

# CJM Senior Survey 2025

Thank you for agreeing to participate in this survey of graduating seniors in the Communication, Journalism and Media major at Shippensburg University. The survey is an opportunity for you to reflect on your experiences and share your honest opinions about the CJM Department and the major. The survey is anonymous, and there are no risks involved. Your responses will be used by the department to help evaluate and revise the CJM major to meet the needs and interests of students in the major. Aggregate survey results also may be shared with ACEJMC, the national accrediting body for college and university programs in journalism and mass communication. The survey is completely voluntary and will take about 15 minutes to complete.

**Information about you:** Please answer the following questions about yourself.

1. In which semester did you/do you expect to graduate?

- ☐ May 2025
- ☐ August 2025
- ☐ December 2025
- ☐ Other (please specify) \_\_\_\_\_

2. Where is your permanent residence currently?

- ☐ Pennsylvania
- ☐ Maryland
- ☐ New Jersey
- ☐ Virginia
- ☐ West Virginia
- ☐ Other state (please specify) \_\_\_\_\_
- ☐ Outside the U.S. (please specify country) \_\_\_\_\_

3. Have your parents attended college?

- ☐ Father attended college
- ☐ Mother attended college
- ☐ Both parents attended college
- ☐ Neither parent attended college
- ☐ Not applicable

4. What is/was your professional concentration in the CJM major?

- ☐ Broadcast media production
- ☐ Journalism
- ☐ Public relations
- ☐ Visual media

5. What is/was your grade point average (QPA) in just CJM major courses?

- ☐ 3.5 - 4.0
- ☐ 3.0 - 3.49
- ☐ 2.5 - 2.99
- ☐ 2.0 - 2.49
- ☐ Below 2.0
- ☐ Not sure

6. While in college, did you change majors to CJM from another major? If so, what was the previous major (including undeclared)?

- ☐ Yes (please list previous major) \_\_\_\_\_
- ☐ No

**CJM faculty and advising:** In this section, please answer the following questions about the faculty in the CJM Department, including your faculty adviser.

7. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) CJM faculty were available when I needed course assistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) CJM faculty were helpful when I needed course assistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) My CJM faculty adviser was available when I needed schedule advising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) My CJM faculty adviser was helpful when I needed schedule advising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Overall, how would you rate your CJM faculty adviser?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very poor

9. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) Within my professional concentration, the CJM faculty were knowledgeable in this area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Within my professional concentration, the CJM faculty were helpful when I needed career advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Internships:** In this section, please answer the following questions about your experience with internships.

10. Did you complete an internship while at Ship?

- ☐ Yes
- ☐ No

11. Please list any companies or organizations where you served as an intern.

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12. Was the internship(s) helpful in preparing you for a career?

- ☐ Extremely helpful
- ☐ Very helpful
- ☐ Somewhat helpful
- ☐ Not very helpful
- ☐ Not helpful at all

13. How likely would you be to recommend the specific internship(s) you completed to interested students?

- ☐ Extremely likely
- ☐ Very likely
- ☐ Somewhat likely
- ☐ Unlikely
- ☐ Extremely unlikely

**Student media and extracurricular activities:** In this section, please answer the following questions about your experience with student media and extracurricular activities at Ship.

14. Were you involved in one or more student media organizations (PRSSA, The Slate, SUTV or WSYC-FM) while at Ship?

- ☐ Yes
- ☐ No

15. Which of the following student media organizations were you involved with while at Ship?  
(select **all** that apply)

\_\_\_\_\_ PRSSA

\_\_\_\_\_ The Slate

\_\_\_\_\_ SUTV

\_\_\_\_\_ WSYC-FM

16. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) Overall, the student media experience helped prepare me for my career.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Overall, I would recommend participating in student media to new CJM students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Please list any other jobs, clubs, sports or extracurricular activities at Ship in which you regularly participated.

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**Professional competencies and career preparation:** In this section, please answer the following questions about how well the CJM major helped you prepare for a career and develop professional competencies.

18. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) By completing the CJM major, I understand First Amendment principles and communication law.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) By completing the CJM major, I understand freedom of expression in countries outside the United States.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) By completing the CJM major, I understand the multicultural history and the roles that media professionals and institutions have had in shaping communications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) By completing the CJM major, I understand diversity issues that impact communication, journalism and media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) By completing the CJM major, I understand and can apply the basic concepts of presenting information and media content to the public.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) By completing the CJM major, I can write correctly and clearly for the workplace and appropriate audiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



19. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) By completing the CJM major, I understand professional ethical principles and can apply them in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) By completing the CJM major, I can think creatively, critically and independently in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) By completing the requirements for the CJM major, I can apply basic numerical and statistical concepts in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) By completing the CJM major, I can critically edit my own work and the work produced by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) By completing the CJM major, I can apply the communication tools and technologies needed in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) Being a CJM major at Ship prepared me to obtain a career-oriented job upon graduation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Being a CJM major at Ship gives me an advantage over graduates in similar majors from other state universities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) The CJM major offered an adequate variety of courses to successfully prepare me for a career-oriented job upon graduation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Which courses, if any, would you recommend be added to the major?

