

**Course Assessment Report**  
**Washtenaw Community College**

Discipline	Course Number	Title
Communications	240	COM 240 08/07/2018- Broadcast Arts Internship
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: Identify and define each department within a broadcast station.

- Assessment Plan
  - Assessment Tool: COM 240 Capstone Essay
  - Assessment Date: Fall 2015
  - Course section(s)/other population: All students from all sections offered within the cycle.
  - Number students to be assessed: All students from all sections.
  - How the assessment will be scored: The essay will be scored using a departmentally-developed rubric for outcome #1. Students will write a four to six page essay, focusing on the different departments, live shows and marketing events associated with the day-to-day operations of a broadcast station. Within the essay, students will elaborate on discussion points outlined in the activity. The essay is worth 35 points.
  - Standard of success to be used for this assessment: Success will be defined as 70% of the students scoring 70% (25/35) or higher.
  - 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, 2016		2017

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

# of students enrolled	# of students assessed
9	9

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 enrolled students were assessed for this outcome.

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 enrolled students were assessed for this outcome.

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

Each student was asked a series of questions at the end of the internship that created the basis for the COM 240 Capstone Essay. This essay included the identification of each department within a broadcast station and a summarization of their duties.

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  
 100% of the students assessed were able to accurately name and define each department within a broadcast station.

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

Students excelled in their understanding of each department within a broadcast station and that department's function.

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 tool works for this outcome and will continue to be used in the future.

Outcome 2: Prioritize production elements within a live and/or pre-recorded show.

- Assessment Plan

- Assessment Tool: COM 240 Capstone Essay
- Assessment Date: Fall 2015
- Course section(s)/other population: All students in all sections offered within the cycle.
- Number students to be assessed: All students in all sections.
- How the assessment will be scored: The essay will be scored using a departmentally-developed rubric for outcome #2. Students will write a four to six page essay, focusing on the different departments, live shows and marketing events associated with the day-to-day operations of a broadcast station. Within the essay, students will elaborate on discussion points outlined in the activity. The essay is worth 35 points.
- Standard of success to be used for this assessment: Success will be defined as 70% of the students scoring 70% (25/35) or higher.
- 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, 2016		2017

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

# of students enrolled	# of students assessed
9	9

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 enrolled students were assessed for this outcome.

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 enrolled students were assessed for this outcome.

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

Each student was asked a series of questions at the end of the internship that created the basis for the COM 240 Capstone Essay. This essay included the summarization of production elements that are included within a live and/or pre-recorded show, for broadcast.

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

100% of the students assessed were able to accurately summarize the production elements that are included within a live and/or pre-recorded show.

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

Students excelled in their understanding of the production elements and the prioritization that takes place during a live and/or pre-recorded show.

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 tool works for this outcome and will continue to be used in the future.

Outcome 3: Create a variety of productions and/or marketing tools for a broadcast station.

- Assessment Plan
  - Assessment Tool: COM 240 Production/Marketing Activity
  - Assessment Date: Fall 2015
  - Course section(s)/other population: All students from all sections offered within the cycle.
  - Number students to be assessed: All students from all sections.
  - How the assessment will be scored: Students will be scored using a departmentally-developed rubric for outcome #3. Students will submit a production or marketing project, worked on during the internship (original or copy). Along with the project, students will also submit a three to five page essay, explaining the process of creating the project, from conception to

completion. Within the essay, the students will elaborate on discussion points outlined on the activity. The activity is worth 20 points.

- o Standard of success to be used for this assessment: Success will be defined as 70% of the students will score 70% (14/20) or higher.
- o Who will score and analyze the data: Instructors from 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, 2016		2017

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

# of students enrolled	# of students assessed
9	8

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.

Only eight students were assessed for Outcome #3, as one student did not turn in the activity, to be 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 were included in the assessment.

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

Each student was asked to outline either a production or a marketing event that he/she worked on, from conception to completion, focusing on the process of production (pre-production, production and post production), use of the production and detailing any arising issues that may have occurred.

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  
100% of the students assessed achieved success.

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

Students were strong in their abilities to assist in the creation of production and/or marketing tools for the stations.

- 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 tool works for this outcome and will continue to be used in the future.

## II. Course Summary and Action Plans Based on Assessment Results

- 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?

Internships are an essential part of the broadcast media industry. Encouraging students to take an internship as part of their coursework, allows for a hands-on learning experience that can better guide students on their educational journeys.

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

I will inform all instructors within the Broadcast Arts Program at a department meeting, of the success of this assessment.

- Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
No changes intended.			

- Is there anything that you would like to mention that was not already captured?

While this assessment report shows the strong success of the course, I will be making a few changes to the master syllabus, based on my sabbatical work.

