



**Associate of Arts Degree: Communications**

(all Tracks: Journalism/Mass Communications(3014), Advertising/Public Relations (3113), Radio & TV Broadcasting/Broadcast Journalism(3044), Communications(3031) )

#1	<p>Students successfully completing the Communications AA program at Palo Alto College will: Demonstrate a thorough knowledge of the Communications field to include:</p> <ul style="list-style-type: none"><li>-the history and development of communications media and practices.</li><li>-the ethical issues involved in communications.</li><li>-the differences between cultures and countries across the globe in their media and practices.</li><li>-the convergence of media technologies and industries</li></ul>
	<p>Courses in the degree plan that address this outcome</p>
	<p>Assessment Measure for this Outcome An email survey of past and recent graduates, some of whom pursued their Baccalaureate Degree and others who are employed, will be conducted to identify the strengths and weaknesses of the current program. The open-ended survey will help align syllabi and degree plans with the reality of the Communications field in today's world.</p> <p><b>Assessment (questions for the survey)</b></p> <ol style="list-style-type: none"><li>1. How have you applied your AA Degree in Communications to your current life? (Work? further studies? changed careers?)</li><li>2. How has your understanding of the Communications field helped you in your current life?</li></ol>
	<p>Achievement Target for this Measure 20% response rate on the survey</p>
	<p>Findings Overall COMM graduates appear to be successful within the field. Two-thirds of those who responded went on to graduate with their Bachelor's and slightly over fifty percent are employed within the field. The COMM department has sought to customize our curricula within Texas THECB guidelines to accommodate the rapid change within the industry and these survey results support PAC's success in doing just that. We will continue to stay current on Media, Media delivery, technology &amp; sociological changes that define the Communications field.</p>
	<p>Related Action Plans We will develop a direct evidence measure for this outcome for the next program assessment cycle along with a scoring rubric.</p> <p>While Degree Plans and Course Descriptions are prescribed by the THECB, there is some latitude in the classroom to emphasize current and necessary topics and skills. To the extent possible, information from this survey will be used by the Communications Faculty to adjust course Syllabi (if necessary) and to provide better counseling for students enrolled in the Communications Degree programs.</p>



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#2	Students successfully completing the Communications AA program at Palo Alto College will: Analyze and evaluate media and media content
	Courses in the degree plan that address this outcome
	<p>Assessment Measure for this Outcome</p> <p>An email survey of past and recent graduates, some of whom pursued their Baccalaureate Degree and others who are employed, will be conducted to identify the strengths and weaknesses of the current program. The open-ended survey will help align syllabi and degree plans with the reality of the Communications field in today's world.</p> <p><b>Assessment (questions for the survey)</b></p> <p>3. Does your Communications studies background help you to analyze and evaluate media and media content? How?</p>
	<p>Achievement Target for this Measure</p> <p>20% response rate on the survey</p>
	<p>Findings</p> <p>Overall COMM graduates appear to be successful within the field. Two-thirds of those who responded went on to graduate with their Bachelor's and slightly over fifty percent are employed within the field. The COMM department has sought to customize our curricula within Texas THECB guidelines to accommodate the rapid change within the industry and these survey results support PAC's success in doing just that. We will continue to stay current on Media, Media delivery, technology &amp; sociological changes that define the Communications field.</p>
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#3	Students successfully completing the Communications AA program at Palo Alto College will: Develop the skills necessary to author and edit media content.
	Courses in the degree plan that address this outcome
	<p>Assessment Measure for this Outcome</p> <p>An email survey of past and recent graduates, some of whom pursued their Baccalaureate Degree and others who are employed, will be conducted to identify the strengths and weaknesses of the current program. The open-ended survey will help align syllabi and degree plans with the reality of the Communications field in today's world.</p>



	<p><b>Assessment (questions for the survey)</b></p> <p>4. What skills (writing, editing, web design, desktop publishing, television production, etc.) that you learned in the PAC Communications program have you used since graduating? Which have been most useful?</p> <p>5. Have you created media content for an employer or a class since you graduated? Please describe what you produced and the skills you used.</p>
	<p>Achievement Target for this Measure 20% response rate on the survey</p>
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#4	<p>Students successfully completing the Communications AA program at Palo Alto College will: Apply the knowledge and skills to create media content.</p>
	<p>Courses in the degree plan that address this outcome</p>
	<p>Assessment Measure for this Outcome An email survey of past and recent graduates, some of whom pursued their Baccalaureate Degree and others who are employed, will be conducted to identify the strengths and weaknesses of the current program. The open-ended survey will help align syllabi and degree plans with the reality of the Communications field in today's world.</p> <p><b>Assessment (questions for the survey)</b></p> <p>6. Of what you learned while earning your PAC Communications degree, what has been most useful?</p> <p>7. Least useful?</p> <p>8. What could we have done better?</p>
	<p>Achievement Target for this Measure 20% response rate on the survey</p>



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