

Goal Statements	Objectives/Outcomes	Results	Use of Results
<p>1. Prepare freshman and sophomore students to transfer to a senior-level institution to complete a baccalaureate degree in mass communication.</p>	<p>1. Upon completion of 15 hours of mass communication course work, 80% of the students enrolled in an AS program will demonstrate the ability to tell a clear and accurate story to a specified audience using appropriate media as evaluated by a panel of media professionals.</p>	<p>1. Spring 2009 -</p> <p>Two broadcast media professionals analyzed the works of 11 students who graduated with AS degrees in May 2009 using 4-point rubric devised by AC faculty. A third media representative did not respond with evaluations.</p> <p>Rubric competency: 4.0 = Excellent; 3.0 = Competent; 2.0 = Needs Work; 1.0 = Unacceptable.</p> <p>8 out of 12 graduates scored 3.0 or above, indicating 67% of students enrolled in an AS program could demonstrate the ability to tell a clear and accurate story to a specified audience.</p> <p>The average score for all May 2009 AS graduates was 2.95.</p> <p>1. Spring 2008 - No Data Collected.</p>	<p>1. Spring 2009 -</p> <p>ANALYSIS</p> <p>Professional feedback on individual works was extremely varied. Lack of print media professional appeared to impact evaluations. Three of the four students performing below 3.0 were print-only submissions.</p> <p>ACTION PLAN</p> <p>Instructors were provided copies of evaluator assessments of student work so that identified weaknesses could be addressed in appropriate courses. Include works from both Fall and Spring graduates in next assessment.</p> <p>Broaden the professional assessment committee to include print journalists.</p> <p>1. Spring 2008 -</p> <p>ANALYSIS</p> <p>None</p> <p>ACTION PLAN</p> <p>Select panel of local media professionals for assessment</p>

			<p>committee: 3 journalism, 3 television, 3 radio.</p> <p>Create evaluation rubric for use by committee.</p> <p>Identify source of monetary compensation for external evaluators. Recommended compensation: \$75 per evaluation period.</p>
<p>2. Prepare students for immediate employment in the media industry.</p>	<p>2.a. Upon completion of 30 hours of mass communication course work, 80% of the students enrolled in the an AAS or certificate program will demonstrate the ability to tell a clear and accurate story to a specified audience using appropriate media as evaluated by a panel of media professionals.</p>	<p>2.a. Spring 2009 -</p> <p>Two broadcast media professionals analyzed works of 1 student who graduated with certificate in May 2009 using 4-point rubric devised by AC faculty. A third media representative did not respond with evaluations.</p> <p>Rubric competency: 4.0 = Excellent; 3.0 = Competent; 2.0 = Needs Work; 1.0 = Unacceptable.</p> <p>The graduate scored 3.0 with both evaluators, indicating 100% (1 student) could demonstrate the ability to tell a clear and accurate story to a specified audience.</p> <p>2.a. Spring 2008 - No Data Collected.</p>	<p>2.a. Spring 2009 –</p> <p>ANALYSIS</p> <p>The radio-TV certificate recipient produced work which local broadcast professionals identified as “competent”.</p> <p>ACTION PLAN</p> <p>Instructors were provided copies of evaluator assessments of student work so that identified weaknesses could be addressed in appropriate courses.</p> <p>Include works from both Fall and Spring graduates in next assessment.</p> <p>2.a. Spring 2008 -</p> <p>ANALYSIS</p>

	<p>2.b. Upon completion of a mass communication technical program, graduates will find employment in the industry within a year of graduation at a rate that meets or exceeds the state benchmark of 90% in 2007-2008.</p>	<p>2.b. Spring 2009</p> <p>The most recent data provided by the Texas Higher Education Coordinating Board (THECB) indicated that the employment rate for graduates in the Audiovisual Communications Technologies/Technicians field for 2006-2007 was 100%, with 12 out of 12 students gaining employment. The 3-year average for employment of graduates was 92.1% (2004-2007).</p> <p>The departmental database, based upon graduate survey and anecdotal data, is not sufficiently developed to generate viable assessments.</p>	<p>None</p> <p>ACTION PLAN Select panel of local media professionals for assessment committee: 3 journalism, 3 television, 3 radio. Create evaluation rubric for use by committee. Identify source of monetary compensation for external evaluators. Recommended compensation: \$75 per evaluation period.</p> <p>2.b. Spring 2009</p> <p>ANALYSIS Student employment exceeded the 2007-2008 state benchmark of 90%.</p> <p>ACTION PLAN Update the state benchmark data each year for assessment purposes. Continue to work with local media outlets to provide students access to internships and employment opportunities.</p>
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		2.b. Spring 2008 - No Data Collected.	<p>2.b. Spring 2008 –</p> <p>ANALYSIS Available data from external sources is multiple years old, making it nonresponsive to our needs.</p> <p>ACTION PLAN Create graduate survey. Administer graduate survey at the end of each Fall and Spring semester. Contact each graduate 6 months after graduation to confirm employment. Maintain database.</p>
3. Facilitate student-produced media for public discourse	3. Upon completion of 15 hours of mass communication coursework, 90% of all Mass Comm majors will have participated in the production of department-related media.	<p>3. Spring 2009 –</p> <p>93% of Mass Comm majors, who had completed 15 hours of Mass Comm coursework and responded to the Spring 2009 survey, had participated in the production of department-related media.</p>	<p>3. Spring 2009</p> <p>ANALYSIS Linking media-related opportunities to coursework requirements – The AC Report, <i>The Ranger</i>, <i>AC Current</i>, AC Blog, FM90 – ensures students are aware of and participate in department-related media productions.</p> <p>ACTION PLAN Continue to advance student opportunities through media productions, including the</p>

		<p>3. Spring 2008 - No Data Collected.</p>	<p>addition of broadcast video to <i>The Ranger</i> website.</p> <p>3. Spring 2008</p> <p>ANALYSIS No data collection method in existence.</p> <p>ACTION PLAN Revise Student Spring Survey to solicit this data. Administer the revised survey each Fall and Spring semester.</p>
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