Post-baccalaureate certificate in Technical Writing and Digital Communication Online
Spring Semester 2019

Academic Program Assessment

Program and Assessment Report Information

Prepared on: 7/29/2019 12:13:46 PM	By: amy.berke@mga.edu
In which college or school is this program located?	Arts and Sciences
Program Type:	Graduate
Program Name:	Post-baccalaureate certificate in Technical Writing and Digital Communication
Reporting Cycle: (Note: Some programs are required to report on a semester basis for reasons of secondary accreditation or a graduate program required to established assessment data before the next five-year report to SACSCOC.)	Annual Reporting Cycle
Which semester were the data collected and analyzed? If it crossed multiple semesters, select the latest semester of data.	Spring Semester 2019
For which campus are these assessments being submitted? A separate assessment report is needed for each location a program is offered.	Online
Approximately how many students are in this program at this location?	15

Student Learning Outcomes

SLO 1

What is the first student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Students will analyze and evaluate various rhetorical situations and technologies which affect writers' and users' perceptions of written work.
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	English 5106 Formal Project at end of term
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	85
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	85
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	100

SLO 2

What is the second student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Students will evaluate and design original strategies for solving human to computer interface barriers associated wtih human social, cognitive, and behavioral issues.
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Major Project and Collaborative Project in ITEC 5310 and 5320
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	85
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	85
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	100

SLO 3

What is the third student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Students will analyze and evaluate the latest digital environments and web technologies to write and publish in innovatively designed digital platforms.
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Final Collaborative Project and Final Website Project in NMAC 5108 and ITEC 5300
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct)	85
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	85
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	100

SLO 4

What is the fourth student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	N/A
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	N/A
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	N/A
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	0
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	0

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	28

Evidence of changes based on an analysis of results

What changes were implemented based on an analysis of the students' performance on these Student Learning Outcomes? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years.)	In response to not meeting the target threshold for SLO 1 in fall 2017, we implemented a new initiative in ENGL 5106 in 2018-19 to address the low performance. We replaced the Pearson _Technical Communication_ textbook (Lannon and Gurak) with Macmillan's _Technical Communication (Market and Selber) to facilitate greater attention to and support of collaborative writing projects through Macmillan's Launchpad online companion to the text. The supplementary online exercises, templates, and other ancillary materials and instruction clearly facilitated more effective and professional-caliber collaborative writing processes. Both teams of students in the class scored solid A's on the assignment in the fall 2018 class, meeting the SLO at 100%. For 2019-20, we will continue to monitor early progress in courses and adopt an "early alert" system in week 2 to determine which students, if any, are struggling in each course, and we will intervene with advising and tutorial assistance as necessary.

Open Box for Assessment Comments	

Form run:
Tuesday, January 14, 2020