

Assessment: Assessment Plan

Degree Program - MC - Creative Media Industries (BA)

CIP Code: 09.0701.00

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Program Purpose Statement: The department supervises the Bachelors of Arts in Electronic Media and Communication degree, which is designed to prepare students for careers in creation, distribution, sale, and management of content for electronic media and digitally-based industries. The EMC program offers professional courses in electronic media and broadcasting, photocommunications, and writing to provide a broad and thorough liberal arts education.

Modality: Face-to-Face

Student Learning Outcome: Learning Outcome #1: Storytelling

A CMI graduate will demonstrate competence in storytelling.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Internship Employer Survey - Survey of CMI for-credit internship on-site supervisors (Active)

Criterion: CMI interns should score a 5.5 overall on a 7-point performance scale, and supervisor comments should be overwhelmingly positive with regard to storytelling competence.

Schedule: Once per semester and at the end of each summer.

Course Level Assessment - Writing performance evaluation based on departmental rubric (Active)

Criterion: At least 70% of students enrolled in CMI 3370, Writing for Electronic Media, will rate at least at the "competent" level on the department's writing rubric.

Schedule: Spring semesters only

Course Level Assessment - Writing performance evaluation based on departmental rubric (Active)

Criterion: At least 70% of students enrolled in CMI 4370, Writing for Series Television, will rate at least at the "competent" level on the department's writing rubric.

Schedule: Fall semesters only

Course Level Assessment - Writing performance evaluation based on departmental rubric. (Active)

Criterion: At least 70% of students enrolled in CMI 4375, Writing for Feature Films, will rate at least at the "competent" level on the department's writing rubric.

Schedule: Spring semesters only

Focus Groups - Department chair and faculty will moderate focus groups among groups of creative media industries majors (freshman - senior) to discuss knowledge of issues in electronic media and for feedback. (Active)

Criterion: Students will express above average satisfaction with CMI curriculum in terms of enhancing their storytelling skills.

Schedule: Annual

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Student Learning Outcome: Learning Outcome #2: Technical Competence

A CMI graduate will demonstrate technical competence in the area of multimedia design and production.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Course Level Assessment - Student Projects- Ratings of student projects in CMI 3315, Principles of Digital Media Production. Instructor(s) will rate the professional quality based on technical competency in terms of graphics, photos, video and web design. (Active)

Criterion: 70% of students enrolled in CMI 3315 will perform at least the "competent" level on the core multimedia design project.

Schedule: Fall and spring semesters

Focus Groups - Department chair and faculty will moderate focus groups among groups of creative media industries majors (freshman - senior) to discuss knowledge of issues in electronic media and for feedback. (Active)

Criterion: Students will express above average satisfaction with CMI curriculum in terms of enhancing their technical competence in multimedia design and production.

Schedule: Annual

Internship Employer Survey - Survey of CMI for-credit internship on-site supervisors (Active)

Criterion: CMI interns should score a 5.5 overall on a 7-point performance scale, and supervisor comments should be overwhelmingly positive with regard to multimedia design and production competence, where applicable.

Schedule: Once per semester and at the end of each summer.

Student Learning Outcome: Learning Outcome #3: Critical Thinking

A CMI graduate will exhibit critical thinking skills with writing assignments where they construct, present and defend critical and aesthetic judgments of works in the creative arts.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Internship Employer Survey - Survey of CMI for-credit internship on-site supervisors (Active)

Criterion: CMI interns should score a 5.5 overall on a 7-point performance scale, and supervisor comments should be overwhelmingly positive with regard to critical thinking.

Schedule: Once per semester and at the end of each summer.

Student Projects - Instructors in CMI 3308 will rate students' ability to demonstrate critical thinking skills on a "personal logo" assignment. The logos are evaluated on their ability to (1) explain their concept, (2) applying course concepts (visual cues, Gestalt theory), professional presentation and grammar, spelling and punctuation (Active)

Criterion: At least 70% of students will perform at the "competent" level or higher on the logo project and paper.

