

**PET FORM**  
**Planning and Evaluation Tracking**  
**(2011-2012 Assessment Period)**

Division of: Arts & Sciences

Person Responsible for this Division: Lynae' Jacob

Department of: Communications

Person Responsible for this Form: Donna Salter

Purpose Statement (With Last Updated Date): 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.

**Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

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 by scoring a 3 or higher as evaluated by a panel of media professionals.

o Results (Provide Numbers and Percentages for Quantitative Data).

o **2009-2010 Data:**

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

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.

Numbers = 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.

o **2010-2011 Data:**

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

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.

Numbers = 6 out of 8 students scored 3.0 or above, indicating 75% of students enrolled in an AS program could demonstrate the ability to tell a clear and accurate story to a specified audience.

o Analysis

o Provide Previous Data/Result Analysis

Although there was an 8% increase, we still have not met the benchmark of 80%.

- Improvements
    - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results: Instructors evaluated teaching methods based on provided copies of evaluator assessments of student work that identified weaknesses.
    - Evaluate Why Improvements Were Successful/Were Not Successful:  
NA
    - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):  
NA
  - Recommendations/Actions for 2011-2012
    - Person Responsible (Who will complete the action?):
      - Mass Communication faculty will continue to send student work to a panel of local media professionals for assessment.
      - Instructors will be provided copies of evaluator assessments of student work so that identified weaknesses can be addressed in appropriate courses.
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): Evaluations will be distributed to local media professionals for assessment at the end of the spring semester. Results will be distributed to faculty as soon as they have been compiled.
    - Budget Information Needed for Future Action (Cost/Details): Recommended compensation for external evaluators is \$50 each for a total of \$75-\$100.
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**Goal Statement #2:** Prepare students for immediate employment in the media industry.

### **Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

- 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.
  - 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%.
- Results (Provide Numbers and Percentages for Quantitative Data)
    - a. Student Evaluation
      - **2009-2010 Data:** Numbers = 1 out of 1 and Percentage = 100%  
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.
      - **2010-2011 Data:**  
No results available.
    - b. Student Employment
      - **2009-2010 Data:**  
No results available.
      - **2010-2011 Data:**  
No results available.

- Analysis
  - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
Evaluation process has proven to be inadequate for needed results. Faculty/Staff will work on a more accurate means of evaluation.
- Improvements
  - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:  
NA
  - Evaluate Why Improvements Were Successful/Were Not Successful:  
NA
  - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):  
NA
- Recommendations/Actions for 2011-2012
  - Person Responsible (Who will complete the action?): Mass Communication Faculty/Assistant
  - 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.
    - Work on more accurate means of evaluation.
  - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
Faculty will begin work on survey during the spring 2012 semester to distribute to Spring/Summer 2012 graduates. Will work with advisory committee to create a more adequate means of evaluating student work.
  - Budget Information Needed for Future Action (Cost/Details): NA

**Goal Statement #3: Expand Student Success**

Assess required competencies in credit CTE course/programs, linked CE courses, and CE certification programs (AC Strategic Plan through 2015: Strategy 1.5).

**Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

After faculty and staff seek input from advisory board members, faculty and staff will add any competencies identified by the advisory committee which must be mastered for the award of a credential and were not already required by THECB as stated in the ADGM or WECM (AC Strategic Plan through 2015: Task 1.5.3.1).

- Results (Provide Numbers and Percentages for Quantitative Data)  
A focus group met on 5/5/12 to brainstorm strategic directions for Mass Communication and related fields. Topics included high-demand jobs, critical skills, possible partnerships, essential equipment & alignment with WTAMU.
- Analysis
  - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
Follow-up needed and will involve Mass Communication faculty, Dr. Matney, Danita McAnally, Dr. Lowery-Hart and local industry professionals. Faculty will follow-up with some changes to curriculum to better train students, work more closely with local industry for internships and

continue to expand on the relationship between the Visual Arts disciplines and Mass Communication.

o Improvements

- o List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results: Changes to the curriculum have been made to better prepare the students for success in the Mass Communication market. Based on input from the advisory committee, changes include the following:
  - o The Mass Communication department discontinued the RTVB.CERT.Basic Radio/TV – Broadcast Sales and Marketing Basic Certificate.
  - o Comm 1335: Survey of Electronic Media was removed from the curricula. Comm 2330: Introduction to Public Relations and Comm 2366: Introduction to Film were added to the curriculum.
  - o Our advisory committee has strongly encouraged teaching and enhancing soft skills, such as engaging with others while working on projects, following through with assignments, and working as a team.

Based on input advisory committee, additional changes include the following:

- o Faculty and students recognize the need for more involvement with professional organizations and we now have a Society of Professional Journalist chapter in partnership with WTAMU.
  - o Faculty and students are aware that publicity for student media publications and on-air reports remains a priority. The Ranger staff has promoted its publication through “The Morning Buzz” with some funding coming from Student Development. The AC Current staff held two Launch Parties, also partially funded by Student Development. Instructor Jill Gibson has promoted the AC Report through campus-wide emails.
  - o Evaluate Why Improvements Were Successful/Were Not Successful  
Yes they were successful because these skills are essential in the workplace and will assist students upon graduating to a 4-yr university.
  - o Provide the Budget Information Needed to Make Past Improvements (Cost/Details): NA
- o Recommendations/Actions for 2011-2012
- o Person Responsible (Who will complete the action?):  
Mass Communication faculty/staff, advisory committee
  - o Action Plan:  
Will continue to seek input from the advisory committee to ensure student success in the industry. Will continue to teach and encourage soft skills.
  - o Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
Ongoing
  - o Budget Information Needed for Future Action (Cost/Details): \$2000 Funding to promote the AC Current/The Ranger, support student involvement with the Society of Professional Journalist (we are forming a partnership with WTA&M), and Mass Communication majors’ meetings as well as other endeavors to connect with students from all areas of the college and community. These types of activities will promote student engagement as well as bring a sense of connection to the college. By supporting student media and FM90, we feel we can further enhance students’ engagement.
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