

Program Assessment Plan

American University

Academic Program: SOC: Film & Media Arts - BA

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Contact Person for Brigid Maher

Assessment:

Unit's Primary Department: Film/Media Arts

COLA Reader -1: Joe Graf

COLA Reader -2: Kathy McAdams

Have updates been Yes

provided in June 2013:

Learning Outcome: Digital and Traditional Media 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

2011-2012

2012-2013

Start Date: 05/01/2013

End Date: 05/01/2014

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
<p>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.</p> <p>Measure Type: Final Paper/ Final Project</p>	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
<p>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.</p> <p>Measure Type: Other</p>	No target identified.	Annual.	Yes
<p>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.</p> <p>Measure Type: Survey</p>	On average students will rate their academic career at least "very good" or "excellent."	Annual.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
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. Measure Type: Field Work/ Internship	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
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: Social Relevance and Diversity

Ability to describe the social relevance and diversity of material.

Outcome Year: 2012-2013

Start Date: 05/01/2013

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	All students must pass the comps to get their degrees.	Annual.	Yes

Assessment Plan

Assessment Measure	Target	Schedule/Cycle	Active
<p>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.</p> <p>Measure Type: Quiz/ Exam</p>			
<p>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.</p> <p>Measure Type: Final Paper/ Final Project</p>	All students must complete a capstone project with a grade of B or better.	Annual.	Yes
<p>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.</p> <p>Measure Type: Other</p>	Only high achieving students receive awards.	Annual data collection/ analysis every three years.	Yes
<p>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.</p> <p>Measure Type: Survey</p>	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
<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>	On average, internship supervisors will rate students' performance "very good" or "excellent" on each outcome.	Data collection each semester/analysis every three years.	Yes
<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>	On average, alumni will rate their academic career "very good" or "excellent."	Every five years.	Yes
<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>	No target identified.	Annual.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Measure Type: Focus Group			
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Measure Type: Survey			
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.	No target identified.	Annual.	Yes
Measure Type: Survey			

Learning Outcome: Cultural, historical and social context of work

Articulate how their creative work is grounded within a cultural, historical and/or social context.

Outcome Year: 2012-2013

Start Date: 05/01/2013

Outcome Status: Active Learning Outcome

Learning Outcome: Effective communication in visual and written form

Express ideas by designing media that provides an informed, coherent, and effective communication both in visual media and written form.

Outcome Year: 2009-2010

2010-2011

2011-2012

2012-2013

Start Date: 05/01/2013

End Date: 05/01/2014

Outcome Status: Active Learning Outcome

Learning Outcome: Flexibility and Problem-solving, Critical Analysis, Understanding Industry Trends

Demonstrate ability to be flexible, solve problems, think critically and understand the trends in the film and digital media industry.

Outcome Year: 2012-2013

Start Date: 05/01/2013

Outcome Status: Active Learning Outcome

Learning Outcome: Relevance to a liberal arts education

Apply what is learned in the program to other disciplinary areas.

Outcome Year: 2012-2013

Start Date: 05/01/2013

Outcome Status: Active Learning Outcome

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: Archived 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 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	Combining survey/evaluation results with written critiques from the review committee will be submitted.	Fall semester 2011.	Yes