Post-Baccalaureate Certificate in Technical Writing and Digital Communication, Online

Semester reporting: Spring Semester 2021

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment by Location Report Information

Prepared on: 6/15/2021 11:05:19 AM	Prepared by: chip.rogers@mga.edu
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In which school is this program located?	Arts and Letters
Program Type:	Graduate
Approximately how many students are enrolled in this program at this location?	53

Student Learning Outcomes

SLO1

7. 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.
8. 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
9. 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
10. 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)	83
11. SLO 1: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	Target not met. See 2021-2022 new initiative at end of this report.

Student Learning Outcomes

SLO2

12. 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.
13. 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
14. 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.
15. 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)	97
16. SLO 2: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	Target met.

Student Learning Outcomes
SLO3

17. 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.
18. 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
19. 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.
20. 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)	96
21. SLO 3: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	Target met.

Student Learning Outcomes
SLO4

22. 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
23. 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
24. 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
25. 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
26. SLO 4: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	N/A

Sampling

27. How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	70

Open Box for Assessment Comments

28. In this field, please document the overall use of assessment results for continuous improvement and Open Text Box For Assessment Comments:	Prior year assessment initiative: expanding the depth and scope of audience and use profile development in the planning and revision stages of the major project in ENGL 5106. Our performance on SLO1, measured in ENGL 5106, slipped from 90% last year to 83% this year, so the initiative was not successful. New initiative for 2021-2022: To improve performance on SLO1, we will add a layer of student peer editing before final submission of the ENGL 5106 project. Raw data: Question 10: 30 of 36 students. Question 15: 58 of 60 students. Question 20: 64 of 67 students.
29. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	