



UNIVERSITY OF ARKANSAS  
**PULASKI TECH**

**Assessment Report:**  
**2019-2020:**  
**Business Communication**



1. Name of individual compiling report: Lindsay Kullenberg

2. Date of submission: October 22, 2020

3. Is the assessment plan (*Check or highlight one*)

☐ an initial plan for the  
program

☐ a revision of an old plan

☒ unaltered from  
previous year

## Course-Level Learning Outcomes-

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

- Demonstrate an understanding of the communication process;
- Apply the basic principles of business writing and oral communications;
- Apply proper research and documentation techniques;
- Demonstrate an understanding of the employment search process and generate effective employment documents.

### 2. Which CLOs were addressed for this academic year? (2019-2020)

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

### 3. Which CLOs are being addressed in your assessment plan next academic year? (2020-2021)

- Demonstrate an understanding of the communication process.

### 4. Explain the assessment cycle.

We assess all of the course learning outcomes each semester in some form or fashion but focus on one or two each semester and formally collect the data. We assess the same activities for at least 2 semesters in a row to be able to compare the data.

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

The assessment method we used for the academic year 2019 – 2020 is Writing a Resume.--Direct

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

To demonstrate an understanding of the employment search process and generate effective employment documents. Students will create/write a resume that follows up-to-date guidelines (including proper grammar and usage). Our goal is to make sure that the scores continue to rise and that students are more competent with the employment search process and generating effective employment documents.

## 7. What were the findings for this academic year? (2019-2020)

34 out of 47 students succeeded with a 70% or better.

72% of the students made a 70% or above which results in 72% of students scoring an overall Competent or Proficient in accordance with the Rubric Standards.

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

The majority of the students had a good grasp on writing a resume—which is the key component of generating effective employment documents. The overall success rates were higher in the Fall of 2019 than in the Spring of 2020. The big contributing factor was that there were no on-campus class offered in the Spring of 2020, and the latest data shows us that students tend to have better resume scores when they take the class on campus versus online.

F 19 On-Campus average score: 94%

F 19 Online average score: 83%

S 20 Online average score: 73%

9. What is the action plan for the next academic year? (2020-2021) Explain.

We will introduce the concept of writing resumes earlier in the semester by working through that chapter earlier than normal and having them do smaller activities, working up to their final Resume submission. We will peer evaluate resumes both on campus and online. We will provide an ample amount of resume writing resources to our students. We will also give them the opportunity to go to the instructor with their resume before the due date so the instructor can give constructive feedback on any changes that need to be made in order to have the most efficient and effective resume possible.

DRAFT