

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide pre-baccalaureate education consisting of liberal arts, sciences, and pre-professional courses designed to transfer to four-

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	<p>In addition to the following learner competencies this program also fulfills the learner competencies as listed under the General Education program.</p> <p>Students will demonstrate an understanding of art's symbolic communication as it relates to design Concepts.</p>	<p>Objective 1 Will be assessed by a written semester exam which covers important design concepts and by verbal/written critiques that occurs after each major project is finished in 3-D Design. It is hoped that the results of the test will break down as follows: 20% will score outstanding (A), 30% will score above average (B), 40% will score average ©, 10% will score below average (D or lower).</p> <p>The Rating System for the 2-D Design, Drawing, and Painting courses is as follows: 0-.9=Very Poor, 1-1.9 = Below Average, 2-2.9 = Average, 3-3.9 = Above Average, 4-5 = Excellent. It is hoped that a score of 5 will occur for all 2-D design, Drawing and Painting classes.</p>	<p>Objective 3-D Design students took a written final exam that covers design concept understanding. Results of the written test are as follows: 28% scored A's, 35% scored B's, 28% scored C's, 9% scored D's.</p> <p>Students in 3-D Design have completed 6 projects in a variety of media using different methods. Students filled out a written critique sheet that asks specific questions as they relate to design understanding: The results of the 6 projects as it relates to objective 1 is as follows:</p> <p>Objective 1: 25% scored outstanding 41% scored above average 24% average 9% below average</p> <p>The 2-D Design Course completed verbal and written critiques for each assignment and the result for the Fall 2002 class is as follows: 3.8. This results in high Above Average score.</p> <p>The Drawing Courses completed verbal and written critiques for assignments and the result for Fall 2001/Spring 2002 is as follows: 3.7 This is above average for the class as a whole.</p> <p>The Painting Course competed verbal and written critiques for assignments and the results are: 2. Which is a score of average.</p>	<p>The results of 3-D Design class were better than anticipated in general. When the class is taught again the overall scores will be compared to see if I need to adjust my anticipated scores. In looking at the results for areas of weakness, I would have to say that objective 2 scored lower than 1. Objective 2 deals with appropriate media and tool choices as it relates to the process of art making. This may be due to the lack of experience and knowledge with methods of creating sculpture (something not done extensively in high school). I may need to spend more class time instructing how to use tools properly; maybe have practice sessions in using tools before a project is started or purchase films that visually illustrate techniques (especially needed for carving using chisels and hammers).</p> <p>The 2-D Courses have done, as a whole, really good work and have met many of the assessment requirements. The verbal and written critiques need improvement and will aim towards a variety of ways to approach the subject, through individual critiques with the class and through group critiques/discussions with the class..</p>

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2 Students will employ the appropriate media and tool choices as it relates to the specific technique, method and process involved in art making.

Objective 2
Will be assess by works of art in 2-D and 3-D. In each of the required art courses (2-D & 3-D Design, Drawing I and II, Painting and Ceramics) students will be informed of the need to create examples of art that meet or exceed department objectives 2 and In 3-D Design and Ceramics I it is hoped that the results of the completed projects will break down as follows: 20% will score outstanding, 30% will score above average, 40% will score average, 10% will score below average.
The Rating System for the 2-D Design, Drawing and Painting courses is as follows: 0 - .9 = Very Poor, 1 - 1.9 = Below Average, 2 - 2.9 = Average, 3 - 3.9 = Above Average, 4 - 5 = Excellent. It is hoped that a score of 5 will occur for the 2-D Design, Drawing and Painting courses.

Objective 2: 3-D Design Students will employ appropriate media and tool choices as it relates to technique, methods and processes.
18% scored outstanding 35% scored above average 38% average 8% below average

The 2-D Design Course for Fall 2002 scored 3. This is between Average and Above Average for the class as a whole.

The Drawing Courses for Fall 2001/Spring 2002 scored 3. This is between Average and Above Average for the class as a whole.

The Painting Course for Spring 2002 scored 3, which is a score of just making the above average rating.

Ceramic I students Spring 2004 will have 15 projects evaluated at the end of the semester (May). A specific checklist has been created for each projects requirements as it relates to obj. 3.

Obj. 2: 2003/2004 Academic year
Drawing: total score for objective 2 is 4.3 which rates as excellent for the class

2-D design: total score for objective 2 is 3.6 which rates as above average for the class.

