



UNIVERSITY OF ARKANSAS  
**PULASKI TECH**

**Assessment Report:  
2018-2019**

**Due to Chair/Program Director and  
Assessment Coordinator by  
September 4th**



## Course-Level Learning Outcomes

### 1. What are the Course-Level Outcomes (CLOs)?

1. Demonstrate an understanding of the communication process;
2. Apply the basic principles of business writing and oral communications;
3. Apply proper research and documentation techniques;
4. Demonstrate successful group communication;
5. Demonstrate an understanding of the employment search process and generate effective employment documents.

### 2. Which CLOs were addressed for this academic year? (2018-2019)

Apply the basic principles of business writing and oral communications

### 3. Which CLOs are being addressed in your assessment plan next academic year? (2019-2020)

Apply the basic principles of business writing and oral communications.

Demonstrate an understanding of the employment search process and generate effective employment documents.

Apply proper research and documentation techniques.

### 4. Explain the assessment cycle.

We assess 1-3 CLOS each academic year to make sure we cover all 5 in a 3-year period.

### 5. What are the assessment methods? Are they direct or indirect?

Direct

### 6. What are the assessment goal(s)?

80% of students will score an overall Good or Excellent in accordance with the Rubric standards.

Our goal is to make sure that the scores continue to rise and that students are more competent communicating both written and orally.

## 7. What were the findings for this academic year? (2018-2019)

**Fall 2018:** 19 out of 22 students succeeded with a 70% or better. 86% of the students made a 70% or above which results in 86% of students scoring an overall Good or Excellent in accordance with the Rubric Standards. In Spring 2019 we will strive to have at least the same percentage of students succeeding with a 75% or higher, Scoring at least a "Good" in most areas.

**Spring 2019:** The average score with the on-campus students was an 81%. 11/14 students made a 75% or above = 79%. The average score with the online students was an 84%. 11/16 made a 75% or above = 69%

## 8. What is your analysis of the findings?

In Spring 2019, Neither our on-campus or on-line students met our goal of 80% making a 75% or above. Our on-campus students were almost there, but our on-line students were a bit off.

The areas that our on-campus students struggled most with were their attention-getter (scoring a 3.57/5.00), and providing quotes from experts/authorities on each key point (scoring 3.50/5.00). The areas that our on-line students struggled more with their preparation (3.60/5.00) and vocal style (3.00/5.00).

The areas that the students excelled in on-campus were effective use of PowerPoint, Appearance, Introduction Slides (listing their main points), and Preparation.

The areas that the students excelled in on-line were Introduction Slides (listing their main points), Providing quotes from authorities/experts on topic, Appearance, and Effective Use or PowerPoint.

## 9. What is the action plan for the next academic year? (2019-2020) Explain.

We will assess Apply the basic principles of business writing and oral communications and Apply proper research and documentation techniques by doing an oral presentation with PowerPoint. Within this oral presentation with PowerPoint assignment, they have to engage in business writing, oral communications, research, and documentation techniques.

We will assess Demonstrate an understanding of the employment search process and generate effective employment documents by writing a cover letter and/or resume.