

TRAVL 74, North American Destination Specialist
Course Level Assessment
Fall 2010/2011 (Follow-up)
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CSLO3: Utilize reputable resources, especially the Internet, to research questions about North American destinations and then present appropriate recommendations for travelers (based on their needs). (PSLOs 1, 3-5)

What we learned from the assessment:

18 students completed the midterm research assignment. Twelve were above proficiency; four met proficiency; and two were below proficiency. For those students not above proficiency, it was because their itinerary lacked the necessary details.

Improvement Plan (to be implemented Fall 2011):

Adult students like to know why they are doing something. When the midterm is assigned, the instructor should emphasize the reason for including details such as distance, time, cost, and other helpful information in a client itinerary. Instructor can give this information as an audio podcast and perhaps provide an example of an itinerary item that is too vague versus an itinerary item that has the necessary details.

Fall 2011 -- Changes made:

In Fall 2011, a couple of additional items were posted along with the instructions for the midterm. These items included: 1) an excerpt from a previous student's paper showing the level of detail expected for the assignment, and 2) an audio podcast (with printed script) that included common weaknesses and how to strengthen the paper.

Outcome:

19 midterms were submitted with the following results: 16 (84%) were above proficiency; 2 (11%) at proficiency; and only one below proficiency (didn't follow directions). This compared with previous results of 18 midterms submitted and 12 (67%) above proficiency; 4 (22%) at proficiency; and 2 below proficiency. So there were clear improvements when the improvement plan was implemented.

What we learned:

We learned that students benefit from examples and multiple ways of explaining what is expected.