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**Software and skills proficiency:** In this section, please answer the following questions about your proficiency with various computer software applications and your professional skills.

22. In which software applications do you feel you have a working knowledge? (**select all that apply**)

\_\_\_\_\_ Adobe Audition

\_\_\_\_\_ Adobe InDesign

\_\_\_\_\_ Adobe Photoshop

\_\_\_\_\_ Adobe Illustrator

\_\_\_\_\_ Adobe Premiere Pro

\_\_\_\_\_ Microsoft Word

\_\_\_\_\_ Microsoft Excel

\_\_\_\_\_ Microsoft PowerPoint

\_\_\_\_\_ Microsoft Outlook

\_\_\_\_\_ Other (please specify) \_\_\_\_\_

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23. In which of the following areas do you feel that you have a good working knowledge?  
(select **all** that apply)

- ☐ Media writing
- ☐ Associated Press (AP) style
- ☐ Media law
- ☐ Media ethics
- ☐ Media history
- ☐ Diversity issues in media
- ☐ Communication research
- ☐ Public relations writing
- ☐ Public relations campaigns
- ☐ Social media strategy
- ☐ Advertising basics
- ☐ Publication design
- ☐ Digital photography
- ☐ Web design
- ☐ Interactive media design
- ☐ News writing
- ☐ News editing
- ☐ Feature writing
- ☐ Video production
- ☐ Audio production
- ☐ Media programming

**General education program:** In this section, please answer the following questions about the general education (gen ed) program at Ship.

24. Rate your level of agreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a) The general education program at Ship contributed meaningfully to my overall university education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) The general education courses helped me develop skills that are valuable beyond my major.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) The general education courses exposed me to new ideas and perspectives I might not have encountered otherwise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) The general education courses enhanced my ability to think critically and solve problems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) The general education courses were relevant to my personal and professional goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Overall, how would you rate the quality of instruction you received in the general education courses?

☐ Excellent

☐ Good

☐ Average

☐ Poor

☐ Very poor

26. What suggestions, if any, do you have for improving the general education program at Ship?

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**Post-graduation plans:** In this section, please answer the following questions about your professional and education plans after graduation.

27. Do you plan to attend graduate school within the next five years?

- ☐ Yes
- ☐ No
- ☐ Unsure

28. If you answered “yes” to the previous question, which graduate schools or programs are you considering?

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29. Post-graduation, are you working or do you plan to work in a career related to communication, journalism or media?

- ☐ Yes
- ☐ No

30. Have you already begun or accepted a professional position?

- ☐ Yes
- ☐ No

31. If you answered “yes” to the previous question, what is the company or organization where you have begun or accepted a position, and where is it located?

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**The CJM Department:** In this section, please answer the following questions related to the CJM Department.

32. Did you ever attend CJM Day?

☐ Yes

☐ No

33. Do you have any suggestions for CJM Day sessions, activities or speakers?

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34. In your opinion, what are the positive qualities of the CJM Department? (**select all that apply**)

\_\_\_\_\_ Student media organizations

\_\_\_\_\_ Knowledgeable faculty

\_\_\_\_\_ Helpful faculty

\_\_\_\_\_ Small class sizes

\_\_\_\_\_ Internship availability

\_\_\_\_\_ Equipment and technology

\_\_\_\_\_ Computer labs and software

\_\_\_\_\_ Faculty advising

\_\_\_\_\_ Variety of CJM courses

\_\_\_\_\_ Grove TV studio

\_\_\_\_\_ WSYC-FM studio

\_\_\_\_\_ Podcast studio

\_\_\_\_\_ CJM Department secretary

\_\_\_\_\_ CJM Department website

Other (please specify) \_\_\_\_\_

35. In which specific area(s) would you suggest improvement is needed by the CJM Department?

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36. How useful is the CJM Department website?

- ☐ Extremely useful
- ☐ Very useful
- ☐ Moderately useful
- ☐ Slightly useful
- ☐ Not useful

37. Do you have any suggestions for improvements to the CJM Department's website?

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38. How useful are the CJM Department's social media pages?

- ☐ Extremely useful
- ☐ Very useful
- ☐ Moderately useful
- ☐ Slightly useful
- ☐ Not useful

39. Do you have any suggestions for improvements to the CJM Department's social media pages?

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**Final questions:** Please answer the following final questions.

40. Would you recommend the CJM major to high school students interested in a university communication program?

☐ Yes

☐ No

41. Do you have any suggestions for software or equipment that the CJM Department should acquire?

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42. Do you have any other comments or suggestions you would like to add?

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43. What is your gender?

☐ Male

☐ Female

☐ Non-binary / other

☐ Prefer not to say

**Thank you for participating in the survey!**