January 28, 2013

FR: Dept. of Media Studies (formerly Communication Technologies)
TO: Assessment Oversight Committee
RE: Review

1. **What evidence do you have that students achieve your stated learning outcomes?**

Our primary assessment tools are:

- Graduate placement rate
- Alumni surveys
- Employer evaluation of interns
- Senior exit surveys

The department conducts annual emphasis reviews at department meetings. These reviews are based on comparisons to other programs in the UW System and beyond, observation of student progress, examination of published research and studies by national organizations in related areas, and other materials. These reviews may focus on curriculum, but are not limited to that topic.

2. **What have you learned as a result?**

**Graduate placement rate.** Students continue to be placed at relatively high rates, with placement in newspaper reporting, sales, broadcast production, graphic communications, imaging media, and public relations. We have maintained an average of approximately 170 majors over the past several years; the 10-day enrollment in Fall 2012 stood at 169 majors. Our placement rate, which remained consistently over 90 percent until the recession, has dropped somewhat, but remains relatively strong. The most recent figures from the Alumni Office indicate a 75 percent placement rate, but we continue to encounter difficulty in gathering appropriate data from graduating seniors and recent graduates.

**Alumni surveys.**

As with placement rate, obtaining data is difficult. We intend to expand our efforts to reach alumni by sending survey instruments to those who graduated within the past five years; our usual practice has been to concentrate on those who graduated within the past six months.

The few comments we have received indicate that faculty members continue to be our biggest asset and that students prefer hands-on courses to the more academic endeavors. A copy of the instrument used is attached to this report.

**Employer evaluation of interns.**

Interns are required to have completed 21 credits of their 60-credit program prior to their internships, which could have some bearing on the evaluations. Employers continue to be very positive about our interns and generally rate them “excellent.” Summaries of final evaluations by employers are attached for Summer 2009 through Summer 2012.

**Emphasis reviews.**

To no one’s surprise, the sweeping changes in the media and the technologies they use have resulted in what has been termed **media convergence**. For example, programming that has been associated strictly with radio stations is now available on the Internet and via satellite. The
department’s response to convergence has been under discussion since a department retreat in January 2008. See Question 3 for a more detailed discussion.

Senior exit surveys.

See below.

3. *What, if any, changes will you make in order to improve student learning?*

The changes are ongoing and numerous – too numerous to describe in detail. The overview of our activities since the 2008 retreat include:

- Changing the name of the department to more accurately reflect our academic focus.
- Dropping courses from the major core to make room for other courses that will, as a result, expose students to a broader range of the subject matter we, as a department, address.
- Changing courses, structure and requirements in every emphasis.
- Creating three new minors: Photography, Web Development and Social Media.
- Creating another emphasis, Integrated Media, that allows students to design individual plans of study with the assistance and approval of their academic advisor and the department chair.
- Making the emphasis electives transparent – that is, any course offered in the department can be used as an elective in any emphasis within the department.
- Other changes to curriculum and teaching style are still under discussion.

In addition, we are revamping our senior exit survey to increase response rate and to provide more data on which we can base future curriculum and other strategies to improve student learning. We intend to use a combination of e-mail and LinkedIn contact information to gather responses.
SUMMARY
INTERNSHIP FINAL EVALUATION
SUMMER 2012

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What are the intern’s strong points?
His character and his ability to get along with others. He represents the station well and is careful to think before speaking. He is an individual with quality.
He has developed a wide range of skills in T.V. production, making him a valuable candidate when he graduates.
He is a dependable worker who works independently. He has a passion for creating videos.
His ability to learn the equipment. He also got much better at communicating. Her quality of work, her work attitude, and turning stories around quickly.
He is very creative and great with big ideas. Everyone enjoyed being around him.
She has done an outstanding job this summer. She is organized, thoughtful, and capable of handling a diverse array of responsibilities. She has shown initiative, a willingness to pitch in, and she is a great team player. We received many positive comments from our customers, volunteers, staff members and board of directors about her performance. She exhibited excellent communication skills and a strong knowledge of social media. In addition, she possesses the characteristics and attributes an employer would seek in a prospective employee.
He’s eager to be assigned and do work. He’s also willing to take on additional responsibilities on short notice.
She is great with demos; set up with special events, writing press releases, very organized, great set up and follow through with blog and social media.
She was a delight to work with. She is extremely thoughtful, can follow direction well and was always eager to help. She showed maturity that I have rarely seen with interns. She was also very respectful of everyone in the office’s time and always let us know of changes in her schedule.
She is always looking for something to do.
Attentive, grasps what she’s told right way, asks questions when instructions need to be clarified, one of the hardest-working college students that I have ever known, Professional attitude and behavior, serious-minded, excellent photographer.
He is very punctual, always looks for additional work when finished with a project. Very personable with other station employees. His ability to learn quickly and retain knowledge is excellent! He was a terrific intern. For an internship that wasn’t paid she worked like she was being paid. Positive attitude and involved with everything. She is very enthusiastic and positive. She makes it very easy to work with her.

