

PET FORM  
Planning and Evaluation Tracking  
(2012-2013 Assessment Period)

Division of: Arts & Sciences

Person Responsible for this Division: Lynae Jacob

Department of: Communications

Primary 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.

Updated Spring 2012

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**Goal Statement #1: No Excuses - Goal 5 Attainment of Credentials**

Prepare freshman and sophomore students to transfer to a senior-level institution to complete a baccalaureate degree in mass communication.

**Outcome/Objective Statement #1A**

**(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.

- Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)
  - **2010-2011 Data:** Numbers = 6 out of 8 and Percentage = 75%
  - **2011-2012 Data:** No data was collected for 2011-2012
- Analysis
  - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
In 2010-2011, we had an 8% increase in percentages, bringing us closer to the benchmark than in previous years. Unfortunately, we did not collect any data for 2011-2012.
- Improvements
  - List any Improvements Made in the **2011-2012** (Last Academic) Year:  
No improvements were made.
  - Evaluate Why Improvements Were Successful/Were Not Successful:  
NA
  - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
NA

- Recommendations/Actions for 2012-2013
    - Person Responsible (Who will complete the action?): Communications faculty
    - Action Plan: The department will submit student work from Spring 2012 graduates to media professionals for evaluation.
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): This will be done late Fall 2012 or early Spring 2013. We will request evaluations be sent back on a two-week deadline and distributed to faculty as soon as possible for review.
    - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/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 #2A**

**(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)

○ **2010-2011 and 2011-2012 Data:**

Evaluations have not proven to be an effective tool for measuring results and were discontinued after 2010; therefore we have no 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. Follow-up 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.

• Analysis

- Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
NA

• Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:  
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.
- Evaluate Why Improvements Were Successful/Were Not Successful:  
The Chapter is too new to evaluate it's success but the Election Forum on 9/27/12 was well received.
- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
WTA&M purchased an institutional membership in the SPJ. For AC to do so would require budget funding of \$400/yr. Also, faculty memberships would require \$75 for each of the 3 Communications faculty.

- Recommendations/Actions for 2012-2013

- Person Responsible (Who will complete the action?): Follow-up will involve Mass Communication faculty, Dr. Matney, Danita McAnally, Dr. Lowery-Hart and local industry professionals.
  - Action Plan: Faculty will follow-up with any necessary 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.
  - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): Radio/TV Advisory Committee meeting is scheduled for November 16<sup>th</sup>. Faculty will present to the committee a proposal for a Marketable Skills Certificate and review the RTVB Certificate.
  - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details): none thus far.
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**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 #3A**

**(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)

- **2011-2012 Data:**  
Met with advisory board Fall 2012. No action taken.

- Analysis

- Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
NA

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:  
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:  
  
The Mass Communication department discontinued the RTVB.CERT.Basic Radio/TV – Broadcast Sales and Marketing Basic Certificate.  
  
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.  
  
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.

- 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.
  - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
NA
  - **Recommendations/Actions for 2012-2013**
    - Person Responsible (Who will complete the action?): Mass Communication faculty/staff, advisory committee
    - Action Plan: Faculty will follow-up with any necessary 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.
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
Radio/TV Advisory Committee meeting is scheduled for November 16<sup>th</sup>. Faculty will present to the committee a proposal for a Marketable Skills Certificate and review the RTVB Certificate.
    - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):  
Advisory Board may recommend changes to curricula that necessitate equipment updates and/or purchase of new equipment. Currently, ITS provides us with new computer stations on a rotating basis, but we have the need for software upgrades, camera equipment and radio/TV equipment with a projected cost of approximately \$75,000 (we have relied on Perkins funding in the past).
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