Painting: total score for objective 2 is 4.25 which rates excellent for the class.

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3 Students will experiment and explore the expressive possibilities of different media and design options to creatively solve the problem of content relationships.

Objective 3
Will be assess by works of art in 2-D and 3-D. In each of the required art courses (2-D and 3-D Design, Drawing I and II, Painting and Ceramics) students will be informed of the need to create examples of art that meet or exceed department objectives 3 and In 3-D Design and Ceramics I it is hoped that the results of the completed projects will break down as follows: 20% will score outstanding, 30% will score above average, 40% will score average, 10% will score below average.
The Rating System for the 2-D Design, Drawing and Painting courses is as follows: 0 - .9= Very Poor, 1 - 1.92 = Below Average, 2 - 2.9 = Average, 3 - 3.9 = Above Average, 4 - 5 = Excellent. It is hoped that a score of 5 will occur for the class.

Objective 3: 3-D Design Students will experiment with media and design options to solve the problem of content. 18% scored outstanding 40% scored above average 32% average 9% below average

The 2-D Design Course for Fall 2002 scored 3, which is a score of just meeting above average.

The Drawing Courses for Fall 2001/Spring 2002 scored 3.79. This is a high above average score.

The Painting Course for Spring 2002 scored 3. This is just meeting above average.

Objective 3: Ceramic I students (Spring 2004) will have 15 projects evaluated at the end of spring semester - May. A specific checklist has been created for each project requirements as they relate to objective 3.

Academic year 2003/2004 objective 3

2-D design: total score for objective 3 is 4.0 which rates just barely excellent.

Drawing: total score for objective 3 is 4.3 which rates in excellent range.

Painting: total score for objective 3 is 4.25 which rates excellent.

Art

117

Division: Humanities

Created: 10/29/2001 9:27:45 A

Revised: 4/22/2004

Associate in Art

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Goal Provide pre-baccalaureate education consisting of liberal arts, sciences, and pre-professional courses designed to transfer to four-

4 Students will learn how art reflects the cultures, societies and times in which it is made and how artists use the elements of art to convey historical, political, spiritual and psychological content.

Objective 4
Objective 4 will be assessed in the courses Art History I and II. Students will be required to write essays as part of the exams given in these two courses that will address the ideas in objective Students will also be required to write a research paper, in which they will compare and contrast the works and roles of art and artists from different cultures, societies and historical periods.

Need to give to Faith Heller/who teaches Art History I and II.

5 Students will demonstrate an awareness of the role of craftsmanship (skill in the use of tools and materials) as it relates to the final intent of the art image.

Objective 5
Students will demonstrate an awareness of the role of craftsmanship (skill in tools and materials) as it relates to the final intent of the art image through rendering skills. Creating slides for their 3-D examples.

Ceramic I students (Spring 2004) will have 15 projects evaluated at the end of the spring semester May (see attached)

The rating system for 2-D design, Drawing and Painting course is as follows 0-9 =very poor
1-1.9=below average
2-2.9=average
3-3.9=above average
4-5=excellent

Objective 5 Assessment results
Academic year 2--3 - 2004
2-D design: total score for objective 5 is 3.2 which rates above average.

Drawing: total score for objective 5 is 3.4 which is above average.

Painting: total score for objective 5 is 3.87 which rates above average.

