

LEARNING AS MEANINGFUL [AND] MEMORABLE: ASSESSING THE EFFECTIVENESS OF HIGH-IMPACT PRACTICES

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Students at UW-Eau Claire engage in high-impact practices (HIPs) in order to promote deep, active learning and increase engagement but these experiences often lack assessment of effectiveness. The university goal is for students to engage in at least one HIP, which may include service-learning, an immersion or study abroad experience, internships, or student-faculty research. The current study evaluates HIPs for communication and journalism students in order to better understand the effectiveness of each experience as it relates to core outcomes for the department and university. Specifically, the student survey quantitatively measures a) perceptions of civic responsibility, b) exposure to equity, diversity, and inclusivity, and c) perceived relevance to curriculum and career goals. Additionally, students provide an open-ended reflection of their HIPs. Results from this study can be used for department assessment and to understand how HIPs are impacting student learning outside of the classroom.

