# ACADEMIC PROGRAM IMPROVEMENT PLAN

(For implementation in years 2011-12 & 2012-13)

## PROGRAM:
General Studies – Communication

### Defined Outcome:
At least 75 percent of students who complete Written Communication will earn a final grade of C or higher (this excludes drops and withdrawals) by the end of 2012-13.

### Action Plan/Action Items:

1. Check the viability and reliability of course-placement strategies for Introduction to College Writing and Written Communication, and adjust as appropriate.
   - a. Continue to gather data on “C or higher” rates in relationship to Accuplacer placement.
   - b. Evaluate the data and make adjustment recommendations as appropriate.
   - c. Explore complementary placement strategies (Success Strategies, reading scores, and more).

2. Share best practices and resources.
   - a. Build LRC course pages.
   - b. Participate in the implementation and the refinement of The Learning Commons at each campus.
   - c. Contribute to departmental/divisional resources on The Connection.

3. Check course completion and “C or higher” rates across delivery methods, and respond as appropriate.
   - a. Analyze comparative data at Divisional Days.
   - b. Design responses.

### Perkins? no

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<thead>
<tr>
<th>Responsibility</th>
<th>Timeline</th>
<th>Resources</th>
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<tr>
<td>1.a. Academic Affairs Assistant and Communication faculty</td>
<td>1. a. Each semester</td>
<td>1.a. Academic Affairs Assistant</td>
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<td>1.c. Communication faculty and Prepared Learner Task Force</td>
<td>1.c. Ongoing</td>
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<td>2.a. Communication faculty</td>
<td>2. Ongoing</td>
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<td>2.b. Communication faculty and dean</td>
<td>2. Each semester</td>
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<td>2.c. Communication faculty</td>
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### WTCS QRP Indicator Name & Number: (from those potential solutions selected from the WTCS QRPDS Analysis)
CG05 AAS Course Completion Communication
Update: (A mid-year and year-end update will be required each year during implementation.)

First Mid-year Update: December 1, 2011

1. The Communications Faculty Team and Dean will meet with Research and Planning Coordinator Jennifer Künselman during the Assessment Day on January 6, 2012, to define data collection and to establish a timeline for action items.

2. a. The Communications Faculty Team has collaborated with LRC Director Matt Rosendahl, who has created a pilot LRC course page. The team will establish a detailed action plan for this item by June 2012.
   b. The Communications Faculty Team will establish a detailed action plan for this item by June 2012.
   c. The Communications Faculty Team and Dean have collaborated with Academic Affairs Assistant Trixie Lawver to import documents to The Connection. They will establish a detailed action plan for this item by June 2012.

3. The Communications Faculty Team and Dean will meet with Research and Planning Coordinator Jennifer Künselman during the Assessment Day on January 6, 2012, to define data collection and to establish a timeline for action items.

First Year-end Update: May 14, 2012

- As we looked at the number of students who completed Written Communication with a “C” or better, we achieved 79% in 2010-11 AY.

- Grading by instructor (the overall average final grade 2010-11 was 2.55): We looked at differences, ranges, minimums, maximums, and averages and were unable to discern any significant variance by individual instructor. The data do not back up any anecdotal suggestions of disparity.

- Placement scores did not seem to have a significant correlation with final course grades. While the average score did fit the model, individual student scores did not predict the final grade.

- We would like to continue to find ways to encourage students to take Introduction to College Writing when their work in Written Communication suggests that they should. We need to look at financial, time, and social aspects of a student making such a move. Sections of Intro to College Writing and Written Comm are scheduled concomitantly at New Richmond, Rice Lake, and Superior during Fall and Spring Semester.

- We suggest more placement measures, perhaps an early performance indicator given by each instructor to help determine actual proper placement (WritePlacer $4/student assessment).

- We suggest continuing to look at placement scores, Success Strategies, tutoring, and other student support. We wondered whether the delivery method had an effect on the success rate of students in Written Communication.