



West Texas A&M University (WTAMU) is a proud institution that seeks to produce college graduates that are capable of finding gainful employment and living civic minded lives in the Texas Panhandle and further into a globally connected society. These are the outcomes that institutions of higher learning seek to convey on an annual basis. However, the way that those outcomes are reached is not uniform, but is constantly in flux.

Understanding what learning improvement looks like in higher education is a process in which educators attempt to integrate new components of learning each year in an effort to enhance these student outcomes. A Student Learning Outcome (SLO) is an expectation, as opposed to a goal, which pertains to something hoped for. Such a distinction is important to understand and incorporate into the learning environment of students with future aspirations in a work-minded society.

The Assessment and Assurance of Learning Award recipient for the 2023-2024 academic year, presented by the AVP for Institutional Effectiveness was Dr. Kristina Drumheller, the front-line supervisor for the Department of Communication.

All four programs overseen by Dr. Drumheller scored 100 on their 2023-24 Feedback reports. These programs were:

- a. Communications BA, BS
- b. Communications MA
- c. Media Communications BA, BS
- d. PR, Advertising, and Applied Communications BA, BS

Additional performance indicators during the year included the following:

- Held additional assessment training involving importance of proper measures and best practices in formatting progress and improvement initiatives.

Data Bite #5 - The Assessment and Assurance of Learning Award

- Programs all have adopted a format with regard to the Improvement Narrative that goes above and beyond the currently requested process.

Additions to the Improvement Narrative

- a. Including a description of the process as well as highlights of the current year's interventions to improve the student experience from the previous year.
- b. Building action planning section of the report to include analysis of current year's assessment and instruments, planned interventions for improvement to be practiced in the coming year (24-25), and a closing of the loop in each program with analysis discussed by both faculty and their students.
- c. Though WT continues to look for even more detail of specific interventions by our programs moving forward, the programs, given Dr. Drumheller's leadership are all showing a strong improvement initiative that should only continue to improve year after year.