Broadcast Announcing

Certificate

993

Division: Humanities

Created: 7/8/2003 1:01:45 PM

Revised: 4/22/2004

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Completers of the Broadcast Announcing Certificate who choose to be employed as an announcer at a small market radio station will be prepared to do so.	Upon completion of the certificate, 90% not continuing their education and who choose to work at a small market radio station will be employed. Employment rate is assessed by personal contact with graduates.	Through personal contact it was found that no students are continuing their education. 100% of students seeking jobs in the field have been employed.	Current efforts of job placement and assessment of employment will remain the same. No one enrolled in the program in 2003 - 2004.
2	Completers of the Broadcast Announcing Certificate will be proficient broadcast announcers.	Upon completion of the certificate 100% of students will operate as radio on-air announcers for over 130 hours. Hour accumulation is assessed through station logs. 2b. Students are assessed through oral testing in RTV155 which is typically taken during students first semester. Testing will utilize a rubric which will analyze use of tone, inflection, articulation and speed. 90% of graduates will pass with a 70% or better.	According to station logs 100% of graduating students completed over 130 hours of on-air work. 2b. 83% of students passed the test with a 70% or better. 54% passed the test with an 80% or better.	Students will continue to accumulate 130 hours of on-air work. Assessment will continue through station logs. 2b. In current method, testing is done only in RTV 155. Starting in FA 2003 students will also be tested in RTV 085 which is typically taken during their final semester. No one enrolled in the program in 2003 - 2004.
3	Completers of the Broadcast Announcing Certificate will be able to compose broadcast quality promos using a digital audio editor.	Graduates will compose an "audio portfolio" during their final semester contains two :60 second promos two :30 second promos and three minutes of announcing. This "audio portfolio" will be graded using a rubric. 100% of students will complete this project. 90% of graduating students will pass with a 70% or above.	Students will start completing this "audio portfolio" Spring 2003	Obtained after spring 2003. No completers as of Fall 2003. No one enrolled in the program in 2003 - 2004.
4	Completers of the Broadcast Announcing Certificate will be able to explain the basic laws and regulations set forth by the FCC pertaining to on-air operations.	Students will be assessed by tests and quizzes in RTV165 and in RTV150. 90% will score a 70% or better.	92% received a final score of 70% or above.	Students will continue to be assessed using current method. No one enrolled in the program in 2003 - 2004.

Broadcast Announcing

Certificate

993

Division: Humanities

Created: 7/8/2003 1:01:45 PM

Revised: 4/22/2004

Mission	Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change	
5	Employers of Completers of the Broadcast Announcing Certificate will be satisfied with the training received.	Through personal contact employers will be surveyed on the training of their employees. 90% will be very satisfied. 5b. The Radio faculty will meet with the Advisory Board to survey if training is adequate.	Of those employers contacted 100% were very satisfied with the training of their employees. 5b. Advisory board was very satisfied with current training however requested more training in basic engineering.	Employer survey will be utilized in conjunction with personal contact. RTV 160 now incorporates basic engineering. No one enrolled in the program in 2003 - 2004.
6	Completers of the Broadcast Announcing Certificate will be able to write broadcast scripts.	Students will complete three news scripts for radio and two for television in RTV1690% will receive a 70% cumulative grade for these scripts.	86% of students received a cumulative grade of 70% or better.	Students will be required to do an additional rough draft and peer review of scripts before turning in. No one enrolled in the program in 2003 - 2004.

English

Associate in Art

142

Division: Humanities

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Use critical thinking, investigation, and reflection to interact with texts and ideas.	A prompt related to this outcome will be administered to all English majors in literature courses. Criteria: 60% of the students will score adequate or above. See Notes for details.	Assessed Fall 2003. 7 of 7 full-time English instructors each graded responses from 3 English majors per outcome. All students averaged at or above adequate. The final scores calculated to an average of 86%. All literature classes from these full-time teachers were used in this assessment.	It is clear that some changes need to be made in the presentation of the assessment to the students. For example, the directions need to include more specific instructions ensuring instructor privacy. Other such changes to the construction of the assessment assignment for students will help make our goals clearer.
2	Judge the value of the literary endeavor by identifying, generating, and applying the appropriate critical vocabulary.	Same as #1.	Assessed in Fall 2003. 7 of 7 full-time english instructors each graded responses from 3 English majors per outcome. All students averaged at or above adequate. The final scores calculated to an average of 83%. All literature classes taught by full-time teachers were used in the assessment.	Same as #1.
3	Explain what motivates people to read and what motivates writers to produce literary works.	Same as #1.	Will be assessed Fall 2005.	
4	Examine the cultural and historical factors that influence the reader, writer and text.	Same as #1.	Will be assessed Fall 2005.	
5	Appraise how literature relates to an understanding of ourselves and our world.	Same as #1.	Will be assessed Fall 2006.	

