



Planning and Evaluation Tracking

College Year: 2007-2008

Division of: Language, Communication & Fine Arts

Person Responsible: Robert Boyd

Department of: Mass Communication

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, the student 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.	1.
2. Prepare students for immediate employment in the media industry.	2.a. Upon completion of 30 hours of mass communication course work, the student 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.	2.

2.b. Upon completion of a mass communication technical program, graduates will find employment in the industry at a rate that meets or exceeds the state benchmark.

3. Facilitate student-produced media for public discourse

3. Upon completion of 15 hours of mass communication coursework, 90% of students will have participated in the production of department-related media.

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revised 8/1/05