



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Assessment Report

Program or Certificate: Business Communication Certificate
Academic Year Assessed: 2012-13
Program Lead Faculty: Sylvia G. de Hoyos
Department Chair: Gary Shelman

| | |
|--|--|
| Program Learning Outcome #1 | Demonstrate oral and written business communication skills |
| Courses in the degree plan that address this outcome | POFT 2312 |
| Assessment Method | Oral and written assignments for the POFT 2312 Business Correspondence and Communications course. |
| Targets for Achievement | 70% of the students make a “C” or higher in the final exam for POFT 2312 Business Correspondence and Communications. |
| Results | 2010- 2011: number of students = ; number passed = ; pass rate: % n/a 2011-2012: number of students =8 ; number passed =6 ; pass rate:75 % 2012-2013: number of students 12; number passed = 11; pass rate 92% |
| Target Met or Not Met | Target met |
| New action plan for improvement of student learning | Incorporate problem-based assignments which will allow students to apply communication concepts to classroom simulations. |
| Evaluation of previous cycle’s action plans | With the change in course delivery to blended classroom/ online format and 4 week miniterm, the students have been able to achieve and realize a greater and faster-paced completion of certificates. |
| Program Learning Outcome #2 | Demonstrate Keyboarding Proficiency by mastering the required word per minute |



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Assessment Report

| | |
|--|--|
| Courses in the degree plan that address this outcome | POFT 1329, POFT 2301, and POFT 2303 |
| Assessment Method | Timed Writings using the PAC/ACT timed writing scale |
| Targets for Achievement | 70% of students pass 3 timed writings for POFT 1429/1329 Beginning Keyboarding. |
| Results | 2010- 2011: number of students = 8 ; number passed =6 ; pass rate:75 % 2011-2012: number of students =21 ; number passed = 18 ; pass rate: 86 % 2012-2013: number of students= 13; number passed = 11; pass rate 85% |
| Target Met or Not Met | Target met |
| New action plan for improvement of student learning | Transition to evaluation of student material in POFT 2301 |
| Evaluation of previous cycle's action plans | While the students are succeeding in these course timings, the content does not appear to provide sufficient challenge for improvement. A separate course will be utilized for goal accomplishment |
| Program Learning Outcome #3 | Demonstrate comprehension of productive teamwork concepts and abilities. |
| Courses in the degree plan that address this outcome | POFT 1313 |
| Assessment Method | Homework and group assignments in POFT 1313 Professional Workforce Course. |
| Targets for Achievement | 70% of students made a "C" or higher in the final exam for POFT 1313 Professional Workforce. |



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Assessment Report

| | |
|--|--|
| Results | 2010- 2011: number of students =12 ; number passed =10 ; pass rate:83 % 2011-2012: number of students = ; number passed = ; pass rate: % 2012-2013: number of students = 26; number passed = 24; pass rate 92% |
| Target Met or Not Met | Target met |
| New action plan for improvement of student learning | incorporate problem-based assignments which will allow students to apply communication concepts to classroom simulations. |
| Evaluation of previous cycle's action plans | Placing course on the rotation basis has increased the number of students registered as well as 4 week format has provided concentration of delivery of course content. |
| Program Learning Outcome #4 | |
| Courses in the degree plan that address this outcome | |
| Assessment Method | |
| Targets for Achievement | |
| Results | |
| Target Met or Not Met | |
| New action plan for improvement of | |



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Assessment Report

| | |
|--|--|
| student learning | |
| Evaluation of previous cycle's action plans | |