

**Post-baccalaureate Certificate in Technical Writing and Digital Communication
Online
Spring Semester 2018**

Academic Program Assessment

Program and Assessment Report Information

Prepared on: 7/31/2018 1:24:19 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 2018
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?	12

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 Project (fall semester)
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)	67

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
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 (spring)
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)	90

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 (spring)
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)	N/A

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	10
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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 the program's not meeting the target threshold for SLO 1, we will implement a new initiative to address this low performance. In the coming year's ENGL 5106 sections, we will replace the Pearson Technical Communication textbook (Lannon and Gurak) with Macmillan's Technical Communication (Markel and Selber) to facilitate greater attention to and support of collaborative writing projects through Macmillan's LaunchPad online companion to the text, which provides templates and other supplementary materials and instruction geared towards building students' mastery of professional-caliber collaborative writing processes.
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Form run:

Wednesday, February 13, 2019