## III. Attached Files

[COM 240 Assessment Data](#)

**Faculty/Preparer:**

Dena Blair

**Date:** 08/07/2018

**Department Chair:** Allison Fournier **Date:** 08/08/2018  
**Dean:** Kristin Good **Date:** 08/13/2018  
**Assessment Committee Chair:** Shawn Deron **Date:** 08/27/2018

COURSE ASSESSMENT REPORT

I. Background Information

- 1. Course assessed: COM 240 Broadcast Arts Internship  
 Course Discipline Code and Number: COM 240  
 Course Title: Broadcast Arts Internship  
 Division/Department Codes: HSBS/HUM
- 2. Semester assessment was conducted (check one):  
 Fall 20\_\_  
 Winter 2008 – 2012 (All sections within those dates)  
 Spring/Summer 20\_\_
- 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 240 Production/Marketing Activity
- 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.  
N/A

- 5. Indicate the number of students assessed and the total number of students enrolled in the course.  
 All students registered for the course (Z course) between Winter 2008 and Winter 2012  
 (Fall/Winter/Spring/Summer)
- 6. If all students were not assessed, describe how students were selected for the assessment. (Include your sampling method and rationale.)  
 All were sampled.

II. Results

- 1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.  
 N/A
- 2. List each outcome that was assessed for this report exactly as it is stated on the course master syllabus. (You can copy and paste these from CurricUNET's WR report.)

1. Identify and define each department within a broadcast station.
2. Prioritize production elements within a live and/or pre-recorded show.
3. Create a variety of productions and/or marketing tools for a broadcast station.

- 3. For each outcome that was assessed, indicate the standard of success exactly as it is stated on the course master syllabus. (You can copy and paste these from CurricUNET's WR report.)  
 Outcomes #1-3: 70% of the sample rate will receive 70% or higher.
- 4. Briefly describe assessment results based on data collected during the course assessment. Indicate the extent to which students are achieving each of the learning outcomes listed above and state whether the standard of



**COURSE ASSESSMENT REPORT**

success was met for each outcome. *In a separate document, include a summary of the data collected and any rubrics or scoring guides used for the assessment.*

For the past four years, Broadcast Arts students have been required (for graduation) to complete an internship at a broadcasting station (radio). During the internship, students were required to write two essays. The first essay is a Production/Marketing Activity, in which students outline a production/marketing event that they've worked on, from conception to completion (Outcome #3) during the internship. This focuses on the production process, the actual product created (on-air spot, marketing tool, event, etc.) and how to overcome any arising issues that can happen during the process.

The second essay, the Capstone Essay, is written at the end of the internship. It includes summarizing the various departments and duties of each department and the live production (Outcomes #1 and #2) that each intern is exposed to at a broadcasting station. This allows students to understand the inner workings of a broadcast station (how all of the departments work together) and what happens when one goes live (either in a studio or on-location) at a major market station.

After reviewing and scoring the Capstone Essay, the students met the standard of success for both outcomes #1 and #2. Outcome #1's average was 96% and Outcome #2's average was 97%.

After reviewing and scoring the Production/Marketing Essay, the students met the standard of success for outcome #3. Outcome #3's average was 94%.

(see attached sheet)

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in the assessment results. *(This should be an interpretation of the assessment results described above and a thoughtful analysis of student performance.)*

Strengths: Students were strong in their understanding of the duties of each department, the production of a live show (the production process), live event, and with pre-recorded production and/or marketing tools created for a broadcast station.

Weaknesses: Based on this assessment, there were no shown weaknesses.

**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. *(If students met all expectations, describe your plan for continuous improvement.)*

No weaknesses were found. The students met expectations. I will continue to run COM 240 as is, without any major changes to the master syllabus or curriculum.

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.  Objectives/Evaluation on the Master Syllabus  
Change/rationale:

c.  Course pre-requisites on the Master Syllabus  
Change/rationale:

d.  1<sup>st</sup> Day Handouts  
Change/rationale:

e.  Course assignments  
Change/rationale:

f.  Course materials (check all that apply)

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

COURSE ASSESSMENT REPORT

- Textbook
- Handouts
- Other:

g.  Instructional methods  
Change/rationale:

h.  Individual lessons & activities  
Change/rationale:

3. What is the timeline for implementing these actions? N/A

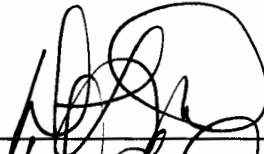
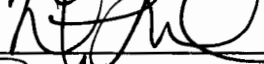
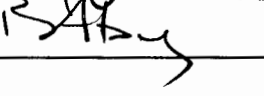
IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.  
The Production/Marketing Activity and Capstone Essay were very effective in measuring student achievement. I will continue to use both without any major changes.

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

3. Which outcomes from the master syllabus have been addressed in this report?  
All   x   Selected \_\_\_\_\_  
If "All", provide the report date for the next full review:   Winter 2017  .  
If "Selected", provide the report date for remaining outcomes: \_\_\_\_\_.

Submitted by:

Print: <u>DEWA BLAIR</u>	Signature: 	Date: <u>4/25/12</u>
Faculty/Preparer		
Print: <u>DEWA BLAIR</u>	Signature: 	Date: <u>4/25/12</u>
Department Chair		
Print: _____	Signature: 	Date: <u>APR 30 2012</u>
Dean/Administrator		