Which abilities and/or characteristics need improvement?

He still needs to be more assertive and other areas will improve with practice. He needs improvement in writing. Getting to know his audiences before creating future video will help him be a better videographer. His drive and what to do more, he did well but never pushed to do more than what was expected. She needs to be more initiative. Needs more experience in design to deliver the work at an agency level. She has not demonstrated any weaknesses during her internship. She has great potential and I would encourage her to continue to explore and define the type of career path that she would like to pursue. Her skills can take her in many different directions and she would be well served to refine her areas of focus. Needs to be more through about filling out the stories and figuring out where they should go on his own. In short, developing new judgments. Also, his copy could be cleaner, and he needs to get to where he can general his own news stories. Experience in more phases of the business and working around office equipment more often to be beneficial. She needs improvement in background information and preparation because she came from a marketing program into a newspaper office. I knew I would have to train her on software she has never used before, and she is picking up quickly. He needs to trust himself. Sometimes, he will ask and triple check with me on a post for social media or our website. My answer is mostly. “Yep, go ahead.” Just have confidence. She needs some development and practice in writing articles. Also some grammar classes will go along way in helping her to achieve more structure in writing skills.

Other Comments:

He accepted some extra challenges this time frame and did well. This was a good opportunity for WRCO and I hope and trust it was good for him to. We enjoyed having him spend that summer with us. He helped us boast our weekend content, stabilize the staff during transition period, and covered for some of our employees who needed vacation time. He has a great opportunity to be successful in the T.V. industry, no matter which direction he tries his career (news or production). We enjoyed having him as an intern this semester. He was very efficient in working with us to create three videos: one for board members of a nonprofit organization called transitions. She has been a welcome addition to our staff. She has done everything asked of her. (We treat our interns as regular staff members and expect similar results). She has written a
variety of stories and single-handedly covered a four-day county festival and two days if our county fair. She has also done a video for us and recorded voiceovers for our daily web newscast. She has a very good attitude, shows up and gets to work. She has a bright future.

He is very green, but I have no doubt that he will grow into becoming an exceptional contributor in his professional life. He is affable, team-orientated, with a passion and desire to do well. We will miss him.

She has enthusiastically contributed to her internship over the summer. She willingly took on any task we gave her with a positive attitude. And, she was always calm and poised under pressure. She worked diligently to help us improve our Internet presence and more effectively use web-based tools we already had. She also significantly increased our social networking awareness and capabilities. She contributed to our blog and Facebook, established a page for us on Tripadvisor, and she launched us into the world of twitter. Her contributions have defiantly enabled us to reach a new, and broader audience.

I think that he will benefit from reading more news, especially daily newspapers. His grasp of how stories flow. Overall, he appears eager to work and is dependable to be where he says he’s going to be. I would gladly work with him again.

Very please with her overall performance and quality of work. She really impressed us during her time here. She brought many of her own ideas to the table as well as helped with some more tedious tasks around the office. We will miss her. She has good communication and computer skills. She had a great attitude.

She is hardworking. After three or four hours in my office, she goes to work at a grocery store. She has never complained about being tired. She has never balked at anything that I have asked her to do. I would hire her in a heartbeat if I could lure her away from marketing into journalism. She gets along well with all kinds of people.

We appreciated all she did for us. We will miss her.

To achieve more structured writing skills.