Liberal Arts

100

Division: Humanities

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Associate in Art

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Students graduating with an AA in Liberal Arts will have completed the general education requirements. There are no specific requirements for the remainder of courses necessary to complete the degree except that they must be transfer courses. Thus outcomes assessment for the Liberal Arts program will consist of the General Education Program assessment. See General Education Program assessment (GEN).	See General Education Program assessment (GEN)	See General Education Program assessment (GEN)	See General Education Program assessment (GEN)

Radio Broadcasting

Certificate

973

Division: Humanities

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Revised: 4/22/2004

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Completers of the Radio Broadcasting Certificate who choose to be employed in a small market radio station will be prepared to do so.	Upon graduation, 90% of all graduates not continuing their education and who choose to work at a small market radio station will be employed. Employment rate will be assessed by personal contact with graduates.	Through personal contact it was found that 87% of students are continuing their education while 13% have found employment in the field. 100% of students seeking jobs in the field have been employed.	Current efforts of job placement and assessment of employment will remain the same. No one enrolled in program in 2003 - 2004.
2	Completers of the Radio Broadcasting Certificate will be proficient broadcast announcers.	Upon completion of the program 100% of students will operate as radio on-air announcers for over 130 hours. Hour accumulation will be assessed through station logs. 2b. Students are assessed through oral testing in RTV155 which is typically taken during students first semester. Testing will utilize a rubric which will analyze use of tone, inflection, articulation and speed. 90% of graduates will pass with a 70% or better.	According to station logs 100% of graduating students completed over 130 hours of on-air work. 2b. 91% of students passed the test with a 70% or better. 61% passed the test with an 80% or better. 3a. Students will start completing this "audio portfolio" Spring 2003	Students will continue to accumulate 130 hours of on-air work. Assessment will continue through station logs. 2b. In current method, testing is done only in RTV 155 Starting in FA 2003 students will also be tested in RTV 085 which is typically taken during their final semester. No one enrolled in program in 2003 - 2004.
3	Completers of the Radio Broadcasting Certificate program will be able to compose broadcast quality promos using a digital audio editor.	Graduates will compose an "audio portfolio" during their final semester that contains two :60 second promos two :30 second promos and three minutes of announcing. This "audio portfolio" will be graded using a rubric. 100% of students will complete this project. 90% of graduating students will pass with a 70% or above.		Obtained after spring 2003. No one enrolled in program in 2003 - 2004.
4	Completers of the Radio Broadcasting Certificate will be able to explain the basic laws and regulations set forth by the FCC pertaining to radio station operations.	Students will be assessed by tests and quizzes in RTV 165 and in RTV150. 90% will score a 70% or better.	92% received a final score of 70% or above.	Students will continue to be assessed using current method. No one enrolled in program in 2003 - 2004.

Radio Broadcasting

Certificate

973

Division: Humanities

Created: 7/9/2003 12:28:13 PM

Revised: 4/22/2004

Mission	Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change	
5	Employers of completers of the Radio Broadcasting Certificate will be satisfied with the training received by their employees.	Through personal contact employers will be surveyed on the training of their employees. 90% will be very satisfied. 5b. The Radio/Television faculty will meet with the Advisory Board to survey if training is adequate.	Of those employers contacted 100% were very satisfied with the training of their employees. 5b. Advisory board was very satisfied with current training however requested more training in basic engineering.	Employer survey will be utilized in conjunction with personal contact. RTV 160 now incorporates basic engineering. No one enrolled in program in 2003 - 2004.
6	Completers of the Radio Broadcasting Certificate will be able to explain the business of broadcasting, including such topics as broadcast management, ratings, economics and responsibility to society.	Students will be assessed through quizzes, tests and term papers in RTV 150. 90% will receive a final score of 70% or better.	98% of students received a final score of 70% or better.	Current methods of instructing and assessing will remain unchanged. No one enrolled in program in 2003 - 2004.
7	Completers of the Radio Broadcasting Certificate will be able to discuss the fundamentals of how radio works including the elements of an AM and FM station.	Students will be assessed through quizzes, tests and practical laboratory during RTV 160. 90% will receive a final score of 70% or better.	100% of students received a final score of 70% or better.	Current methods of instructing and assessing will remain unchanged. No one enrolled in program in 2003 - 2004.
8	Completers of the Radio Broadcasting Certificate will be able to write broadcast scripts.	Students will complete three news scripts for radio and two for television in RTV 160. 90% of students will receive a 70% cumulative grade for these scripts.	86% of students received a cumulative grade of 70% or better	Students will be required to do an additional rough draft and peer review of scripts before turning in. No one enrolled in program in 2003 - 2004.

