



## Planning and Evaluation Tracking

College Year: 2008-2009

Division of: Language, Communication & Fine Arts

Department of: Mass Communication

Person Responsible: Robert Boyd

Person Responsible: 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 Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Prepare freshman and sophomore students to transfer to a senior-level institution to complete a baccalaureate degree in mass communication.	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.	1. No Data Collected.	1. Spring 2008  ANALYSIS None  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>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 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. No Data Collected.</p>	<p>2. Spring 2008</p> <p>ANALYSIS 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. 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. No Data Collected.</p>	<p>2b. 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.

3. No Data Collected.

3. Spring 2008

ANALYSIS

No data collection method in existence.

ACTION PLAN

Revise Student Spring Survey to solicit this data.

Administer the revised survey each Fall and Spring semester.

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revised 8/1/05