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SUMMARY
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SUMMER 2011

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What are the intern’s strong points?
Overall does excellent work. She communicates well with her supervisor. She seems to enjoy her work. She is very punctual with her deadlines. Seems to take everything in stride and has a great attitude and very competent She has fantastic people skills and communication skills. She is a strong writer, speaker, and extremely professional. funny, friendly, helpful, organized, and hardworking Communication, listening to critique, dependability All-around good at this work Judgment was very good, working well with others, running camera, floor directing, running scripts Very positive and motivated Asked questions, kept a good overall attitude, made lots of improvement as time passed, good person She has a terrific work ethic. She has been absolutely dependable, is almost always early for work shifts. She has mastered all the duties asked of her in professional fashion. Strong understanding of Adobe before helped a lot, really easy to give critiques and he took them well She is willing to try anything and is enthusiastic about it. Enthusiasm, ambition All of the above, displayed great drive and initiative at the same time, is wonderful to work with and deals with others well Ability to complete tasks on his own, dependability along with his ability to learn on the fly in a working environment He is very eager to learn. He has a real passion for this type of work. He welcomes and invites criticism and applies what he learns. She has creative ideas and is personable. He is flexible, committed, and thorough.
His ability to navigate a variety of settings and activities as well as work with a diverse group of people has been a great asset.

His skills with the camera are outstanding. His knowledge is helpful to others as well in that he is able to teach in an appropriate manner, tailored to the group he’s with.

Hard work, intelligence
Listened very well and was able to study, understand, and write about the subject matter.
She communicated well and if I need to get a hold of her, that wasn’t a problem.
She was also willing to do extra work when asked, if it fit into her schedule.
Her interest in the work seemed high.

**Which abilities and/or characteristics need improvement?**
I would like to see her be more motivated and take on more initiative when it comes to new or larger projects.
On air performance can always be improved for everyone
Just keep working and building experience in the field, put the time in on your resume!
None, she’s good all around
Variety in photos
All she needs is practice and to learn the particular job for which she’ll be hired – and whoever will have an excellent employee.
None at this time
Nothing of significance
Could have been a bit more creative at times, may have been caused by very tight turn around time schedules
Simply continue to gain experience in additional aspects of TV/video production
Just needs more experience at a station and learning other aspects of commercial radio
She gave very short notice of her final days.
Working independently and teamwork
Sports knowledge, continue to prepare and even “over prepare” if necessary
As of right now, nothing needs improvement. He just needs to gain more experience. I look forward to having him in our work rotation in the future.
He could use a touch more humility when it comes to his abilities. It isn’t a major issue, but could interfere with growth.
Ability to innovate independently, creating a successful product when there are not specific requirements or guidelines
None to my knowledge
Technical ability in the newsroom
Could have been more aggressive in seeking new assignments.
She could be more proactive and not so shy when approaching story subjects. There are many different story ideas out there and she would do well to embrace that.

**Other Comments:**
Overall, she did a great job for our department and we are happy with the work she completed for us. We wish her the best of luck with her future endeavors.
We’ve offered her a part time position in the fall for board oping and some commercial stuff.
She definitely exceeded our expectations this summer. Everyone is pleased with the job she’s done.
She is a pleasure, so glad to have her as an intern working with us! We will miss her when she leaves us to go back to school.

He has been with us through our transition from our old studio to our new one and has caught on just as well, if not better than some of our paid employees. He has the right attitude and a good drive to be in this business.

It has been a pleasure to have her work at Madison City Channel this summer. She has been a real asset to the organization.

Overall, she was a great intern who has a lot of potential in the workforce after graduation. She will be missed in the office.

She makes a wonderful presence on camera. She’ll need to continue to work some more to hone her craft and become “natural” on camera. Be a good listener during interviews.

Based on the experience he has gotten this summer I think he could have a career in the T.V. or film industry. He seemed to get along with every employee we came across. He learned quickly and was a pleasure to have around this summer.

He has been a real help for us this summer. Though tentative at first he adapted quickly to the rhythm here and was a real asset during his internship.

It has been a pleasure to work with him. His time and talents were very valuable to the organization.

Nice student, she did what we asked of her and accepted feedback. Overall, it was a good experience.

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### SUMMARY

**INTERNSHIP FINAL EVALUATION**  
**SUMMER 2010**

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**What are the intern’s strong points?**

He has a great ability to learn quickly and displays great initiative. He been involved in many different aspects of our business (local and regional) and would be a great asset in any customer service related industry!!

He really did a wonderful job of working independently, if I gave him a job he got to it and got it done.

