



ALAMO  
COLLEGES

PALO ALTO COLLEGE

### Program Student Learning Assessment Plan/Report

Academic Year 2011-2012

**Program/Award: Customer Service Representative**

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

**Department Chair: Dean Gary Shelman**

Outcome #1	Demonstrate accurate accounting practices.
Measures	Homework, exams, and comprehensive problems in Introduction to Accounting (ACNT 1303).
Targets	70% of students make a grade of 70 or better in the ACNT 1303 Introduction to Accounting final exam
Findings	2010- 2011: number of students = 26 ; number passed = 18 ; pass rate:69 % 2011-2012: number of students = ; number passed = ; pass rate: %
Assessment of Previous Cycle's Action Plan	Continue to monitor the number of sections offered. Find tutoring options for the students.
New Action Plans	This course is now offered as part of the Math department to allow for closer interaction with study/learning assistance for students.
Outcome #2	Demonstrate mastery of 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 comprehensive final exam for POFT 2312 Business Correspondence and Communications.
Findings	2010- 2011: number of students = ; number passed = ; pass rate: % /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. This allows the student to better structure their course selections for each semester.
New Action Plans	Offer the course in a blended, 4 week format for more comprehensive delivery of course content to the students.
Outcome #3	Demonstrate Job performance skills.
Measures	Evaluation of the goals set by agreement for the co-operative learning class used as the capstone for the Associate of Applied Science Award.
Targets	70% of the students make a "C" or better on the POFT 2380 evaluations and final presentation of portfolio.
Findings	2010- 2011: number of students = 7 ; number passed = 6 ; pass rate: 86% 2011-2012: number of students =16 ; number passed = 16 ; pass rate: 100 %
Assessment of Previous	Work closer with students in selecting the places of employment and the situations used for the learning experience.



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Cycle's Action Plan	
New Action Plans	Continue development of internship/placement opportunities for students .