



ALAMO  
COLLEGES

PALO ALTO COLLEGE

### Program Student Learning Assessment Plan/Report

Academic Year 2011-2012

**Program/Award: Business Communication Certificate**

**Program Lead Faculty: Sylvia G. de Hoyos**

**Department Chair: Dean Gary Shelman**

Outcome #1	Demonstrate oral and written business communication skills.
Measures	Oral and written assignments for the POFT 2312 Business Correspondence and Communications course.
Targets	70% of the students make a "C" or higher in the final exam for POFT 2312 Business Correspondence and Communications.
Findings	2010- 2011: number of students = ; number passed = ; pass rate: % n/a 2011-2012: number of students =8 ; number passed =6 ; pass rate:75 %
Assessment of Previous Cycle's Action Plan	Offer the course on a rotating semester basis for larger class sizes and better interaction among the students
New Action Plans	Offer the course in a blended classroom/ online format for more extensive delivery of course content to students. Continue assessment of rotation of courses for larger class size
Outcome #2	Demonstrate Keyboarding Proficiency by mastering the required words per minute
Measures	Timed Writings using the PAC/ACT timed writing scale
Targets	70% of students pass 3 timed writings for POFT 1429/1329 Beginning Keyboarding.
Findings	2010- 2011: number of students = 8 ; number passed =6 ; pass rate:75 % 2011-2012: number of students =21 ; number passed = 18 ; pass rate: 86 %
Assessment of Previous Cycle's Action Plan	Reorganized the course content so that students can focus on the quality of the assignments rather than rush to get the quantity of assignments completed and allow for more practice on timed writings.
New Action Plans	Continue focus on selection of specific assignments that will provide the quality content to ensure development of accuracy in timed writings.
Outcome #3	Demonstrate comprehension of productive teamwork concepts and abilities.
Measures	Homework and group assignments in POFT 1313 Professional Workforce Course.
Targets	70% of students made a "C" or higher in the final exam for POFT 1313 Professional Workforce.
Findings	2010- 2011: number of students =12 ; number passed =10 ; pass rate:83 % 2011-2012: number of students = ; number passed = ; pass rate: %
Assessment of Previous Cycle's Action Plan	Place course on the rotation basis. Offer the course in 4 week blended format to provide concentrated delivery of course content and to improve monitoring of the students' performance.
New Action Plans	Continue Course delivery assessment; Assess content for relevance.



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