Design, people skills, excellent attitude

Since the mid-intern evaluation, I have seen tremendous focus and improvement by her on the areas discussed in the mid-intern evaluation. I commend her on her positive attitude and communication with colleagues. She has amazing technical talent that is now able to shine.

She has a lot of ambition, works great with fellow employees and simply a pleasure to work with every day!

She is a hard worker and a dedicated writer. I’m very confident in her abilities and I feel I can assign her any story, and she’ll do an excellent job.

Always reliable, on time, and thorough

He was very willing to do the tasks asked of him and was always punctual. He is quiet but got along well and was willing to ask for help if he had any questions or concerns. It’s evident he wants to tell people’s stories, and that’s an admirable quality. He does a good job of organizing his questions prior to interviews but the challenge for him is to effectively and neatly package the information into a quality product.

She showed vast improvement during the semester

Once given a task she stick to it through completion.

He was a model intern. When he started here, he listened and asked question. Once he got “it” he became a working employee rather than a intern.

He is a great person to have working here. His leadership qualities, ability to adjust to situations and his work ethic are a great resource he has.

He will go far in whatever job he decides to do.
Her strong points are her enthusiasm and willingness to take on any task. Every task she takes on, she excels in.

We’re going to miss her personality and talents.

Punctual, teachable, works well with other employees as well as customers

Ability to get things done, she has put in a lot of time and effort in developing the manual for the new facility.

He got along well with the rest of the team. He had no problem connecting with listeners.

She has proven to be a huge asset to Badger Camp this summer. We’ve been able to entrust projects to her and had nothing but great results. She has gone above and beyond every single day. The truly understands P.R. and Event Planning and what these fields require of a person.

Listens to criticism and suggestions to improve project and overall working. He is very dependable, always follows through with what he says he will do.

Openness to learn, fast learner. Her punctuality and dependability is a big plus for her future employer.

Dependable and eager to learn

He was a great help, his knowledge and attitude were his biggest assets. He always knew what he was doing and helped the other interns learn and grow. He helped on our web development, on shoots and in the edit bay. He always was ready and willing to do anything asked and did so always producing a great outcome.

She interacts very well with coworkers and administration. Her written communications are above average for her level of education. She accepts and fulfills responsibilities well.

Creative, dependable, knowledgeable
Understanding the scope of his projects such as cross platforms and cross media designing
Punctuality, and great photography
She was a hard worker throughout the entire summer. She tried anything we gave her.

Abilities to do the jobs, creative

Which abilities and/or characteristics need improvement?

He has many good qualities, but where he lacks is simply experience and improving his quality of work.

She’s got it all – and the only thing to learn is the specific job/workplace.

She has amazing natural talents and interest in the graphic design, marketing and photography fields. If she continues to display her talents and positive demeanor, they will be noticed and she has a bright career ahead of her!

First, at the midterm report I mentioned punctuality as a problem but she has done an awesome job since. Things to work on include ability to work independently at times and self confidence.

If he wants to pursue a career in radio he will need voice lessons.

I believe he was poorly prepared for this overall internship experience. I feel like he came here without any idea of how a newspaper operates and what is expected of staff writers. He needs to do a lot more writing; there was no improvement from the first articles he wrote to the last. Reading other people’s work and studying the structure of articles may be helpful as he develops his own unique voice. His shyness is really holding him back. He needs to push himself to become more comfortable in relating to people and to speak clearly. Similarly, he needs to grow more comfortable with photography by taking lots more pictures.
She is very quiet, she must learn to speak up more.
She also to keep working to improve her body language. At time she appears
disinterested and unhappy.
She should continue to work on being more confident in her skills – she does great work!
Needs to work on CSR skills with customers. Order taking requires a very complete and
concise list of instructions. She is lacking in this area. I have pointed out a couples
of instances when she failed to get all of the info or write it on job order forms
resulting in an incomplete or incorrect final product.
Needs to be less shy and speak up.
She knows she needs experience writing press releases. She is actively working on that.
    She has been working on improving initiating projects and experiences she wishes
to get out of this internship.
As he gains more experience he will improve his confidence in approaching people to
start a discussion and his other communication skills. The set-up at Five Flags may
not have helped him with that.
Step-up and take control of a situation – which takes time and experience. She has shown
this ability at a few weddings. She will get better and more comfortable at it with
experience.
Continue efforts to broaden and expand knowledge
It would be hard for me to say what he could improve on. He was one of the best interns
we have ever had. If anything I would say he could improve his editing skills and
using the graphics and final cut pro editing techniques.
Her verbal communications are sometimes hurried and not spoken as clearly as she will
need to speak when being addressed by the media.
Grammar
Thinking outside the realm of paper and ink, such as the actual container possibilities on
package design.
Nothing in particular at all, he needs to keep doing what he’s doing.
Work more with website programming, Dreamweaver and Publisher
Computer skills
Self-motivation

