Community/Public Service Worksheet

Service Category: Educational Outreach Programs

Title: SPJ Students Help Oakdale Eagle Students

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                          (Office) 
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Community Partner(s) (if any): Melissa Kent (name) 
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Program Description: Students in the UA chapter of the Society of Professional Journalists (SPJ) helped students at Oakdale Elementary School with the completion of their newsletter, The Oakdale Eagle. Each Tuesday afternoon during the fall 2013 semester, the SPJ students provided the support for third, fourth, and fifth graders.

Objectives/Outcomes: 1. Third, Fourth and Fifth grade students would get exposed to process of making media products  
                        2. Oakdale Elementary School would provide a news organ to promote the good 
                           news of happenings at its school to larger Oakdale Community.  
                           3. UA student volunteers would gain valuable experience working with younger neighborhoods in the larger

Assessment Measures: A brief survey was conducted with both students and parents about the newsletter, the Oakdale Eagle. The survey was designed to 'gauge readers' affection for the newspaper. Students and parents completed the short survey.

Results: Survey results show most parents felt positively about The Oakdale Eagle. Almost everyone believed the Oakdale Eagle enhanced their (their child's) education

Conclusions: The Oakdale Eagle is being printed this year with the same standards we had in previous years. And, based on survey data, the audience was very high on the publication.

Improvement Actions: The only improvement for the 2014-2015 school year was for the school to publish the newsletter without the partnership from the University of Alabama. This has occurred with great success (Oakale students published 3 editions of the Oakdale Eagle this year).