Radio-TV Broadcasting

Associate in Applied Science

091

Division: Humanities

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Radio/Television Broadcasting program who choose to be employed in a small market radio station will be prepared to do so.	Upon graduation, 90% of all graduates not continuing their education and who choose to work at a small market radio station will be employed. Employment rate will be assessed by personal contact with graduates.	Through personal contact it was found that 20% of students are continuing their education while 60% have found employment in the field. 100% of students seeking jobs in the field have been employed.	Current efforts of job placement and assessment of employment will remain the same.
2	Graduates of the Radio/Television program will be proficient broadcast announcers.	Upon completion of the program 100% of students will operate as radio on-air announcers for over 130 hours. Hour accumulation will be assessed through station logs.	According to station logs 100% of graduating students completed over 130 hours of on-air work.	Students will continue to accumulate 130 hours of on-air work. Assessment will continue through station logs.
2.1		Students are assessed through oral testing in RTV155 which is typically taken during students first semester. Testing will utilize a rubric which analyzes use of tone, inflection, articulation and speed. 90% of graduates will pass with a 70% or better.	83% of students passed the test with a 70% or better. 54% passed the test with an 80% or better.	In current method, testing is done only in RTV 155 starting in FA 2003 students will also be tested in RTV 085 which is typically taken during their final semester.
3	Graduates of the Radio/Television Broadcast program will be able to proficiently use studio and field television production techniques and equipment.	Students are assessed through hands-on tests of video production equipment in RTV 180. These tests evaluate the students knowledge of cameras, video switchers and non-linear editors. 90% of students will pass the tests with a 70% or better.	93% of the students received 70% or better on the tests.	Current method of assessment will continue.
3.1		Students will be required to produce and film four video projects in RTV 180. All graduates of the program will produce these projects while 90% will score a 70% or better on each	95% of students received a grade of 70% or better on the project.	Students will continue to produce four video projects. A rubric is being developed to better assess student projects. This rubric will be implemented FA 2003.

Radio-TV Broadcasting

Associate in Applied Science

091

Division: Humanities

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Revised: 4/22/2004

Mission	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change
4	Graduates of the Radio/Television Broadcast program will be able to compose broadcast quality promos using a digital audio editor.	Graduates will compose an "audio portfolio" during their final semester that contains two :60 second promos two :30 second promos and three minutes of announcing. This "audio portfolio" will be graded using a rubric. 100% of students will complete this project. 90% of graduating students will pass with a 70% or above.	Students will start completing this "audio portfolio" Spring 2003 & 2004. Obtained after spring 2003 and 2004.
5	Graduates of the Radio/Television Broadcast program will be able to explain the basic laws and regulations set forth by the FCC pertaining to radio station operations.	Students will be assessed by tests and quizzes in RTV 165 and in RTV150. 90% will score a 70% or better.	93% received a final score of 70% or above. Students will continue to be assessed using current method.
6	Employers of Radio/Television program graduates will be satisfied with the training received by their employees.	Through personal contact employers will be surveyed on the training of their employees. 90% will be very satisfied.	Of those employers contacted 100% were very satisfied with the training of their employees. Employer survey will be utilized in conjunction with personal contact. RTV 160 now incorporates basic engineering.
6.1		The Radio/Television faculty conducted DACUM to adjust training if needed.	DACUM results were presented to RTV faculty. Course outlines will be updated during Fall 2004.
7	Graduates of the Radio/Television Broadcast program will be able to explain the business of broadcasting, including such topics as broadcast management, ratings, economics and responsibility to society.	Students will be assessed through quizzes, tests and oral presentations in RTV 150. 90% will receive a final score of 70% or better.	79% of students received a final score of 70% or better. Current methods of instructing and assessing will remain unchanged.
8	Graduates of the Radio/Television Broadcast program will be able to discuss the fundamentals of how radio works including the elements of an AM and FM station.	Students will be assessed through quizzes, tests and practical laboratory during RTV 160. 90% will receive a final score of 70% or better.	100% of students received a final score of 70% or better. Current methods of instructing and assessing will remain unchanged.