Other Comments:
It has been fun to work with him because he loves radio so much! From the first day he
walked in I could tell how much he appreciated this opportunity. So throughout
the internship I made sure I exposed him to many different parts of the radio
industry. He did some on-air, production that includes commercial dubbing and
voicing, producing station liners, voicing a sports report weekly and even going
on sales calls. We are excited to welcome him as a part-time employee.
In the past two weeks, she has taken the lead in the project management and design of a
Historical and Architectural Walking Tour of Dubuque booklet. It is a project that
we are all very proud of. It included the creation of a map, which is one of the
toughest types of design projects. She went above and beyond to create a piece
that is not only informative, but also appealing. Congratulations to her!
At the start of the internship she was a little shy and not confident. But now, just a short 4
months later, her confidence grows daily! She has become a major part of the
morning show on Xtreme 107.1 get a lot of experience in all sorts of different
things. From doing live radio interviews, producing commercials, helping with
promotions to maintaining our Facebook page and helping to create “The Xtreme
Team” a nonprofit program we are starting. Her quality of work gets better every day, and I really think her experiences will help her in her PR field and life. Upon talking to the publisher this week, we’re hoping she would like to stay on as an intern for the fall semester. If I had an opening I would hire him tomorrow. We enjoyed have him work with us this summer. I hope these comments will be viewed as constructive and that he’ll use them to push himself to improve his skills and reach his potential. She stuck with it all summer and if she works on those couple of things I mentioned, she will do well in the future. Her senior year is a great time to keep practicing and to improve on what she learned today. I’ve learned a lot from her. Throughout this internship, it’s become apparent that we should have someone on staff just for Public Relations! It’s amazing how we could improve our participation if this was the case. We will do our best to continue on with the changes and improvements she has begun. It was a pleasure having her available to us as an intern for the summer. We wish her continued success.

He was a great fit at Five Flags center. His openness to change was greatly appreciated. While he is confident in his skills and abilities, he needs to gain confidence in approaching people for discussions. This confidence will come over time as he gains experience. He was very professional and will be a great employee to his next job position. We enjoyed working with her and it will be a real loss for us. We have offered for her to work with us in the future on a need be basis for wedding events. Give us another student like him! He was such a great help and I would recommend him to anyone for anything. Thanks! She was placed in a unique situation during her internship – the only person in her department. She has handled this stress and the pressure of deadlines very well. She is organized and thoughtful. She appropriately contributes to conversation regarding issues. She exhibits a high level of accountability. I am excited about her future in her field! He was one of the best interns I’ve had. He showed me web development things I did not know. Please send me another one like him!! His personality and attitude will get him into the bigger firms and will take him farther than he can imagine. This is a very tough time in graphic design yet he still keeps a positive attitude. Great to work with! It’s going to be hard with him here. We have several other interns here, he has become the leader or out interns. I can ask him to take on a task and he’ll get it done. I can fully relax when I’m not at the station that he will pick up the pieces and make things happen. This internship isn’t easy, but he made it look like it is. You’re lucky to have him represent your school, and we’re lucky to have him for our summer intern. He will be missed once he heads back to Platteville. If the college has more computer classes that are required for marketing – both graphic and analytical it would be a benefit.

