

PROGRAM ASSESSMENT REPORT

I. Background Information

1. Program Assessed

Program name: Broadcast Arts

Program code: AABCA

Division: HSS

Department: HUM

Type of Award: A.A. A.S. A.A.S.
 Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

2. When the assessment was administered? Please check all that apply.

- Fall 2009-11
- Winter 2008-12
- Spring/Summer 2008-11

3. Assessment tool(s) used: Please check all that apply.

- Accreditation
- Advisory Committee Survey
- Capstone Course
- Departmental Exam
- External Certification/Licensure Exam
- Final Project (COM 235 Air-Check)
- Performance, Presentation or Exhibit
- Portfolio
- Practical Exam or Skills Check (ie: clinical evaluation, auto repair, welding, etc...)
- Standardized Test
- Transfer Follow-up
- Other (please describe): COM 240 Marketing/Production Activity

4. Student population:

a. How many students were enrolled during the assessment term(s)?

Forty-eight (48) students were registered in COM 235 (18 students) and/or COM 240 (30 students) from Winter 2008 to Winter 2012.

b. How many students were assessed? Please describe your sampling method.

All students in COM 235 (three terms from Spring/Summer 2008-2011) and COM 240 (all terms from Winter 2008-2012) were assessed.

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PROGRAM ASSESSMENT REPORT

II. Results**1. State each program outcome below.**

Outcome 1: Create a viable air check for industry.

Outcome 2: Summarize a production/marketing event, from conception to completion, while working as an intern in the broadcasting industry.

2. Standard of Success: Was the standard of success met for each outcome?

Outcome 1: Yes - (93%)

Outcome 2: Yes - (94%)

3. Outcome Results: Briefly summarize the assessment results for each outcome based on the data collected.

Outcome 1: Students produced an air-check as the final project in COM 235 (capstone course) focused on writing, editing and vocal elements. The standard of success was 70%. Students achieved a 70% or higher (93%).

Outcome 2: Students complete and summarize a production/marketing event that they worked on at the internship, from conception to completion. The standard of success was 70%. Students achieved a 70% or higher (94%).

4. Strengths/Weaknesses: Describe the areas of strength and weakness in students' achievement as shown in assessment results.

Strengths: Students were strong in their scriptwriting and vocal skills for their air checks. Students were also apt in the knowledge of live show productions and marketing events.

Weaknesses: While it met the standard of success, it should be noted that the editing skills were slightly lower than the other skills assessed.

III. Changes influenced by assessment results

1. If the standard of success was not met or if students did not meet expectations, what actions will be taken to improve student achievement? I will schedule in more production time in COM 235, to give students an opportunity to hone their editing skills. Otherwise, there will be no changes.

PROGRAM ASSESSMENT REPORT

IV Future Plans

1. Describe any other intended program changes that will be instituted based on results of this assessment activity or for any other reason (ie: meeting new industry standards, alignment with four-year transfer institutions, new technologies, updated accreditation standards, etc...)

A new program assessment planning form will be submitted, to reflect the new outcomes and assessment tools.

Based on the assessment tools administered, our program continues to successfully prepare students for a job and/or future study in the broadcast arts industry. No other program changes will be instituted at this time. We will continue to research and review industry standards and needs to stay relevant.

Submitted by:

Name:	<u>Debra Blair</u>	Date:	<u>3/19/15</u>
	<small>Print/Signature</small>		
Department Chair:	<u>Alison Stan</u>	Date:	<u>3/19/15</u>
	<small>Print/Signature</small>		
Dean:	<u>Debra Blair</u>	Date:	<u>3/19/15</u>
	<small>Print/Signature</small>		

Please return completed form to the Office of Curriculum & Assessment, SC 257.