Radio-TV Broadcasting

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9	Graduates of the Radio/Television Broadcast program will be able to discuss the basic principles of broadcast selling and understand the role and duties of a broadcast account executive.	Students will be assessed through quizzes, tests, and presentations in RTV 75% will receive a final score of 70% or better.	94% of students received a final score of 70% or better.	Current methods of instructing and assessing will remain unchanged.
9.1		Students will be assessed through a national exam administered by the Radio Advertising Bureau. Students will receive a final score of 70% or better which represents a passing grade to receive the Radio Marketing Professional certificate.	87% of the students received a score of 70% or better.	Current methods of instructing and assessing will change slightly because an updated version of the present textbook is being purchased for Spring 2005.
10	Graduates of the Radio/Television Broadcast program will be able to write broadcast scripts.	Students will complete three news scripts for radio and two for television in RTV 160% of students will receive a 70% cumulative grade for these scripts.	86% of students received a cumulative grade of 70% or better.	Students will be required to do an additional rough draft and peer review of scripts before turning in. In Fall 2003 MAX TV News was introduced to improve writing scripts.

Speech Communication

Associate in Art

187

Division: Humanities

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Select ethical topics	Evaluate outline artifact Criterion--85% of the students will score 70% or higher on the Speech Outline rubric scale	Assessment results are based on three upper-level courses: SPE200 - Interpersonal Communication; SPE213 - Introduction to Group Discussion; SPE220 - Persuasive Speaking. Outlines were collected from Fall 2003 through Spring 2004 semesters in the three named courses. Seventy-four students registered in these three upper-level Speech courses provided outlines that accompanied various delivery styles of presentations. A total of 137 outlines have been reviewed. Topics were chosen by students based on assigned purposes. Given the nature of the courses, students pre-approve topics with the instructor(s), so the ethical nature of the topic choices is determined early in the process. The development of ethical argumentation is considered in objective #5.	The pool of upper-level students is less than ideal given that only a handful of those considered are actual Speech majors. Many students take the upper courses to fulfill elective requirements and are often not highly motivated toward exceptional work in the Speech Communication field. The three courses used to create the student pool are the only courses for consideration but perhaps also less than ideal given the low registration numbers in two and the nature of the course in the third. The objective for students to select ethical topics in the sample courses is an absolute since topics are pre-approved early in the speech-development process. Occasionally, students will make last-minute changes that jeopardize the ethical nature of the talk, but 100% of the topics of this pool were deemed ethical. Consideration of ethical argument building will be considered in #5. If a similar sample pool is used in future assessment, this first outcome/objective may be dropped and considered in #5.

Speech Communication

Associate in Art

187

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2	Organize formal messages (use of sources)	Evaluate outline artifacts Criterion--85% of the students will score 70% or higher on the Speech Outline rubric scale	The outlines revealed the organization of researched materials gathered for presentations. Ninety-six percent scored higher than 70% on outlines that accompanied presentations. One percent scored in the 60-69% range, with the remaining three percent failing (below 60%).	This data indicates a high level of success in this category. It is believed students, although not motivated by the discipline, are motivated by the desire to earn high scores in order to elevate Grade Point Averages, often one to two semesters from graduation. Students know the ability to organize research materials will be necessary after transferring to 4-year institutions and realize there is a direct link between this objective and success in courses. Also, students in these courses have often had the instructor in their basic Speech course or previous courses and are familiar with the requirements and expectations of the instructor. The skills being considered are addressed in the basic course, so they are being reinforced in upper-level courses. The students who scored below the 70% expectation had low motivation in the course or utilized poor organizational skills to get tasks completed on an average scale. Some students have employment obligations that take precedence over school work, especially those who are not Speech Communication majors.
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Speech Communication

Associate in Art

187

Division: Humanities

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3 Record and cite evidence gathered in the research process

Evaluate reference page artifacts
Criterion--80% of the students will score 70% or higher on the Reference Page rubric scale

Reference pages that accompanied the majority of presentations (127) were required to be prepared in APA documentation style. Out of 127 reference pages, 77% scored 70% and higher on the rubric scale. Eighteen percent scored 60-69%, and 5% below 60%.

This number reveals a slightly lower-than-expected success rate. It is believed students still struggle with documentation styles in the sophomore level. Students are taught MLA style in both high school English courses and college Composition I & II courses. In the field of Speech Communication students are expected to use APA documentation style and are resistant to make the change or struggle with the differences between the two formats. APA is required because many disciplines have adopted this format, so it is believed students will more likely be expected to use it in upper-level courses in their college career. Research is challenging to students who have not had a strong background in its methods, and requiring a format for recording sources can be stressful and challenging for students.