<table>
<thead>
<tr>
<th>Overall Rating</th>
<th>Excellent</th>
<th>Average</th>
<th>Poor</th>
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<tbody>
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### SUMMARY
### INTERNSHIP FINAL EVALUATION
### SUMMER 2009

<table>
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<tr>
<th></th>
<th>Excellent</th>
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<td>Relationships with co-workers</td>
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<tr>
<td>Ability to learn on the job</td>
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<tr>
<td>Initiative and ambition</td>
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<tr>
<td>Ability to work independently</td>
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<tr>
<td>Background and job preparation</td>
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<tr>
<td>Ability to communicate</td>
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<tr>
<td>Dependability</td>
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<td>4</td>
<td></td>
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<tr>
<td>Judgment</td>
<td>17</td>
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<tr>
<td>Quality of work</td>
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<tr>
<td>Attendance</td>
<td>17</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Punctuality</td>
<td>17</td>
<td>4</td>
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**What are the intern’s strong points?**

Reliable and timely in task completion  
High quality work  
Ability to multi task  
Ability to work with wide variety of people and personalities  
He took direction very well, was very willing to take on assignments, presented story ideas he was interested in and thought might be newsworthy, and stepped in wherever and whenever needed.  
He did a great job getting a feel for the IceHogs Communication department during his time here. As the internship progressed, he displayed his work ethic and creativity.  
VERY CREATIVE! PUNCTUAL! DETERMINED!  
She learns quickly and uses her creativity through all projects.  
He has shown real growth in his position. He is able to complete all assigned tasks in a reasonable amount of time and is able to work independently and as a member of the group.  
He has been great all summer.  
I can’t pick one good thing about him…as he completely involved himself at the station, doing an excellent job.  
Communication skills, work ethic, and enthusiasm!  
Great at following directions and getting the task at hand finished up.  
She has dealt well with new challenges. I feel we can give her any type of story – from feature to news – and she will exceed expectations.  
Very familiar with our company and was already prepared to work, even before we got started. She has a love for our company and its future. This shows in her work.  
She did a great job.  
She is very outgoing and enthusiastic.  
She works well with others and takes initiative to get things done.  
Listening to Instruction. Even helped train other employees.  
He works well under a deadline and with a structured set of instructions.
He is very personable and works well within a group or independently. I know he will do a quality job, regardless of the task.

Great editing skills!
Creativity – the bulletin board always looked great and organized. Did a good job selecting the photos that gave a great overview of our summer events.
She is so personable and a hard worker.
She has become a valuable team member that we can really rely on.
She is willing to take on any task asked of her.
She takes constructive criticism well and is always working at getting better.
Took direction well, seemed to be able to tackle any assignment given
He has a rare combination of ability, motivation, and a willingness to learn that has made him a fantastic intern with a bright future.
In sports radio, breaking news happens at the drop of a hat and you have to be ready to come in and lend a hand, and he always is.
He’s reliable and you never have to tell him to do something twice, nor do you ever have to show him how to do something twice.
He comes in with a great attitude and has been a terrific asset to the station.
He continually showed improvement in his work throughout the internship. He advanced his skills and knowledge in each area of the production process.
She was very easy to get along with.
She was prompt, responsible, and organized.
She was very upbeat and positive.
She worked well independently.
His strong points are people skills and ability to communicate and follow instructions.
His creativity and thought process is on point on a lot of levels.

Which abilities and/or characteristics need improvement?
Specific skills such as graphic arts or journalism, however she has been able to perform well in this position
His personality is A+. No improvement needed!
Writing is strong—perhaps leads sometimes a bit more conversational but easily edited if needed.
Minor issues on style. Keep AP (or other stylebook) nearby and don’t be afraid to use it!
Probably the area that he could improve upon the most is proofreading and small details when following a specific format.
Speak out more, she has great ideas.
Hopefully he will continue to improve with each day of the internship. The real challenge comes when the day-to-date tasks become second nature. He needs to make sure he is completing them with the same determination he has sown thus far.
I have no complaints.
She still needs a bit of confidence in talking with and interacting with customers.
She has to learn that there is a difference when communicating with paid employees and volunteers.
She would have done even better if she had been able to make the rehearsals. I understand the conflict she had, but she still did an outstanding job.
Punctuality
Perhaps our office is a bit too laid back for his work style but he has a hard time staying busy all the time. When he is finished with a task, we have to seek him out and ask
him if he is finished rather than him coming forth. It is hard to always know what is expected next of you especially when interns wear so many hats—but he needs to remember the task at hand is always to get ahead and stay there. We can never rest on our laurels.

Her writing skills and self-confidence are getting better. The more she writes, the better understanding she will have of the styles used in PR, new, etc.

