Senior Student Exit Questionnaire

Basic Data:

- 11 surveys filled out by the 21 grads we had in fall 2011
- 56 surveys thus far for spring 2012 grads

Highlights of suggestions:

- Add more broadcast classes/teachers/and have it earlier 16
- Add more multimedia/blogg/entrepreneurial/"Hub"-type classes 13
- Add more broadcast equipment: 8
- Add more Magazine writing/features: 7
- Add more sports (not in winter or summer): 6
- Add radio classes: 3
- Add more research-based classes: 2

CLASSES IN WHICH STUDENTS REPORTED LEARNING THE MOST:

Advanced reporting 18
RPA 12
Principles of multimedia 10

Reporting the news 9
Law of the press 9
Features 8
380/385 7

Cat's Eye 5
Border beat 4
Tombstone epitaph 2
International reporting 1
Internships 1
Photojournalism 1
CLASSES IN WHICH STUDENTS REPORTED LEARNING THE LEAST:

Editing 15 (class could be 6 weeks)
Ethics 12 (most complaints that it was too repetitive with 208; the two should be combined)

RPA 6 (noninterest, not really non-learning)
Reporting the News 4
Jour 105 3
Photojournalism 2
Advanced reporting 2

Cat’s Eye 1
TV news Reporting 1
Photojournalism 1
Science journalism 1
Law of the Press 1

Direct quotes from “suggestions for improvement in the program” question on exit survey
–Fall 2011 grads

I believe that in order for the program to be stronger, redundancies need to be eliminated. I found many courses to be very similar, but required, so I was just circling through lessons and information that I was already aware of. Also, in the two years I have attended the University of Arizona, I have had 3 different advisors. This was really difficult in making sure I was in the right track and made the process very irritating.

Add at least one print/web publication that is a full-blown community newspaper (in direct competition with the Arizona Daily Star).

Add more multimedia classes that can help broadcast students get more experience before graduating, and invest in more up-to-date technology”

I would suggest having more of a balance between news and feature writing. There’s such an emphasis on hard news at the beginning that by the time I got to feature writing it was
difficult to write with any sort of style. Also, I would add more multimedia classes since those skills seem to be crucial for the future of journalism.”

There’s a huge focus on hard news. Half the kids want to pursue a degree in sports journalism, entertainment journalism, fashion journalism, etc. Make more choices for students.

Add more photo and media classes. Also, a class about writing blogs and laws about internet blogs would be helpful.

Remove RPA as required. NO ONE wants to report on public affairs/attend city/town council meetings or stress about trying to get in touch with a public official. Not to mention, not everyone has a transportation method to get them to Oro Valley, let alone Marana. If students want that type of Journalism, they will take that class. Give more options/flexibility. Add a fashion, sports or travel writing course.

Add more features classes

There should be more emphasis, chances to take classes on multimedia aspects of journalism. The Daily Wildcat always seems to be mentioned as a publication that students should join; however, UATV is never mentioned. The department should push UATV as a viable option for journalism majors to explore.

Have more classes geared towards broadcast writing. I don’t think RPA is a class that should be required for broadcast students or it should be optional.

Need more broadcast help. This school focuses primarily on print. Need more professors who have been in the business. The best thing the school did, other than provide helpful internship fairs, was hire Lorraine Rivera! Get her back or someone like her!!

Really need more broadcast teachers. Need more emphasis on jobs, what to do when getting near graduation. The school does a great job w/ helping students get internships, which is great, but what about job connections? Haven’t heard much on that!

Redesign the school like Missouri: More photojournalism (they have an entire semester devoted to the photo essay).

**Direct quotes from “suggestions for improvement in the program” question on exit survey Spring 2012 grads**

I know this would be hard to do, but the writing style - all the classes want straight news-writing -should be replaced with more features. In my time at the Star, I found that the more I stray from what I learn, the better I write.
Provide more job contacts for students

Modernize the program so it’s not so print-based. Make a program where TV, print and online are all taught so people don’t have to pick one odds are, we’ll all be working online someday anyhow. Seriously, the ethics class is antiquated and it just turned into a big yelling match- everyone has their own opinions- make the class useful to how ethics are in the REAL world of journalism, not the Armchair-Academia world- two different sets of ethics here!

Sports Journalism would be a good focus to add to the program. It needs more than one “sports” class. I had many frustrated friends. Editing class should include features and sports articles for editing to teach style recognition and broader knowledge on different areas.

