

The University of Texas-Pan American
 Assessment Report
 AY 2005-2006 May Graduates
 College: Arts and Humanities
 Degree Program/Major: B.A.. in Communication with Journalism: Print and Teacher Certification

According to Admissions, 6 print majors and no teacher certification students graduated in Fall 2005. Three were assessed. The other two were not assessed either because they were not currently enrolled, have previously graduated or did not show up for assessment.

<u>Program Intended Student Learning Outcomes</u>	<u>Means of Assessment</u>	<u>Criteria for Success</u>	<u>Assessment Results</u>	<u>Use of Results</u>
Students will: 1. demonstrate excellent writing skills. (D)	1. Article	80% of students will earn "C" or better	1. 100% Criterion for Success Met	This round of assessment was altered from the previous one by making sure assessment included a knowledge component, a behavioral component and an attitude component. As a result of this round of assessment, the faculty recommended that they meet in early Fall 2006 to reevaluate the means of assessment and discuss the results. In addition, journalism faculty have met and have required pre-
2. demonstrate knowledge of news and current events. (K)	2. Oral News Quiz	80% of students will earn "C" or better	2. 66% Criterion for Success Not Met	
3. understand the legal and ethical standards in Journalism. (K & A)	3. Speech	80% of students will earn "C" or better	3. 100% Criterion for Success Met	
4. demonstrate an understanding of the principles and procedures of photography. (K & D)	4. Photography	80% of students will earn "C" or better	4. 100% Criterion for Success Met	
5. demonstrate an understanding of the principles of AP style. (K)	5. AP Quiz	80% of students will earn "C" or better	5. 66%% Criterion for Success Not Met	
6. demonstrate the capability to communicate effectively as a	6. Speech	80% of students will earn "C"	6. 100%	

professional in oral situations. (D)		or better	Criterion for Success Met	requisites to all writing courses. These changes will take effect Fall 2006.
--------------------------------------	--	-----------	----------------------------------	--