



AA Communications

English, Communications, Foreign Languages, ESOL & Reading, and Sign Language Degrees and Programs

#1	<p>AA Communications Degree Student Learning Outcome 1: Students will apply professional procedures used in mass media for recognizing news, gathering information, and writing stories by deadline.</p>
	<p>Courses in the degree plan that address this Learning Outcome: COMM 2311, COMM 2305, COMM 2330</p>
	<p>Assessment Measure for this Learning Outcome: Writing samples from COMM 2311 will be assessed using the following method:<ul style="list-style-type: none">• COMM faculty will assess the mid-term news reporting and writing stories of 16 students.• The COMM faculty assessor will rate the writing samples using a holistic rubric: Highly Proficient, Proficient, Not Proficient.• A total of 16 stories were assessed. Each story was scored once.• Students' post-story feedback will be incorporated into the findings.</p>
	<p>Achievement Target for this Measure: 70% of the sample surveyed will be either Proficient or Highly Proficient.</p>
	<p>Findings: 94% (15/16 ratings) were Proficient (6/16) or Highly Proficient (9/16). Exceeds target. Students wrote, "I learned...":<ul style="list-style-type: none">• "Be creative. Make your story inviting, even if it is about a serious topic."• "How to actually write a story!"• "How important it is to edit your own or someone else's paper."• "That editing is a long and stressful process that is absolutely necessary in order to have a good story."• "This topic really opened up my eyes to campus issues."• "How to write for a newspaper using AP (Associated Press) style."• "How to put a news story together."• "Many edits are required to have a quality final copy."• "Get both sides of the story when reporting different subjects."• "First drafts are never perfect, so re-arranging the flow of ideas (paragraphs) in a story can work best for the focus of the story."• "To check for simple errors, like commas."• "To avoid using passive voice."• "AP (Associated Press) rules."• "What a lead (opening paragraph) is."</p>



A L A M O C O L L E G E S

P A L O A L T O C O L L E G E

	<ul style="list-style-type: none">• “What an inverted pyramid (story structure) is.”• “The AP Stylebook is God.”
	<p>Related Action Plan: Recruit English faculty to help assess COMM students’ stories.</p>
#2	<p>AA Communications Degree Student Learning Outcome 2: Students will conduct interviews with pertinent stakeholders.</p>
	<p>Courses in the degree plan that address this Learning Outcome: COMM 2311, COMM 2305, and COMM 2330.</p>
	<p>Assessment Measure for this Learning Outcome: Writing samples from COMM 2311 will be assessed using the following method:</p> <ul style="list-style-type: none">• COMM faculty will assess the mid-term news reporting and writing stories of 16 students.• The COMM faculty assessor will rate the writing samples using a holistic rubric: Highly Proficient, Proficient, Not Proficient.• A total of 16 stories were assessed. Each story was scored once.• Students’ post-story feedback will be incorporated into the findings.
	<p>Achievement Target for this Measure: 70% of the sample surveyed will be either Proficient or Highly Proficient</p>
	<p>Findings: 94% (15/16 ratings) were Proficient (6/16) or Highly Proficient (9/16).</p> <p>Exceeds target. Students wrote, “I learned...:”</p> <ul style="list-style-type: none">• “The more sources the better.”• “How to interview and ask questions.”• “How to get my subjects to talk.”• “To take a lot of notes during an interview. Asking as many questions as I can will help my story.”• “How to get and conduct interviews for the story.”• “Set out a lot of time to come up with questions and meet with sources.”• “You should not have leading questions. Leading questions set agendas for readers and for sources, and you should avoid them as much as possible.”• “When citing your source, be sure to include their full title.”• “You have to be really picky about your sources and sometimes interview more than is needed because some people are hard to talk to and won’t give good quotes.”• “I learned that I must work around other people’s schedules.”• “Quotes make your story sound better.”• “The importance of a strong quote.”



P A L O A L T O C O L L E G E

	<ul style="list-style-type: none">“Not every interview is a good interview.”
	<p>Related Action Plan:</p> <p>Recruit English faculty to help assess COMM students’ stories.</p>
#3	<p>AA Communications Degree Student Learning Outcome 3:</p> <p>Students will research news stories to provide essential information.</p>
	<p>Courses in the degree plan that address this Learning Outcome:</p> <p>COMM 2311, COMM 2305, and COMM 2330.</p>
	<p>Assessment Measure for this Learning Outcome:</p> <ul style="list-style-type: none">COMM faculty will assess the mid-term news reporting and writing stories of 16 students.The COMM faculty assessor will rate the writing samples using a holistic rubric: Highly Proficient, Proficient, Not Proficient.A total of 16 stories were assessed. Each story was scored once.Students’ post-story feedback will be incorporated into the findings.
	<p>Achievement Target for this Measure:</p> <p>70% of the sample surveyed will be either Proficient or Highly Proficient.</p>
	<p>Findings:</p> <p>94% (15/16 ratings) were Proficient (6/16) or Highly Proficient (9/16).</p> <p>Exceeds target. Students wrote, “I learned....:</p> <ul style="list-style-type: none">“There is a lot to learn, so the collecting of information really has no limit. Learn as much as possible to make your story as effective as it can be.”“That you need to be confident in what you are writing, taking the proper time to do research on your story before the interviews. Doing research pays off.”“That I need to better plan meetings and interviews. They were all good experiences, though.”“To check my facts.”“That it helps to write notes and not just record an interview.”“Proofread multiple times.”“There is always news, so there is always something to write about.”“Things change when you have the title reporter.”“Accuracy is important.”
	<p>Related Action Plans:</p> <p>Recruit English faculty to help assess COMM students’ stories.</p>

Submitted by Denise Barkis Richter, Ph.D., Professor, Communications Department, Nov. 25, 2014

Electronic files of students’ stories and post-story feedback are available upon request.