

Assessment Impact by Course Objectives
Palau Community College
Department (EN) - English Department

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CLO: CO 201 - Mass Media & Society: CLO 1

Explain and compare the interpersonal communications and mass media communications processes.

CLO Assessment Cycle: 2014-2015 (Fall 2014)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Define mass communications, name and explain the six steps to the mass communication process, and the six steps to the human communication process. Signature assignment: Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 12/21/2015 - 100% of the students assessed performed at the proficiency level Expected Student Performance Met: Yes Related Documents: CO 201-CLO 1-Levels 3-4.PDF	12/21/2015 - Performance in all CLOs has improved, no action needed at this time.		2015-2016 (Fall 2015)
Final Exam - 12/23/2014 - 70% of the students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: CLO1.zip	12/23/2014 - Continue to improve the course.		2014 - 2015 (Fall 2014)
Final Exam - 01/07/2014 - 80% of the students assessed performed at the proficiency level. Expected Student Performance Met: Yes	01/07/2014 - Out comes were met, no need for changes at this time.		2013 - 2014 (Fall 2013)

CLO: CO 201 - Mass Media & Society: CLO 2

Explain the development of books, newspapers and magazines and their impact on society.

CLO Assessment Cycle: 2014-2015 (Fall 2014)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Name and explain the four transitions of books, explain surveillance, gate keeping and agenda-setting as it applies to the news industry, explain what part the wire services and syndicates play in the newspaper industry and how they help, identify the three barriers to American magazine development, explain what the three catalysts to the development of magazines in America were, and explain what spot news, developing news and continuing news are. Signature assignment: Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 12/21/2015 - 100% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: CO 201-CLO 2-Levels 3-4.PDF	12/21/2015 - Performance in all CLOs has improved. No action needed at this time.		2015-2016 (Fall 2015)
Final Exam - 12/23/2014 - 60% of students assessed performed at the proficiency level. Expected Student Performance Met: No Related Documents: CLO2.zip	12/23/2014 - Evaluate signature assignment.		2014 - 2015 (Fall 2014)
Final Exam - 01/07/2014 - 80% of the students assessed performed at the proficiency level. Expected Student Performance Met: Yes	01/07/2014 - Out comes were reached no need for changes at this time.		2013 - 2014 (Fall 2013)

CLO: CO 201 - Mass Media & Society: CLO 3

Explain and compare the development of the movie and radio industries and their impact on society.

CLO Assessment Cycle: 2014-2015 (Fall 2014)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Identify what the first broadcast media was and explain the impact it had on society, explain what impact motion pictures have on society in your opinion, explain what nickelodeons are and what their impact was, explain block booking, and explain what invention was transformed into the mass medium of radio and why there was a need for this type of technology. Signature assignment: Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 12/21/2015 - 100% of the students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: CO 201-CLO 3-Levels 3-4.PDF	12/21/2015 - Performance in all CLOs has improved. No action needed at this time.		2015-2016 (Fall 2015)
Final Exam - 12/23/2014 - 70% of the students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: CLO3.zip	12/23/2014 - Continue to improve the course.		2014 - 2015 (Fall 2014)
Final Exam - 01/07/2014 - 80% of the students assessed performed at the proficiency level. Expected Student Performance Met: Yes	01/07/2014 - Outcomes were met; no changes needed at this time.		2013 - 2014 (Fall 2013)

CLO: CO 201 - Mass Media & Society: CLO 4

Explain the influencing effects of mass media on individuals, politics, the public and popular culture in the digital age.

CLO Assessment Cycle: 2014-2015 (Fall 2014)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Explain the effect television had on the film industry and how it affected society, what the term global village means to you, and what the main criticism of television has been. Signature assignment: Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 12/21/2015 - 100% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: CO 201-CLO 4-Levels 3-4.PDF	12/21/2015 - Performance in all CLOs has improved. No action needed at this time.		2015-2016 (Fall 2015)
Final Exam - 12/23/2014 - 100% of students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: CLO4.zip	12/23/2014 - Continue to improve the course.		2014 - 2015 (Fall 2014)

Results

Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 01/07/2014 - 80% of the students assessed performed at the proficiency level. Expected Student Performance Met: Yes	01/07/2014 - OUT COMES WERE MET NO CHANGES NEEDED AT THIS TIME.		2013 - 2014 (Fall 2013)