



**Academic & Student Support Services**  
**Gwasanaethau Academaidd a Chefnogi Myfyrwyr**  
**Registry**  
**Y Gofrestrfa**  
Academic Registrar Cofrestrydd Academaidd  
Simon Wright LLB(Hons)

**Cardiff University**  
McKenzie House  
30-36 Newport Road  
Cardiff CF24 0DE  
Wales UK  
Tel please see below  
Fax +44(0)29 2087 4130  
www.cardiff.ac.uk

**Prifysgol Caerdydd**  
Tŷ McKenzie  
30-36 Heol Casnewydd  
Caerdydd CF24 0DE  
Cymru Y Deyrnas Unedig  
Ffôn gweler isod  
Ffacs +44(0)29 2087 4130  
www.caerdydd.ac.uk

**Sent by email to Dr Elain Price**

**14 October 2020**

Dear Dr Price,

**Re: Institutional Response: External Examiner Annual Report 2018/19**

I am writing further to the receipt of your report for UG Programmes in JOMEC (Welsh Language Assessments).

Your report has been considered by colleagues in the School and is the basis of this Institutional Response on behalf of the Vice-Chancellor. The School will also use its contents to help inform their Annual Review and Enhancement process and where appropriate, Periodic Review.

**The University is pleased to note your positive comments including:**

1. Your positive indications regarding the programme structure, academic standards and assessment process.
2. The numbers of students on the Welsh language modules, and the successful expansion of Welsh language provision in the School during the external examiners tenure.
3. Use of reports by the Welsh Matters Institute and OFCOM by students to confirm their arguments.
4. The 'Whose Story?' continues to offer an opportunity for the students to create advanced and effective campaigns.
5. Assessment feedback to students this year exceeded expectations.
6. Improved processes to recognise language errors in students work.
7. The link with industry has been one of the strongest parts of the provision and this has been further strengthened this year.
8. The Bulletin Practice assessment this year extended the students' skills further than simply discussing News Values as was done in the past.
9. Provision of Panopto recordings of student presentations as well as the slides used.



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10. Improvement in the quality of feedback and the moderating processes over the course of the external examiners tenure.

**Issues highlighted in your report and response provided by the School:**

1. **Programme Structure:** *Provide samples from some English language modules so consistency of processes across languages can be considered by the external examiner.*

Samples from English language modules can be provided in the future.

2. **Programme Structure:** *Review the stated word count in assessment descriptions in Newsroom 1 and 2.*

The word count has been reviewed and increased in response to the examiner's comments.

3. **Programme Structure:** *Consider retitling the 'Cymru Fyw Story Coverage' assessment as a reflective essay.*

This assessment has been adapted and a new assessment model will be trialled next year.

4. **Programme Structure:** *Addition of assessment that was not in the module description.*

This is a valid point and a result of a training issue for new lecturers responsible for the module last year. Assessments are currently being reviewed by the module leader who has returned from maternity leave.

5. **Academic Standards:** *Consider additional workshops or practical sessions to offer technical skills on the 'Whose Story? Module.*

This is a good suggestion we are eager to explore when planning for this module next year.

6. **Academic Standards:** *Disappointment at the loss of group assessments.*

This will be discussed at the Undergraduate Board of Studies and with the Welsh language teaching team. An element of group work may be reintroduced to 3<sup>rd</sup> year module 'Palu am y Gwir'.

7. **Assessment Process:** *Long-term sustainability of the high standard of assessment feedback provided this year.*

As the external examiner rightly points out, detailed feedback from two lecturers is not practical or sustainable. It is our intention to ensure parity with English language modules and mark student work in accordance with School best practice.

8. **Assessment Process:** *Rationalise the process that is used for referencing and the 'tick sheets' in moderating.*

It is our intention to ensure parity with English language modules and mark student work in accordance with School best practice.

9. **Assessment Process:** *Further review the number of assessment criteria used.*

The teaching team have reviewed assessment criteria once again in preparation for the next academic year and there are fewer criteria going forward.

10. **Overview of the Appointment:** *Permanent appointment of a communications specialist.*

This has been approved, with the appointment beginning for 2019/20. We are pleased that the new member of staff is settling in well – despite the unusual challenges we currently face.

11. **Overview of the Appointment:** *Present traditional academic modules in conjunction with practical modules connected to industry.*

Students engaged with the Welsh medium provision (both single honours JOMEK students and those studying joint honours with Welsh) will study traditional academic modules alongside this provision.

We hope that you will find this response satisfactory and thank you for your continued support of the programme.

In order to meet the expectations of the [QAA Quality Code](#), both the External Examiner Annual Report and this Institutional Response will be published on the University's [Public Information website](#) and will be available to all students and staff.

As this is your final year as External Examiner, we would like to thank you for your service and we are most grateful for your valuable input into this process.

Yours sincerely,



Mr Simon Wright  
Academic Registrar