

Program Assessment Plan

American University

Academic Program: SOC: Film & Electronic Media - MFA

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Learning Outcome: Production

Integrate key elements into a cohesive, compelling production, including:

- A clearly defined concept for their production.
- A compelling story.
- Compelling and believable characters.
- A clear script that is in keeping with industry standards.
- Cinematography that conveys the story and characters in an aesthetically appealing way.
- Directing that displays a well-managed and coherent vision.
- Appropriate editing and graphics techniques that realize the production's aesthetic.
- Appropriate sound and music that realize the production's aesthetic.
- Appropriate use of the performance or actors, subjects, participants in the production.

Outcome Year: 2010-2011

Start Date: 10/31/2010

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Comprehensive Exam. Students must demonstrate proficiency in all of the stated outcomes. In addition to the student's own written analysis and critique of the work produced in the program, the student must submit their professional portfolio as a part of the exam. This written critique and the portfolio are evaluated by two faculty who are appropriate to the student's area of focus. The portfolios are evaluated using a strict rubric addressing all the elements of production cited in the outcome. Measure Type: Quiz/ Exam	All students must pass the comps to get their degrees.	Annual.	Yes
Capstone Projects--COMM 702 Master's Portfolio Seminar. Capstones are reviewed by faculty using strict evaluation rubrics (same as for the comprehensive exams). The results are aggregated across all students and discussed in curriculum/ syllabus reviews. Measure Type: Final Paper/ Final Project	All students must complete a capstone project with a grade of B or better.	Annual.	Yes
Visions Festival Awards Program. This is an annual competition which is judged by faculty and outside reviewers who are professionals in their field. Graduating students are nominated by faculty for their work in several categories at the end of the of each academic year. The work is reviewed by a team that includes faculty and outside reviewers. Awards are given to those students who demonstrate the outcomes in an exemplary way. Measure Type: Other	Only high achieving students receive awards.	Annual data collection/ analysis every three years.	Yes
Graduating Student Survey--assessment of student perceptions in achieving outcomes. The survey has been administered annually since 2005 to all graduating students and has achieved response rates close to 80%. The results are tabulated and reviewed by the Associate Dean and Division Director. Measure Type: Survey	On average, students will rate their academic career at least "very good" or "excellent" on each outcome. The categories directly address the learning outcomes.	Annual data collection/ analysis every three years.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
<p>Survey among internship supervisors. Internship supervisors (i.e. employers) currently evaluate students. This evaluation is reviewed by the faculty member responsible for internships. A uniform rating/ evaluation form will be developed in 2009-10. This form will ensure that the ratings are directly related to the outcomes.</p> <p>Measure Type: Field Work/ Internship</p>	<p>On average, internship supervisors will rate students' performance "very good" or "excellent" on each outcome.</p>	<p>Data collection each semester/analysis every three years.</p>	<p>Yes</p>
<p>A survey of 3-5 year alumni. To assess their transition into and preparedness for the profession. Alumni who have been working for several years should be better able to assess their education.</p> <p>Measure Type: Alumni Feedback</p>	<p>On average, alumni will rate their academic career "very good" or "excellent."</p>	<p>Every five years.</p>	<p>Yes</p>
<p>Periodic Curriculum Reviews/ Faculty Retreats. To ensure that curriculum meets the needs of the profession. The Film and Media Arts Division monitors its curriculum and uses input from its faculty (many of whom are practicing professionals), adjunct faculty (who are all professionals), and alumni (including the Dean's Advisory Council--a group of high level alumni who are professionals in the field.)</p> <p>Measure Type: Focus Group</p>	<p>No target identified.</p>	<p>Annual.</p>	<p>Yes</p>
<p>Ad hoc Research Studies -- SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey. Surveys are conducted occasionally to address specific issues. Studies have been conducted through the Development Office and also in Research Methods classes. Two studies in particular -- the Writing Study and the Career Center Survey -- provided useful data to evaluate student perceptions toward our programs.</p> <p>Measure Type: Survey</p>	<p>No target identified.</p>	<p>Occasional.</p>	<p>Yes</p>
<p>Institutional research -- Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement. To add Context for the evaluation of other data. The School of Communication and Film and Media Art Division routinely analyze other data available in order to provide the background by which to understand more specific data.</p> <p>Measure Type: Survey</p>	<p>No target identified.</p>	<p>Annual.</p>	<p>Yes</p>

Related Courses

- COMM-702 - Master's Portfolio Seminar

Learning Outcome: Social Relevance

Describe the social relevance and/ or historical context of the production.

Outcome Year: 2010-2011

Start Date: 10/31/2010

Outcome Status: Active Learning Outcome

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Related Courses

- COMM-702 - Master's Portfolio Seminar

Learning Outcome: Theoretical Foundation

Describe the theoretical foundation for their work and its contribution to scholarship.

Outcome Year: 2010-2011

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Related Courses

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