

# Graduate Certificate in Technical Writing and Digital Communication, Online

**Semester reporting:** Spring Semester 2022

**Reporting cycle:** Annual Reporting Cycle

## Academic Program Assessment Report Information

<b>Prepared on:</b> 6/15/2022 4:13:23 PM	Prepared by: chip.rogers@mga.edu
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<b>In which college or school is this program located?</b>	Arts and Letters
<b>Program Type:</b>	Graduate
<b>Approximately how many students are in this program at this location?</b>	55

**Student Learning Outcomes**

**SLO1**

<p><b>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.....)</b></p>	<p>Students will analyze and evaluate various rhetorical situations and technologies which affect writers' and users' perceptions of written work.</p>
<p><b>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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?</b></p>	<p>Technical Writing project in ENGL 5106</p>
<p><b>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....)</b></p>	<p>85% of students in the program will earn a score of 85% or higher on the assessment.</p>
<p><b>SLO 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)</b></p>	<p>Past performance data</p>
<p><b>SLO 1: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.</b></p>	<p>0.8900000000000001</p>
<p><b>SLO 1: Improvement Plans and 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? (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.)</b></p>	<p>Target met</p>

**SLO2**

<p><b>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.....)</b></p>	<p>Students will evaluate and design original strategies for solving human to computer interface barriers associated with human social, cognitive, and behavioral issues.</p>
<p><b>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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?</b></p>	<p>ITEC 5310 Major Design Project; ITEC 5320 Final Collaborative Project</p>
<p><b>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....)</b></p>	<p>85% of students in the program will earn a score of 85% or higher on the assessment.</p>
<p><b>SLO 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)</b></p>	<p>Past performance data</p>
<p><b>SLO 2: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.</b></p>	<p>0.90000000000000002</p>
<p><b>SLO 2: Improvement Plans and 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? (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.)</b></p>	<p>Target met</p>

**SLO3**

<p><b>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.....)</b></p>	<p>Students will analyze and evaluate the latest digital environments and web technologies to write and publish in innovatively designed digital platforms.</p>
<p><b>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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?</b></p>	<p>NMAC 5108 Final Collaborative Project; ITEC 5300 Final Website Project</p>
<p><b>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....)</b></p>	<p>85% of students in the program will earn a score of 85% or higher on the assessment.</p>
<p><b>SLO 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)</b></p>	<p>Past performance data</p>
<p><b>SLO 3: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.</b></p>	<p>0.9799999999999998</p>
<p><b>SLO 3: Improvement Plans and 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? (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.)</b></p>	<p>Target met</p>

**SLO4**

<p><b>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.....)</b></p>	<p>N/A</p>
<p><b>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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?</b></p>	<p>N/AN/A</p>
<p><b>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....)</b></p>	<p>N/A</p>
<p><b>SLO 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc.)</b></p>	<p>N/A</p>
<p><b>SLO 4: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.</b></p>	<p>1</p>
<p><b>SLO 4: Improvement Plans and 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? (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.)</b></p>	<p>N/A</p>

## Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	62
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## Open Box for Assessment Comments

<b>Required: In this field, please document the overall use of assessment results for continuous improvement (consider the past, present, and future and specifically address these in your narrative).</b>	Prior year assessment initiative: "To improve performance on SLO1, we will add a layer of student peer editing before final submission of the ENGL 5106 project." COMMENT: The initiative was successful, as we improved performance and met the target this year. New initiative for 2022-2023: While we met the performance target for SLO1, the 90% success rate can be higher. To improve further, we will incorporate into ENGL 5106 small-group workshops on documenting sources before submission of the final project.
<b>Optional Open Text Box For Assessment Comments:</b>	Raw data: SLO 1: 31 of 35 students SLO 2: 27 of 28 students SLO 3: 63 of 64 students.
<b>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 <a href="mailto:assessment@mga.edu">assessment@mga.edu</a> when you submit this form with your Department name and program in the subject line.)</b>	

