



Planning and Evaluation Tracking

College Year: **2010-2011**

Division of: Language, Comm & Fine Arts **Person Responsible:** Robert Boyd

Department of: Mass Communication **Person Responsible:** Dr. Lana Jackson

Purpose Statement: To provide instruction and hands-on training in media communications and to provide a forum for public discourse within the Amarillo College community.

Goal Statement #1: Prepare freshman and sophomore students to transfer to a senior-level institution to complete a baccalaureate degree in mass communication.

Objectives/Outcomes (including assessment tools and standards):

A. 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.

Results:

Spring 2010 – awaiting feedback

Spring 2009 – as follows:

Two broadcast media professionals analyzed works of 11 students who graduated with AS degrees in May 2009 using 4-point rubric devised by AC faculty. Third media representative did not respond with evaluations.

Rubric competency: 4.0 = Excellent; 3.0 = Competent; 2.0 = Needs Work; 1.0 = Unacceptable.

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.

The average score for all May 2009 AS graduates was 2.95.

Use of Results (including improvements and revisions):

Analysis:

Spring 2010 – awaiting feedback

Spring 2009 – Feedback on individual work was varied. Instructors were provided copies of evaluator assessments of student work so that identified weaknesses could be addressed in appropriate courses.

Plan of Action:

Spring 2010 – awaiting feedback

Spring 2009 – Include works from both Fall and Spring graduates in next assessment.
Broaden the professional assessment committee to include print journalists.

Objectives/Outcomes (including assessment tools and standards):

B. Prepare students for immediate employment in the media industry.

1. 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.
2. 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.

Results:

B. 1. Spring 2010 – awaiting feedback

B. 1. Spring 2009 – as follows:

Two broadcast media professionals analyzed works of 1 student who graduated with certificate in May 2009 using 4-point rubric devised by AC faculty. Third media representative did not respond with evaluations.

Rubric competency: 4.0 = Excellent; 3.0 = Competent; 2.0 = Needs Work; 1.0 = Unacceptable.

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.

Analysis:

B.1. Spring 2010 – awaiting feedback

B.1. Spring 2009 – Feedback on individual work was varied. Instructors were provided copies of evaluator assessments of student work so that identified weaknesses could be addressed in appropriate courses

B. 2. Spring 2010 –

Five out of 14 graduates completed the graduate survey, for a 36% response rate. Four of the respondents were AS graduates and indicated transfer to an upper-level institution. The only AAS respondent indicated full-time employment. (Only 2 of the graduates were technical program graduates.)

B. 2. Spring 2009 – Available data from external sources is multiple years old, making nonresponsive to our needs.

Analysis:

B.2. Spring 2010 – Graduate survey is difficult to administer effectively. Current methodology of distributing surveys through classes is inconsistent. Consequently, reliability of data gathered through this unscientific method is questionable.

B.2. Spring 2009 – N/A

Use of Results (including improvements and revisions):

Plan of Action:

B.2. Spring 2010 – Attempt survey again in December 2010 and May 2011. Seek alternate distribution methods: in-class and e-mail distributions.

B.2. Spring 2009 – 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.