

Program Assessment Plan

American University

Academic Program: SOC: Film & Media Arts - BA

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Contact Person for Larry Engel

Assessment:

Unit's Primary Department: Film/Media Arts

COLA Reader -1: Joe Graf

COLA Reader -2: Kathy McAdams

Learning Outcome: Production

Integrate key elements into a cohesive, compelling production, as appropriate to the medium, including:

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

Outcome Year: 2009-2010

2010-2011

Start Date: 06/30/2011

End Date: 04/15/2012

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Review of the production reports for advanced projects -- Advanced Portfolio or online portfolio. Production reports are reviewed by appropriate faculty. The portfolios are evaluated using a strict rubric addressing all key elements of production as listed in the outcomes. Measure Type: Final Paper/ Final Project	Students will score a 3 or 4 on a 4-point scale on key elements of production.	Annual and also for the appropriate course.	Yes
Visions Festival Awards Program. This is an annual competition which is judged by faculty and outside reviewers who are professionals in the field. Only high achieving students receive awards. Graduating students enter their work in several categories at the end 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	No target identified.	Annual.	Yes
Graduating Student Survey -- assessment of student perceptions in achieving outcomes. The survey has been administered annually since 2005 to all graduating students. 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."	Annual.	Yes
Surveys 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	On average, internship supervisors will rate students' performance "very good" or "excellent" in all categories. The	Each semester.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
be developed in 2009-10. This form will ensure that the ratings are directly related to the outcomes. Measure Type: Field Work/ Internship	categories directly address the learning outcomes.		
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. Measure Type: Alumni Feedback	On average, alumni will rate their academic career "very good" or "excellent."	Every five years.	Yes
Periodic Curriculum Reviews/ Faculty Retreats. To ensure that the 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). Measure Type: Focus Group	No target identified.	As needed.	Yes
Ad hoc Research Studies--SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey. Surveys 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. Measure Type: Survey	No target identified.	Occasional.	Yes
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 Arts Division routinely analyze other data in order to provide the background by which to understand more specific data. Measure Type: Survey	No target identified.	Annual.	Yes

Learning Outcome: Media Production

1B Comprehend the visual media production process and the aesthetic, writing, and creative talent needed for the process.

Outcome Year: 2011-2012

Start Date: 12/15/2011

End Date: 01/13/2012

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
In this instance we will adapt criteria used by judges for the Visions Festival (the academic year-end festival for SOC graduate and undergraduate students) as well as criteria used for other evaluations to create a evaluation form (a scale of 1-7 will be used) and comment section. Ten projects will be randomly selected from the Comm 334 at the	Combining survey/evaluation results with written critiques from the review committee will be submitted.	Fall semester 2011.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
semester's end and the review will be completed and reported back to the faculty before classes begin in January 2012. If possible these projects will be redacted. 334 is the last core film and video production course that undergraduates take.			
Measure Type: Final Paper/ Final Project			

Learning Outcome: Social Relevance

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

Outcome Year: 2009-2010
2010-2011

Start Date: 06/30/2010

Outcome Status: Archived Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
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Measure Type: Final Paper/ Final Project			
Visions Festival Awards Program. This is an annual competition which is judged by faculty and outside reviewers who are professionals in the field. Only high achieving students receive awards. Graduating students enter their work in several categories at the end 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.	No target identified.	Annual.	Yes
Measure Type: Other			
Graduating Student Survey -- assessment of student perceptions in achieving outcomes. The survey has been administered annually since 2005 to all graduating students. The results are tabulated and reviewed by the Associate Dean and Division Director.	On average students will rate their academic career at least "very good" or "excellent."	Annual.	Yes
Measure Type: Survey			
Surveys 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.	On average, internship supervisors will rate students' performance "very good" or "excellent" in all categories. The categories directly address the learning outcomes.	Each semester.	Yes
Measure Type: Field Work/ Internship			
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.	On average, alumni will rate their academic career "very good" or "excellent."	Every five years.	Yes

Assessment Plan

Assessment Measure	Target	Schedule/Cycle	Active
<p>Measure Type: Alumni Feedback</p> <p>Periodic Curriculum Reviews/ Faculty Retreats. To ensure that the 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>	No target identified.	As needed.	Yes
<p>Ad hoc Research Studies--SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey. Surveys 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>	No target identified.	Occasional.	Yes
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