



Professional Communications

PRE-TEST/POST-TEST TEKS BLUEPRINT

Pre-Test/Post-Test Development Overview

TEKS Addressed Selection Process

The Texas Essential Knowledge & Skills (TEKS) included in the course pre-test and post-test were selected for their direct relevance to the course content. This selection process was guided by the goal of assessing learners' understanding of specific topics and skills that are integral to the course. As a result, TEKS related to general employability skills or broader topics were often excluded. This focus ensures that the assessments accurately measure students' mastery of the subject matter, allowing educators to gain a clear insight into areas where students excel or may need additional support. By concentrating on content-specific TEKS, the tests provide a more precise evaluation of the students' knowledge and understanding of the core material.

Test Question Development Process

The questions created for the pre-test and post-test were designed using psychometric principles to ensure they are of high quality and fairness. This approach helps to accurately assess student understanding. These principles guide the development of questions to be reliable, valid, and free from bias, ensuring that they effectively measure the knowledge and skills the students are expected to acquire in the course.

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Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(C) demonstrate skills related to seeking and applying for employment	Cover Letters & Résumés
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(D) create a resume and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples	Formulas for Career Success: Cover Letters
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(E) demonstrate skills in evaluating and comparing employment opportunities	Formulas for Career Success: Job Search
(2) The student applies English language arts in professional communications projects. The student is expected to:	(A) demonstrate use of content, technical concepts, and vocabulary	Professional Writing: Researching
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	Professional Writing: Process
(2) The student applies English language arts in professional communications projects. The student is expected to:	(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques	Communication Styles
(2) The student applies English language arts in professional communications projects. The student is expected to:	(D) compose and edit copy for a variety of written documents	Professional Writing: Documents
(2) The student applies English language arts in professional communications projects. The student is expected to:	(E) evaluate oral and written information	Professional Writing: Researching
(3) The student applies professional communications strategies. The student is expected to:	(A) adapt language for audience, purpose, situation, and intent	Understanding Professional Communication
(3) The student applies professional communications strategies. The student is expected to:	(B) organize oral and written information	Professional Writing: Process
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	Understanding Professional Communication
(3) The student applies professional communications strategies. The student is expected to:	(E) apply active listening skills	Communication Styles
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	Mathmatics in the Workplace
(3) The student applies professional communications strategies. The student is expected to:	(G) listen to and speak with diverse individuals	Diversity in the Workplace
(3) The student applies professional communications strategies. The student is expected to:	(H) exhibit public relations skills	Public Relations Campaigns
(4) The student understands and examines problem-solving methods. The student is expected to:	(A) employ critical-thinking skills independently and in groups	Professional Teams
(4) The student understands and examines problem-solving methods. The student is expected to:	(B) employ interpersonal skills in groups to solve problems	Professional Teams
(5) The student uses technology applications and processes. The student is expected to:	(A) use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects	Fundamentals of Audio/Video Production
(5) The student uses technology applications and processes. The student is expected to:	(B) use processes such as personal information management, file management, and file sharing	Windows® Operating Systems 2019 Basics - Unit 3 (Files & Folders) OR Operating Systems & Networking
(6) The student understands communications systems. The student is expected to:	(A) describe the nature and types of businesses	Business Characteristics
(6) The student understands communications systems. The student is expected to:	(C) analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole	Economic Concepts
(8) The student identifies and develops leadership characteristics. The student is expected to:	(A) identify leadership characteristics	Professional Teams
(8) The student identifies and develops leadership characteristics. The student is expected to:	(B) participate in student leadership and professional development activities	Professional Teams

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Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(A) exhibit ethical conduct	Web Ethics & E-Issues
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(B) discuss copyright laws in relation to fair use and duplication of materials	Web Ethics & E-Issues
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(C) analyze the impact of communications on society	Communication Styles
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(D) understand and exhibit digital citizenship	Web Ethics & E-Issues
(10) The student applies technical skills for efficiency. The student is expected to:	(A) employ planning and timemanagement skills to relate to professional communications	Understanding Professional Communication
(10) The student applies technical skills for efficiency. The student is expected to:	(B) use technology to enhance productivity	Workplace Technology
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects	Understanding Professional Communication
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance	Professional Teams
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(C) demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic	Understanding Professional Communication
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(D) identify and analyze ethical and social responsibilities of communicators	Communication Styles
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations	Understanding Professional Communication
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(F) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette	Understanding Professional Communication
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(G) demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews	Evaluating Applications & Resumes
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(H) identify and use appropriate strategies for communicating with a variety of audiences	Public Speaking in the Workplace

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(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups	Conflict Management in the Workplace
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	Public Speaking in the Workplace
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	Workplace Presentation Strategies
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(M) conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience	Public Speaking in the Workplace
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	Workplace Presentation Strategies
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(P) participate in an informative or persuasive group discussion	Public Speaking in the Workplace
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(Q) use a variety of strategies to acquire information from electronic resources	Internet Basics
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(R) acquire electronic information in a variety of formats	Internet Basics
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(S) use research skills and electronic communications	Researching Strategies & Tactics
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity	Professional Writing: Documents
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(V) develop and reference technical documentation	Professional Writing: Documents
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(W) deliver digital products in a variety of appropriate media	Public Relations Campaigns