

Program Assessment Plan, 2006-2011
Department of Cinema and Television Arts

Student Learning Outcomes (SLO)	Year of SLO Assessment	Where Expected Outcomes are Best Assessed	Student Work Samples Used to Assess Outcomes (Direct Measures)	Criteria Used to Assess Outcomes	Student Population	Assessment Schedule
	2006/07 2007/08 2008/09 2009/10 2010/11	* Courses * Services * Internships * Community Service * Projects * Work Experiences * Independent Studies * other	* Test * Writing sample * Analysis of a problem * Collaborative problem solving project * Portfolio * Performance * Simulation * Competence interview * other	* Criterion referenced test score * Rating (rubric) * Other	* All students * Randomly selected * Purposefully selected * other	* Upon matriculation * Pre and post * At the end of _____ semester * Upon program completion * Upon graduation * other
Students should be able to research structure, and write dramatic and non-dramatic scripts for cinema, television, and multi-media.	2006/07	Courses	Test Writing sample	Rating (rubric)	All students in selected courses	Pre and post Semester end
Students should be able to understand and articulate the history, theories, and critical models of cinema and the electronic media. Graduate students should be able to construct screen stories and write feature-length screenplays which reflect meaningful themes, while engaging an audience.	2007/08	Courses Courses	Test Writing sample Writing sample	Rating (rubric) Rating (rubric)	All students in selected courses All graduate students in selected courses	Pre and post Semester end Pre and post
Students should be able to conceptualize, produce, direct, edit, and distribute cinema projects for both entertainment and educational purposes. Graduate students should be able	2008/09	Courses Projects	Tests Portfolio Performance Collaborative problem solving	Rating (rubric) Other	All students in selected courses	Upon Program Completion After portfolio Review

to demonstrate a developing ability to create unique, fully dimensional characters who speak in original, character specific dialogue.		Courses Graduate Theses	Writing sample	Rating (rubric)	All graduate Students in Selected Courses Purposefully selected	Pre and post
Students should be able to operate and manage business structures, personnel, budgets, advertising, sales, research, and regulation of independent, studio, and network electronic media. Graduate students should be able to demonstrate an understanding of the history, theories, and critical models of cinema and the electronic media.	2009/10	Courses Internships Independent study Work experiences Courses	Test Analysis of a problem Test Writing sample	Rating (rubric) Other Rating (rubric)	All students in selected courses Purposefully selected All graduate Students in Selected courses	Upon program completion Pre and post Semester end
Students should be able to employ pre-production, production, and post-production techniques for all electronic and digital media formats in both the studio and the field.	2010/11	Courses Projects	Test Portfolio Collaborative problem solving	Rating (rubric) Other	All students In selected courses	Upon program completion After portfolio review

**Program Assessment Timeline
2008-09**

Tasks	Who Will Do The Tasks?	When?
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Inform faculty of the upcoming assessment study in the spring semester prior to the assessment year.	Assessment liaison	Fall 2008
Prepare syllabi or announcements that will inform students of their responsibility in the assessment, e.g. second copy of a paper without their name or name of faculty; date scheduled for portfolios or exams.	Appropriate instructors, option heads for portfolios	Fall 2008
Identify assessment objectives/questions related to student learning outcome(s)	Assessment liaison, relevant faculty	Fall 2008
Identify what student work samples will be collected, how they will be collected, and when (date).	Assessment liaison, appropriate option heads	Fall 2008
Prepare assessment tool(s), e.g. embedded test questions or rubric(s) that will be used to assess student work.	Appropriate option heads	Summer, Fall 2008
Determine who will assess the student work samples (faculty, staff, students, and/or professionals in the industry).	Assessment liaison, appropriate option heads	Fall, Early Spring 2008
Send correspondence to inform all parties involved in the assessment process and the due dates for all events.	Assessment liaison, appropriate option heads, administrative staff	Fall, Spring 2008
Collect samples of student work.	Appropriate full and part-time faculty	Fall, Spring 2008
Sequester faculty (and possibly students, staff, professionals) to examine student work samples and arrive at some conclusions regarding how well students are achieving the student learning outcome(s).	Assessment liaison, appropriate option head, appropriate faculty	End of Fall, End of Spring 2008
Examine results, summarize assessment study and make suggestions for change if results suggest change.	Appropriate option Heads	Late Spring, 2008
Share findings with interested groups on campus.	Assessment liaison	Spring 2008
Prepare assessment report and send to the associate dean.	Assessment liaison	Spring 2008
Prepare for next assessment study.	Assessment liaison	Spring 2008