Washtenaw Community College Comprehensive Report

UAT 234 Online Recruiting and Promotion
Effective Term: Spring/Summer 2016

Course Cover
Division: Advanced Technologies and Public Service Careers
Department: United Association Department
Discipline: United Association Training
Course Number: 234
Org Number: 28200
Full Course Title: Online Recruiting and Promotion
Transcript Title: Online Recruiting & Promotion
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Web Page
Reason for Submission: Course Change
Change Information:
    Consultation with all departments affected by this course is required.
    Course description
    Credit hours
    Total Contact Hours
    Outcomes/Assessment
Rationale: Change credit hours, contact hours, minor text revisions.
Proposed Start Semester: Fall 2015
Course Description: In this course, students will learn how to create a local union website and promote the local union through radio, television and the Internet for the purpose of advertising and mass media recruiting. Upon completion of this course, the student will have a working website for their local union, purchase their own domain name (dot-com address), and have their site published on the Web. Students will also learn various strategies for promoting their local union and learn about recruiting using the Internet and mass media. Limited to United Association program participants.

Course Credit Hours
Variable hours: No
Credits: 1
Lecture Hours: Instructor: 15 **Student:** 15
The following Lab fields are not divisible by 15: Student Min, Instructor Min
Lab: Instructor: 5 **Student:** 5
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 20 **Student:** 20
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
Requisites
General Education

Degree Attributes
  Below College Level Pre-Reqs

Request Course Transfer
  Proposed For:

Student Learning Outcomes

1. Establish a domain name and working website for the local union using pre-set templates on a web page editing tool.
     Assessment 1
        Assessment Tool: Review of local union website
        Assessment Date: Fall 2015
        Assessment Cycle: Every Three Years
        Course section(s)/other population: All
        Number students to be assessed: 75% of all students
        How the assessment will be scored: Departmentally-developed rubric
        Standard of success to be used for this assessment: 75 percent of students will score 11 or higher out of 16.
        Who will score and analyze the data: UAT faculty

2. Maintain a working website for a local union.
     Assessment 1
        Assessment Tool: Review of local union website
        Assessment Date: Fall 2015
        Assessment Cycle: Every Three Years
        Course section(s)/other population: All
        Number students to be assessed: 75% of all students who create a website on behalf of the local union
        How the assessment will be scored: Departmentally-developed rubric
        Standard of success to be used for this assessment: 75 percent of students will score 11 or higher out of 16.
        Who will score and analyze the data: UAT faculty

3. Utilize strategies for recruiting and promoting the local union through the web.
     Assessment 1
        Assessment Tool: Review of local union website
        Assessment Date: Fall 2015
        Assessment Cycle: Every Three Years
        Course section(s)/other population: All
        Number students to be assessed: 75% of all students
        How the assessment will be scored: Departmentally-developed rubric
        Standard of success to be used for this assessment: 75 percent of all students will score 11 or higher out of 16.
        Who will score and analyze the data: UAT faculty

Course Objectives
1. Register domain name for local.
2. Build initial website using pre-set templates and HTML generating tools.
3. Explain and apply UA website standards.
4. Setup email and forum feedback facilities.
5. Present prototype website for the local.
6. Explain the site features and options for recruiting and marketing the local.

New Resources for Course
Course Textbooks/Resources
  Textbooks

Manuals
Periodicals
Software
Equipment/Facilities
Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Justin Carter	*Faculty Preparer*	*Jun 25, 2015*
Department Chair/Area Director:		
Scott Klapper	*Recommend Approval*	*Jul 02, 2015*
Dean:		
Brandon Tucker	*Recommend Approval*	*Jul 07, 2015*
Curriculum Committee Chair:		
Kelley Gottschang	*Recommend Approval*	*Sep 29, 2015*
Assessment Committee Chair:		
Michelle Garey	*Recommend Approval*	*Sep 29, 2015*
Vice President for Instruction:		
Michael Nealon	*Approve*	*Oct 06, 2015*