



CSLO Assessment

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Travel Marketing Program

Travel Department

- No full time faculty
- 17 active courses (on rotation)
 - 12 assessments finished
- Curriculum
 - AS Degree in Travel Marketing
 - Certificate of Achievement
 - 3 Skills Certificates
- Fully online
- Student population is mixed

TRAVL 74

North American Destination Specialist

- Taught and assessed Fall 2010
- Implemented Improvement Plan Fall 2011
- Re-assessment done Fall 2011

CSLO 3:

Utilize reputable resources, especially the Internet, to research questions about North American destinations and then present appropriate recommendations for travelers (based on their needs).

What we learned from assessment

Assessment instrument – Written midterm assignment

18 students completed with:

12 above proficiency (67%)

4 at proficiency (22%)

2 below proficiency

Lack of sufficient details was the common weakness.

What could we do to improve results?

Adult students like to know WHY they are doing something, and they like to know exactly what is expected. From student feedback, it also became clear that they benefited from examples.

Online courses present a particular challenge in communicating exactly what is expected since most communication is written. It is helpful to use different ways of explaining the same thing.

Changes Implemented

- Excerpt from previous student paper posted as an example
- Audio podcast (with printed script) that included common weaknesses and how to strengthen the paper – also WHY it's important to include details for the client
- Revised rubric to be more specific about expectations

Outcome – Results Improved!

19 midterms were completed:

16 (84%) above proficiency

2 (11%) at proficiency

Only one below proficiency (didn't follow directions)

Benefits of Assessing

- Formalizes the process
- Requires focus and follow-through
- Results can confirm that you ARE teaching effectively
- May include student involvement (as in the case of asking for examples)—keep asking them for feedback and suggestions
- You can apply what you learned to other courses
- Improves student learning!