

**Course Assessment Report
Washtenaw Community College**

Discipline	Course Number	Title
Communications	235	COM 235 07/09/2018- Broadcast Arts Practicum
Division	Department	Faculty Preparer
Humanities, Social and Behavioral Sciences	Humanities	Dena Blair
Date of Last Filed Assessment Report		

I. Assessment Results per Student Learning Outcome

Outcome 1: Create the written portion of each radio production for industry demo reel.

- Assessment Plan
 - Assessment Tool: 30 or 60 second PSA, commercial or promo
 - Assessment Date: Spring/Summer 2014
 - Course section(s)/other population: All (using enrollment from prior semesters)
 - Number students to be assessed: All
 - How the assessment will be scored: Departmentally-developed rubric
 - Standard of success to be used for this assessment: 70% of students will achieve 70% or higher on the production.
 - Who will score and analyze the data: Instructors within the department will score and analyze the data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
		2017

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
7	7

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

All students registered for the course were assessed.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All students registered for the course were assessed.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Each student selected a production (30 or 60 second commercial, PSA or promo) to create from conception to completion. Students were charged with the writing of original content, using broadcast writing techniques and formatting that are used in the industry.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

Students averaged 29.8 out of 30 points possible for this outcome.

Strengths: Students were strong in their broadcast writing and formatting skills.

Weaknesses: None that were evident.

The standard of success was met for this outcome and tool.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

Students continue to show great strength in the area of broadcast writing, specifically in focusing on the targeted audience of the production.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

As the average was 99% for this outcome, the current plan will continue to be followed.

Outcome 2: Perform vocal delivery for each radio production for industry demo reel.

- Assessment Plan
 - Assessment Tool: 30 or 60 second PSA, commercial, promo or air-check
 - Assessment Date: Spring/Summer 2014
 - Course section(s)/other population: All (using enrollment from prior semesters)
 - Number students to be assessed: All
 - How the assessment will be scored: Departmentally-developed rubric
 - Standard of success to be used for this assessment: 70% of students will achieve 70% or higher on the production.
 - Who will score and analyze the data: Instructors within the department will score and analyze the data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
		2017

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
7	7

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

All students registered for the course were assessed.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All students registered for the course were assessed.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Each student selected a production (30 or 60 second commercial, PSA, promo or air-check) to create from conception to completion. Students were charged with voicing the original content, using voice and articulation techniques used in the industry.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

Students averaged 28.1 out of 30 points possible for this outcome.

Strengths: Students were strong in their voicing skills, particularly in their pacing and articulation.

Weaknesses: None that were evident.

The standard of success was met for this outcome and tool.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

Students continue to show great strength in the area of vocal delivery, specifically with pacing and articulation.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

As the average was 94% for this outcome, the current plan will continue to be followed.

Outcome 3: Perform editing techniques for each radio production for industry demo reel.

- Assessment Plan
 - Assessment Tool: 30 or 60 second PSA, commercial or promo
 - Assessment Date: Spring/Summer 2014
 - Course section(s)/other population: All (using enrollment from prior semesters)
 - Number students to be assessed: All
 - How the assessment will be scored: Departmentally-developed rubric

- Standard of success to be used for this assessment: 70% of students will achieve 70% or higher on the production.
- Who will score and analyze the data: Instructors within the department will score and analyze the data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
		2017

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
7	7

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

All students registered for the course were assessed.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All students registered for the course were assessed.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Each student selected a production (30 or 60 second commercial, PSA or promo) to create from conception to completion. Students were charged with the editing and mixing of original content, including music, VO and sound effects, used in the industry.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes
 Students averaged 25 out of 30 points possible for this outcome.
 Strengths: Students were strong in their editing and mixing skills.

Weaknesses: As this was the lowest scored outcome (83%), there will be continued focus on the practice of editing skills within the prerequisite courses.

The standard of success was met for this outcome and tool.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

Students continue to show great strength in the area of editing, specifically in focusing on mixing levels and use of SFX.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

The average was 83% for this outcome. While the standard of success was met, it was the lowest scored outcome. There will be continued focus on the practice of editing skills within the prerequisite courses, to help increase the success rate.

II. Course Summary and Action Plans Based on Assessment Results

1. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

This course is continuing to meet the needs of the students. As this is the final course within the program, students that have successfully completed the prerequisite courses usually find success here when building their portfolios.

2. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

This report will be shared with all faculty that instruct students within the Broadcast Arts program.

3. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Other: Focus on change in pre-requisite course	While the standard of success was met, it was the lowest scored outcome. There will be continued focus on	Editing skills are taught and reinforced in the prerequisite courses; therefore, that course will	2018

	the practice of editing skills within the prerequisite courses, to help increase the success rate.	need to focus on that content to improve learning in this course.	
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4. Is there anything that you would like to mention that was not already captured?

5.

III. Attached Files

- [COM 235 Revised Data](#)
- [COM 235 Production Rubric](#)

Faculty/Preparer: Dena Blair **Date:** 07/09/2018
Department Chair: Allison Fournier **Date:** 07/19/2018
Dean: Kristin Good **Date:** 07/20/2018
Assessment Committee Chair: Shawn Deron **Date:** 08/27/2018

COURSE ASSESSMENT REPORT

I. Background Information

1. Course assessed:
Course Discipline Code and Number: COM 235
Course Title: Broadcast Arts Practicum
Division/Department Codes: HSS/HUM

2. Semester assessment was conducted (check one):
 Fall 20__
 Winter 20__
 Spring/Summer 2008-2010

3. Assessment tool(s) used: check all that apply.
 Portfolio
 Standardized test
 Other external certification/licensure exam (specify):
 Survey
 Prompt
 Departmental exam
 Capstone experience (specify):
 Other (specify): COM 235 Assessment Rubric

4. Have these tools been used before?
 Yes
 No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed/total number of students enrolled in the course. 18 students were assessed for this course.

6. Describe how students were selected for the assessment. All students registered for the course, over a three-year period, were assessed.

II. Results

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment. No previous assessment has been run on this course.

2. List each outcome that was assessed for this report exactly as it is stated on the course master syllabus.
 1. Create the written portion of each radio production for industry demo reel
 2. Perform vocal delivery for each radio production for industry demo reel
 3. Perform editing techniques for each radio production for industry demo reel

3. Briefly describe assessment results based on data collected during the course assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above.
Outcome #1 – 93%
Outcome #2 – 90%
Outcome #3 – 95%

4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success.
For outcomes 1-3 – the standard of success was 70%. All of the students achieved 70% or above, thus meeting the level of success for each outcome.

COURSE ASSESSMENT REPORT

- 5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths: Students were strong in their broadcast writing skills, vocal delivery skills and editing techniques used on each production for the industry demo reel.

Weaknesses: As outcome #2 was the lowest (90%), more focus could be placed on vocal delivery skills, in terms of practice sessions, to assist with the improvement of that skill set.

III. Changes influenced by assessment results

- 1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.

More practice sessions will be made available for students, to help improve vocal delivery skills.

- 2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

- a. [] Outcomes/Assessments on the Master Syllabus

Change/rationale:

- b. [x] Objectives/Evaluation on the Master Syllabus

Change/rationale: Students will be given a choice of productions from which they can choose from, allowing for more methods to be used in assessment. The current assessment rubric will be an effective tool for any production chosen.

- c. [] Course pre-requisites on the Master Syllabus

Change/rationale:

- d. [] 1st Day Handouts

Change/rationale:

- e. [] Course assignments

Change/rationale:

- f. [] Course materials (check all that apply)

- [] Textbook
[] Handouts
[] Other:

- g. [x] Instructional methods

Change/rationale: Add in additional vocal practice sessions for students to assist with the improvement of vocal delivery.

- h. [] Individual lessons & activities

Change/rationale:

- 3. What is the timeline for implementing these actions? Spring 2012

IV. Future plans

- 1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course. The assessment tool was effective.

- 2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

- 3. Which outcomes from the master syllabus have been addressed in this report?

All [x] Selected _____

Please return completed form to the Office of Curriculum & Assessment, SC 247.

COURSE ASSESSMENT REPORT

If "All", provide the report date for the next full review: Spring/Summer of 2017.

If "Selected", provide the report date for remaining outcomes: _____.

? x

Submitted by:

Print: <u>Deana Blair</u>	Signature: <u>[Signature]</u>	Date: <u>7/14/11</u>
Faculty/Preparer		
Print: <u>Deana Blair</u>	Signature: <u>[Signature]</u>	Date: <u>7/14/11</u>
Department Chair		
Print: <u>[Signature]</u>	Signature: <u>Bill Abernethy</u>	Date: <u>JUL 14 2011</u>
Dean/Administrator		

logged 7/18/11 sjv