

# APPENDIX A. SENIOR EXIT INTERVIEW

## 1. Demographics

### 1. What is your sequence?

- Advertising
- Journalism
- Media Studies
- Public Relations

### 2. What is your gender?

- Male
- Female

### 3. Where are you from?

- New Orleans area
- Louisiana
- Southern U.S.
- Northern U.S.
- Western U.S.
- Eastern U.S.
- Outside U.S.

## 2. Learning outcomes

### 1. To what extent did you learn to write correctly and clearly to present news or persuasive information at a professional level?

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

### 2. To what extent did you learn how to critically evaluate your work and that of others for accuracy, fairness, clarity, style and grammar?

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

### 3. To what extent did you learn how to apply basic numerical and statistical concepts?

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

**4. To what extent did you learn how to conduct research and evaluate information as appropriate for communication purposes?**

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

**5. To what extent did you learn how to apply the tools and technologies appropriate for your chosen communication profession?**

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

**6. To what extent do you think you gained an understanding of professional ethical principles and the ability to work ethically in pursuit of truth, accuracy, fairness and diversity?**

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

**7. To what extent did you gain an understanding of the history and role of professionals and institutions in shaping communications?**

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

**8. To what extent did you gain an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in relation to mass communication?**

- Very well
- Well
- As much as I needed
- Poorly
- Very Poorly

Comment

**9. Do you have a job for after graduation?**

- Yes, in my major
- Yes, not in my major
- No, not yet
- No, I am going to grad school

**3. Your experiences (Optional)**

**1. Briefly describe your best academic experience at the School of Mass Communication.**

**2. Please briefly describe your worst academic experience at the School of Mass Communication.**

**3. Please briefly describe your best extracurricular experience at Loyola.**

**4. Do you have any final comments?**