Schedule: Fall and spring semesters

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Focus Groups - Department chair and faculty will moderate focus groups among groups of creative media industries majors (freshman - senior) to discuss knowledge of issues in electronic media and for feedback. (Active)

Criterion: Students will express above average satisfaction with CMI curriculum in terms of enhancing their critical thinking skills.
Schedule: Annual

Student Learning Outcome: Learning Outcome #4: Global Communication Competence

A CMI graduate will exhibit knowledge of distinctive cultures or sub-cultures based on performance on projects and assignments related to international communication.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Internship Employer Survey - Survey of CMI for-credit internship on-site supervisors (Active)

Criterion: CMI interns should score a 5.5 overall on a 7-point performance scale, and (where applicable) supervisor comments should be overwhelmingly positive with regard to their ability to communicate effectively across cultures and to excel in a globalized workplace.

Schedule: Once per semester and at the end of each summer.

Student Projects - Measurement of student understanding of international relations and the international system, especially as they impact transnational communication and cultural relations among diverse groups. Students in CMI 3358 will complete a "country report" project, where they examine a foreign country's media system and compare it with others around the world. (Active)

Criterion: At least 70% of students will perform at the "competent" level or above on this project.

Schedule: Fall and spring semesters

Pre-Test - Measurement of # of correct answers on a pre-test/post-test (same questions given to class during first week of class, then final week of class) in CMI 3358. Questions consider understanding of issues related global communication. (Active)

Criterion: At least 70% of students will score a 70 or a higher on the post-test.

Schedule: Fall and spring

Focus Groups - Department chair and faculty will moderate focus groups among groups of creative media industries majors (freshman - senior) to discuss knowledge of issues in electronic media and for feedback. (Active)

Criterion: Students will express above average satisfaction with the CMI curriculum in terms of preparing them for a global communication environment.

Schedule: Annual

Student Learning Outcome: Learning Outcome #5: Media Management Competence

A CMI graduate will show knowledge of management issues in electronic media industries on exams in the entry and exit courses and any professional internship experience.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

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Assessment Methods

Internship Employer Survey - Survey of CMI for-credit internship on-site supervisors (Active)

Criterion: CMI interns should score a 5.5 overall on a 7-point performance scale, and supervisor comments should be overwhelmingly positive with regard to their demonstrated understanding of media management issues.

Schedule: Once per semester and at the end of each summer.

Capstone Assignment/Project - CMI 4320 student final projects will be evaluated on their ability to demonstrate knowledge of management issues and professionalism. (Active)

Criterion: At least 70% of students will perform at the "competent" level or higher.

Schedule: Fall and spring semesters

Pre-Test - Student knowledge of electronic media industry issues measured on a 10-item pre-test/post-test (first week/final week) of CMI 3310, Principles of Electronic Media & Communications class. (Active)

Criterion: At least 70% of students will score a minimum of 70 on the post-test.

Schedule: Fall and spring semesters

Focus Groups - Department chair and faculty will moderate focus groups among groups of creative media industries majors (freshman - senior) to discuss knowledge of issues in electronic media and for feedback. (Active)

Criterion: Students will express above-average satisfaction with the CMI curriculum in terms of its ability to prepare them for media management challenges.

Schedule: Annual

Student Learning Outcome: Introduction to Creative Media Industries

During Spring 2019, there were 20 students enrolled in CMI 4320. Students collaborated all semester on the production of two short films. The Student Learning Objectives for the course were:

- Demonstrate advanced film production skillsets in both motion picture production and post-production.
- Demonstrate high-level cinematic storytelling.
- Effectively collaborate with peers to create a short film of high quality.

Students were evaluated based on the quality of the film and peer evaluations of their performance.

20 of 20 students completed the production of the four short films. 4 (20%) students were classified in the NEEDS WORK category, 9 (45%) were classified in the COMPETENT category, and 7 (35%) were classified in the WELL DONE category.

This is the first instance of this class having been taught, and as such, there have been no previous assessments.

These results indicate the Student Learning Outcomes were partially achieved.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 01/15/2019

End Date: 05/07/2019