Graduate Certificate in Technical Writing and Digital Communication, Online

Semester reporting: Spring Semester 2020
Academic Program Assessment

Program and Assessment Report Information

Prepared on: 8/5/2020 4:40:30 PM	Prepared by: chip.rogers@mga.edu
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In which college or school is this program located?	Arts and Letters
Program Type:	Graduate
For which program is this assessment being submitted?	Graduate Certificate in Technical Writing and Digital Communication
Reporting Cycle:	Annual Reporting Cycle
Which semester were the data collected and analyzed?	Spring Semester 2020
For which campus are these assessments being submitted?	Online
Approximately how many students are in this program at this location?	35

Student Learning Outcomes
SLO 1

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.
SLO 1: What instrument (assessment type) 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)	Technical Writing project in ENGL 5106
SLO 1: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)	85% of students in the program will earn a score of 85% or higher on the assessment.
SLO 1: 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 1: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (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. Major changes to curriculum must go through the Academic Affairs process.)	Target was met.

Student Learning Outcomes
SLO 2

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 with human social, cognitive, and behavioral issues.
SLO 2: What instrument (assessment type) 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)	ITEC 5310 Major Design Project; ITEC 5320 Final Collaborative Project
SLO 2: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).	85% of students in the program will earn a score of 85% or higher on the assessment.
SLO 2: 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: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (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. Major changes to curriculum must go through the Academic Affairs process.)	Target was met.

Student Learning Outcomes
SLO 3

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.
SLO 3: What instrument (assessment type) 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)	NMAC 5108 Final Collaborative Project; ITEC 5300 Final Website Project
SLO 3: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).	85% of students in the program will earn a score of 85% or higher on the assessment.
SLO 3: 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: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (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. Major changes to curriculum must go through the Academic Affairs process.)	Target was met.

Student Learning Outcomes
SLO 4

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
SLO 4: What instrument (assessment type) 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
SLO 4: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....	N/A
SLO 4: 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: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (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. Major changes to curriculum must go through the Academic Affairs process.)	N/A

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	74

Open Box for Assessment Comments

Open Text Box For Assessment Comments:	Prior year SLA assessment: For 2019-20, our initiative was 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." We reached out to students struggling early, although in each case the students chose to withdraw from the class rather than continue with tutorial assistance. It is noteworthy that we achieved meeting all SLO assessment benchmarks with 100% success. New initiative for 2020-2021: while we exceeded all SLO performance targets with an impressive 100% success rate, we will have a new initiative of expanding the depth and scope of audience and use profile development in the planning and revision stages of the major project in ENGL 5106. COMMENT: Only six students were formally classified as Graduate Certificate students; another graduated with the Certificate after being suspended from the M.A program. However, all M.A. students technically earn the Graduate Certificate when they complete the coursework, so technically every M.A. student is a Certificate student too. As a result of the overlapping participation in the certificate program by Certificate and M.A. students, we used assessment data from all graduate students in both programs combined. Raw data: Question 10: 13 of 13 students. Question 15: 26 of 26 students. Question 20: 35 of 35 students.
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details	

below. (Also submit any COVID-19 correspondence from your accrediting body to assessment@mga.edu when you submit this form with your Department name and program in the subject line.)	