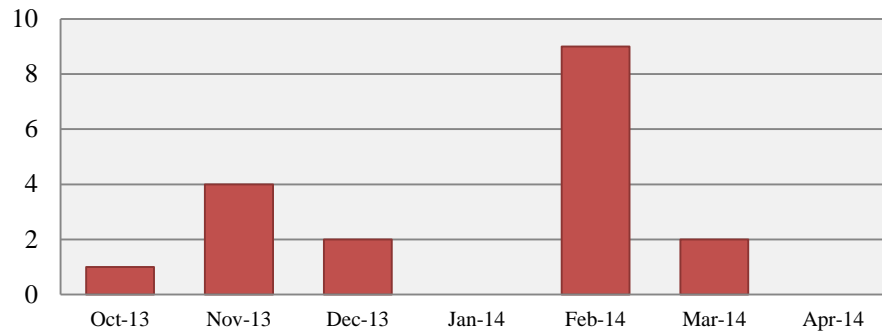
### # of WKNC Podcasts



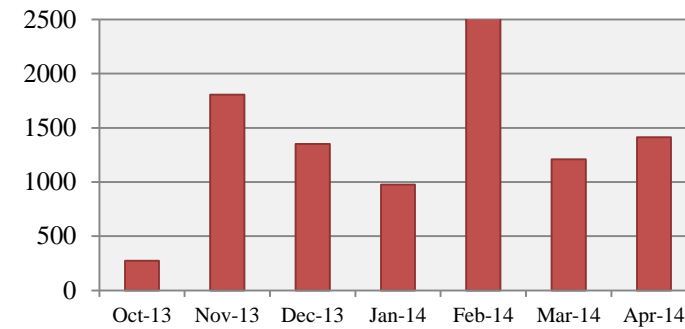
### Podcast Downloads



### # 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?