

Assessment Report - Annual Update

Program Assessment (focus on most recent year)

Department:	Marketing and Public Relations
Program:	
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A. List your Program Learning Outcomes (PLOs)/Administrative Unit Outcomes (AUOs)

1. MPR resolved over 1,000 cases of inaccessibility on our website.
2. MPR increased attendance to enrollment/registration events via social media engagement
3. MPR grew awareness to campus events via weekly emails to the campus community

B. How did your outcomes assessment results inform your program planning? Use the bullet points below to organize your response.

We have set mandated time each quarter to resolve and address issues of inaccessibility on our website. | We are investigating other ways to utilize social media channels as a way to increase attendance to events on campus and for enrollment endeavors. | Due to inquiries, MPR wanted to have a consistent weekly communication to the campus community regarding any events and event recaps.

C. How do course level student learning outcomes align with program learning outcomes? Instructional programs can combine questions C and D for one response (SLO/PLO/ILO).

Institutional Learning Outcomes:

Think: Think critically and evaluate sources and information for validity and usefulness.

Communicate: Communicate effectively in both written and oral forms.

Demonstrate: Demonstrate competency in a field of knowledge or with job-related skills.

Engage: Engage productively in all levels of society – interpersonal, community, the state and the nation, and the world.

D. How do the program learning outcomes or Administrative Unit Outcomes align with Institutional Learning Outcomes? All Student Affairs and Administrative Services should respond.

The AUO's align primarily with the ILO of engagement. Through MPR's communication efforts (web, graphics, print, newsletters, and media) we are building a fully engaged and trustworthy relationship with the students, student body, and community.

E. How do you engage in collegial dialog about student learning outcomes?

F. In your previous program review did you specify a major objective or project to implement specifically designed to improve equity?

***How has the objective or project impacted equity in your department or program?**

***What areas have you identified for program improvements that relate directly to equity in the coming year?**

Yes, in a previous program review, it was mentioned that our goal is "to engage with the campus community to provide accessible, professional, and timely information/communication to the campus community." This objective has impacted equity campus wide as our department continually is educating the campus when we are provided with inaccessible documents, content, etc. In the coming year, we have planned for more training and regular communication to and with the various department editors who have access to editing the website.