There has been an online pilot course, ENG100 - Information Literacy, attached to two Speech courses for three semesters that guide students through the research process. It provides research methods that will help students overcome weaknesses in searching, recording and citing evidence. The future of the course as a companion to the basic Speech course is unsure given the weaknesses in registration glitches and concerns for further instructor overloading. It is recommended that the course continues or instructors continue to stress basic research methods in the basic Speech course, as time permits,

Speech Communication

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so that students will have the skill in upper-level courses.

4 Deliver a comfortable, natural and spontaneous delivery using both verbal and nonverbal methods

Evaluate video sample
Criterion--75% of the students will score 70% or higher on the Video Sample rubric scale

Twenty-four students were video taped over the course of four class periods to provide a sample of delivery skills among upper-level Speech students. Ten students involved in three group presentation, and 14 students delivering Persuasive speeches were evaluated. Collectively, 83% of students scored 70% and higher on their delivery skills. Of the remaining students, 12.5% scored in the 60-69% range, while 4.5% fell below 60%.

While this number is optimistic, the sample of students is really too low to make solid determinations. The students who were video taped represented a higher number of Speech majors than in the outline and reference samples, but too few to accurately assess success. The capabilities of videotaping and later review are limited, so only 24 students were taped. Both the Persuasion and Group Discussion courses were taped on one complete assignment, but those courses contain low enrollment characteristically. Generally, a video camera on students will inhibit performance given the high apprehension factor, but these students performed well under the pressure. Ideally, there would be more students performing various assignments over a period of time in these courses. The Interpersonal Communication course was not videotaped given the nature of the presentations which are less formal. To continue using a video sample in the assessment process, ideally, the number of students registered in the courses should be higher for a more valid determination.

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5 Create logical, emotional and credible arguments

Evaluate outline artifact
Criterion--85% of the students will score 70% or higher on the Speech Outline rubric scale

A pool of 137 outlines were evaluated based on criteria of logical, emotional, ethical and credible arguments. Of the total, 81.75% scored 70% and higher. The remaining outlines scored 16.7% in the 60-69% range and 1.55% landed below 60%.

This category scored below the expected outcome percentage. It is believed there are a couple reasons for this. Students struggle more with developing arguments than with presenting basic informative materials. The demands of argumentation are greater, and students sometimes fall short of the expectation. There is the risk of over generalization, assumption and often laziness in developing their arguments. A second reason for the low score is because some of the outlines considered were collected in the Interpersonal Co0mmunication course, and argumentation is not as prevalent in that course. Although, outlines were considered based on logical, emotional, ethical and credible arrangement. Students are sometimes resistant to written work and show limited enthusiasm in presenting formal documents. If limited on time, the written form that accompanies speeches receive the "short end of the stick." Students will sometimes take the short cuts on the development of their written work.

The results indicate a continued need to stress the importance of written work that accompanies presentations, regardless of the type of speech. A consideration of re-thinking the rebric for this outcome may be in order since the upper-level course that draws the highest attendance characteristically is the Interpersonal Co0mmunication class. The rubric attends more directly to Persuasion and Group Discussion students, so it should be amended to

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be more compatible with the Interpersonal work as well.

TV Field/Studio Production

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Certificate

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Completers of the TV Field/Studio Production Certificate will be able to proficiently use studio and field television production techniques and equipment.	<p>Students are assessed through hands-on tests of video production equipment in RTV 180. These tests will evaluate the students knowledge of cameras, video switchers and non-linear editors. 90% of students will pass the tests with a 70% or better.</p> <p>1b. Students will be required to produce and film four video projects in RTV 180. All graduates of the program will produce these projects while 90% will score a 70% or better on each</p>	<p>93% of the students received 70% or better on the tests.</p> <p>1b. 95% of students received a grade of 70% or better on the project.</p>	<p>Current method of assessment will continue.</p> <p>1b. Students will continue to produce four video projects. A rubric is being developed to better asses student projects. This rubric will be implemented FA 2003.</p> <p>No one enrolled in program.</p>
2	Completers of the TV Field/Studio Production Certificate will be able to write broadcast scripts.	Students will complete three news scripts for radio and two for television in RTV 165. 90% of students will receive a 70% cumulative grade for these scripts.	86% of students received a cumulative grade of 70% or better.	<p>Students will be required to do an additional rough draft and peer review of scripts before turning in.</p> <p>No one enrolled in program</p>