Could check in more often
There are two areas that he could improve, but I don’t necessarily believe that they hold him back. The first would be make sure that he doesn’t assume that a task will be easy, just because it appears to be and the second is to make sure that he isn’t afraid to make mistakes, that is how we learn the business

The only improvement would be his on-air demeanor. He’s been on-air a few times during our afternoon show and he doesn’t quite have that on-air presence that demands you to listen and respect what he has to say. I would say it’s just a repetition thing. He just needs to do it more and he’ll feel more comfortable.

He worked on speaking up to clients during shoots and with experience his skills will continue to improve.

There were a few communication issues as far as not understanding her notes. Also, she did what she was suppose to do. I would like to see more assertiveness.

He needs practice, practice and more practice. Once he knows the programs better to do the things he thinks of and learn more about “DESIGN”, I truly believe he will be really good in the world of communication design.

Other Comments:
She has been a great asset to our organization. She has taken on many projects and has seen them through from start to finish. She has great ideas.

He was great – no complaints! He even stepped up to help me out while I was on vacation, keeping the newspaper going with up-to-date information, news, releases, and even writing stories on his own. This gave him some idea of how daily deadlines work, determining what is appropriate for publication and so on.

He was a pleasure to have on staff this summer and helped out a great deal. I felt comfortable giving him projects knowing they would get finished in a timely manner and professionally.

We were impressed with her. She is continuing an additional internship with our Madison station.

We hope to have him trained and on board as a member of our sports board op team for the fall.

Thanks for giving him to us this summer. He was of great value to the station, and we’ll surely miss him during the school year.

He has been a pleasure to work with. His ambition and enthusiasm has been contagious around our staff. We’ve heard nothing but good things about his on-field personality too!

She is an exceptional writer, a strong designer, and a strong addition to this newspaper. She is always professional, and will be missed when she leaves. Thank you for working at our newspaper.

She will do well in a field that she loves. She is very committed to the job and wants to see the company succeed. She will do excellent in her field of choice. I wish her luck and hope that she can pursue a job that she loves!
She was a great intern! Her positive attitude, ambition, and problem solving skills are outstanding. She was a hard worker and took on tasks as needed. Would definitely recommend her for employment in the future.

It has been a pleasure working with him. He helped me out a lot. He split time with us and the PR office this summer. We enjoyed having his help this summer and hope he continues to stay involved with our organization for years to come. He will make a great addition to any office or PR environment.

She did a great job this summer both with the weekly projects in the office and also out and about with the street team.

We hope she continues her involvement with our organization, long after she graduates. She seemed truly dedicated to our organization and it made her come off as a truly genuine employee—which our donors loved about her. We wish her all the best in her future endeavors.

It was a pleasure having him as an intern. I think he has a future in this business. He did a fantastic job for us this summer. His willingness to take on any project and his ability to learn in a fast paced environment will ensure that he is successful in whatever field he pursues.

He has stood out amongst the other six interns we had during the summer semester and would be a tremendous asset to any radio station. We plan on keeping him around before another station scoops him up.

He showed an increase in his skill level and confidence during his internship. He showed great potential in becoming a great producer.

She did a good job. I would recommend her for employment at anytime. She gets along with other people very well. A great asset!

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ALUMNI SURVEY

The Department of Media Studies (formerly Communication Technologies) would like all graduates to take a few minutes to complete this questionnaire that evaluates your major. Feel free to use another sheet of paper if needed to give a complete response. All responses are confidential. Please fill out both sides of this questionnaire and return it to the department chair.

DEPARTMENT

1. In what ways can the department improve its courses, instructors and instruction, as well as extracurricular offerings?

2. Did completion of the Communication Technologies program qualify you to pursue an entry-level position in your field? Yes ____ No ____ How could you have been better prepared?

3. Have you considered enrolling in graduate school? Yes ____ No ____ If yes, do you believe that you are qualified to be accepted? Yes _____ No ____ How could you have been better prepared?

4. Identify ways in which faculty and staff members were particularly helpful

5. What do you consider the key strengths of the department?

CORE

6. What core courses were helpful? Please explain why.

7. What changes and improvements would you make to the core classes?

8. What courses should be dropped or added to the core? Why?

EMPHASIS

9. What courses in your emphasis were the most helpful? Please explain why.

10. What changes and improvements would you make to the course in your emphasis? Please explain as fully as possible.

11. What courses should be dropped or added to the emphasis? Please explain why.

Name (optional): _______________________________ Emphasis: ________________