



STUDENT PUBLICATIONS INTERNSHIPS AND AWARDS 2014-2015 IMPACT REPORT

For the academic year of 2014-2015, **5** Student Publication students were selected for national internships and **5** students received **12** national awards for their work. Because of their success, we wanted to learn more about their experiences, both positive and negative, of working at Student Publications and how we might better serve them. We surveyed **8** of these students, who worked in the areas of editorial, creative arts and leadership positions.

LEARNING OUTCOMES: Through a hands-on experiential learning laboratory, students receive the training and guidance to gain the relevant skills they will need to become well-qualified professionals in new and established media.

EDITORIAL:
100% strongly agreed that their experiences have enhanced their research and interviewing skills.

67% strongly agreed that they have confidence to enter the communication field.

CREATIVE ARTS:
62.5% strongly agreed that through working in the creative arts, they are able to integrate their skills within a digital newsroom.
68.75% strongly agreed that they can successfully use the equipment and computer programs to perform their jobs.

LEADERSHIP:
87.5% strongly agreed that being in a leadership position helped them to understand the importance of collaboration.
62.5% strongly agreed that being in a leadership position, they gained the skills to resolve conflicts and find solutions.

WHAT WORKS:

"Being a Student Publications employee has allowed me to practice the skills that I obtained in the classroom out in the journalism field. This gave me the confidence and knowledge to go out and apply for internships, and because of the work I completed for Student Publications provided me the experience I needed to be awarded the Scripps Howard Foundation Wire internship in Washington D.C."

"It has given me the creative freedom and provided the setting and projects for me to come up with effective and creative solutions that ultimately earned me an award."

AREAS FOR IMPROVEMENT:

"I feel there's still a lot of things I could use more help and training in, specifically when it comes to multimedia. . . I also wish we'd have more emphasis on going to conferences. . . that sort of encouragement is lacking, not only from my publication, but from the communication department as a whole."

"I think better equipment would help us get better acquainted with what our field of work requires."

NEXT STEPS:

- Provide more focused and individualized training every semester in software, specifically video and audio editing, as well as in editorial, advertising and leadership skills.
- Make additional funding requests, during annual funding cycles, to update software and equipment.