I think a magazine writing course would be a nice addition, and maybe for advising it’d be nice if there was a binder listing all types of careers a journalism degree can be useful in. Not just reporter or broadcaster. Also for internships, maybe even make some available/tell students even if they won’t count at the UA, Pima has a very easy way to do internships for credit, and if the internship is worth the experience and a resume builder then some might choose to do it. I value Journalism and opportunities its helped open for me but I really wouldn’t say I enjoyed going through J school. Just wish I’d enjoyed my curriculum for my college experience a little more.

More multimedia courses. For Jour classes, having a set # of courses are okay for beginning courses, but it seems unnecessary at later courses.

I think we should have more research-related classes. The experience was simply awesome!

Offer a sports journalism class that is offered more than just during winter session.

Broadcast needs to be stronger and expose students to it earlier!

I think the camera’s for Arizona Cats Eye need to be updated. I love the Journalism advising.

Add more classes dealing with multimedia, broadcast and online, social networks etc...

It would be great to somehow get funding for more gear and possibly a studio for broadcast students. I know that’s a long shot and very expensive, but it would immensely help those students.

The journalism schools should consistently advertise UATV and Kamp Radio as viable options for students who want to go to the broadcast throughout UATV, especially can be used for students to create their own news packages and get comfortable with multimedia. They can even use these clips to create their own resume really good job. I worked harder UATV and that paid off because I got a job offer, and plenty of internships because of that.

More radio, magazine courses. More open selection of classes to graduates.
A class should be required that deals with online publication and blogging.

There needs to be more diverse elective social media and magazine writing.

More classes that are specific to career, i.e. sports, business, government.

More focus on broadcast; do more online and social media; encourage internships, student media, and attending conferences.

As the year the University of Oregon, and while I was there I took a class specifically, but journalism grammar, which I think should be offered here.

More writing classes for TV news.

Add PR and marketing in the program instead of the capstone or and in addition to it. The program should require an internship or set up a relationship with local publications. They give students more professional experience.

More emphasis on broadcast earlier in the major.

More broadcast equipment and teachers.

Eliminate the ethics requirement. It’s very repetitive of what we learn our whole lives that much of it is covered in law of the press.

Cat's-eye needs more clarity.

More multimedia classes, more emphasis on social media and online.

I think sports journalism should be offered. That is not just in winter or summer session.

More photography magazines and feature writing classes.

More emphasis on broadcasting and more broadcasting equipment.

Broadcast should be introduced earlier because my senior year. It is a little too late to learn everything.

We need more equipment and classes for broadcasting, having only three broadcasting classes is not sufficient, and does not qualify you for becoming a TV reporter.

Prof. should spend more time with students one-on-one explaining how they can improve their writing.

There should be much more equipment available broadcast students. We also need more of a focus on sports journalism.
I really feel that the journalism program needs to take a serious look at the opportunities it is providing students old, outdated limited equipment and few broadcast classes really cripple the program. I took three classes having to do with broadcast and I'm getting a degree. The writing program is certainly much more established and well grounded. Professors often require or had aspects to their classes, which don't fit the purpose of the class (requiring a story on the US-Mexico border because a professor has a degree in history relating to US-Mexico interaction in a CATSEYE class, for example.) I really feel that the journalism school needs to embrace social media, web design and the new ways information spreads into that of traditional media in a changing world, at the UA journalism school wants to stay relevant in competing with ASU, changes need to be made.

We need more cohesiveness among the teachers; it's hard to change style every semester and to get criticized in one class for doing something another professor required in another.

We need more broadcast classes available.

I think that journalism 380 and 385 need to be together because all the skills we learn of the same, and 380 is just repeating the skills that we learned 385.

We need a class specifically on magazine writing. That was my biggest disappointment. I'm graduating, I want to write her magazine, but it was never offered. Features was the best class by far, and the closest option for what I wanted to.

Add more sports journalism, add emphasis with multimedia and blog like media.

There should be more broadcasting classes. Also, we need more cameras

Have an RPA class in broadcast style

Editing and ethics should be combined into one class.

The cameras for broadcast need to be updated

Offer more sports journalism

Expose students to broadcast earlier and it needs to be stronger

We need to have more research-based classes

More multimedia courses; for journalism classes, having a set number of sources is okay for the beginning courses, but it seems unnecessary and later courses

More broadcast options
Advising suggestions:

Maybe for advising it'd be nice if there was a binder listing all types of careers a journalism degree can be useful in.

Also for internships, maybe even make some available/tell students even if they won't count at the UA, Pima has a very easy way to do internships for credit, and if the internship is worth the experience and a resume builder then some might choose to do it.

It would be nice to have more walk-in appointments for advising.

Students should consider joining the National Association of Science Writers and other niche-specific writing groups.