Assurance of Student Learning 2019-2020	
Potter College of Arts & Letters	*School of Media*
BA in Film (#667)	
Travis Newton	

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1: Perform the roles of key Below-the-Line (Technical) personnel on a film crew, including operating equipment, safely and efficiently.

Instrument 1	**Direct: Timed Practical Exams**
Instrument 2	**Direct: Job Performance Evaluation**
Instrument 3	**Indirect: Peer Evaluation**

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met*

Student Learning Outcome 2: Utilize Above-the-Line (Creative) skills to create visually appealing short films with compelling narratives.

Instrument 1	**Direct: Production Presentation**
Instrument 2	**Direct: Job Performance Evaluation**
Instrument 3	**Indirect: Peer Evaluation**

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met*

Student Learning Outcome 3: Demonstrate an understanding of the structures and means of production in studio (Hollywood) and independent film production.

Instrument 1	**Direct: Portfolio Review**
Instrument 2	**Indirect: Exit Interview**

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met*

Student Learning Outcome 4: Critically evaluate a film or solve a production problem in an organized, coherent fashion.

Instrument 1	**Direct: Production Presentation**
Instrument 2	**Direct: Job Performance Evaluation**
Instrument 3	**Indirect: Peer Evaluation**

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met*

Student Learning Outcome 5: Communicate effectively, orally and through the written word, on set and in film analysis.

Instrument 1	**Direct: Production Presentation**
Instrument 2	**Direct: Job Performance Evaluation**
Instrument 3	**Indirect: Peer Evaluation**

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met*

Student Learning Outcome 6: Coordinate and supervise a crew/team, and, in turn, serve as a collaborative crew/team member.

Instrument 1	Direct: Portfolio Review
Instrument 2	Indirect: Exit Interview

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met*

Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

*For the purposes of this report, Student Learning Outcome goals have been marked "Not Met" because targets have not previously been set. Goals for the program SLOs will be established and measured against once a comprehensive assessment plan is implemented, as described below.

For 2019-2020, the film program performed an inventory of evaluation instruments currently being used in order to put together a comprehensive plan for student learning outcomes evaluation going forward. Since the current iteration of the film major is only in its fifth year and no prior methods of program assessment have been developed, the program is developing its assessment plan from scratch. Since assessment is currently being performed in a piecemeal fashion, a comprehensive assessment plan will need to be developed. This comprehensive assessment plan will be in place Fall 2020.

As of Spring 2020, the film program is in the process of proposing a new program, a BFA in Film Production, for implementation in AY 2020-21. As part of the curriculum proposal process, a detailed, comprehensive assessment plan must be developed and presented to the CPE, as well as the National Association of Schools of Art and Design for potential accreditation. This new program proposal will allow the film program to develop and integrate an assessment plan into the new program at its inception. The current BA in Film (667) will also benefit from the work put into assessment design, since many of the same methods of assessment can be utilized for both programs.

Student Learning Outcome 1	
Student Learning Outcome	**Perform the roles of key Below-the-Line (Technical) personnel on a film crew, including operating equipment, safely and efficiently.**
Measurement Instrument 1	DIRECT measure of student learning: Students in FILM 202 Basic Film Production are administered timed practical exams on a variety of crew positions and their associated equipment. Each exam has a simple checkbox scoring rubric, indicating whether or not the student completed the task correctly.
Criteria for Student Success	In order to perform the job being tested and use the associated equipment on an actual student film, the student must receive a 90% or above on the scoring rubric. Since it is required that students perform the jobs being tested as part of the film program, students may retake the exam until they receive a 90% or higher. At the end of the program, students should be able to complete the practical exam at 90% or higher, the first time the exam is taken.

Program Success Target for this Measurement	**90% or higher**	**Percent of Program Achieving Target**	**See follow-up below**

Methods	Currently, timed practical exams are administered in FILM 202 Basic Film Production. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades. Going forward, the data will be collected and anonymized to track performance as students progress through the film program. The same practical exams will be administered once a year to track improvement in scores and completion times.
Measurement Instrument 2	DIRECT measure of student learning: Students working on set in either a below-the-line (crew) or above-the-line (creative) capacity are evaluated by the professor of record on their job performance both in preparation and execution of their assigned position. Performance is evaluated by a professor-designed rubric.
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.

Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**

Methods	Currently, students are evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.
Measurement Instrument 3	INDIRECT measure of student learning: Students evaluate their peers' work on set in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form after the completion of each student film.
Criteria for Student Success	The results of this feedback are tabulated and distributed to the students anonymously for their own self-improvement, as well as retained by faculty for program assessment. As of now, a systemized approach to evaluating the data has not been developed, but the goal is to track peer evaluations across students' four years in the film program. By program's end, students should be achieving 80% or higher in their peer evaluations.

Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**

Methods	Currently, the students complete an online evaluation of their peers after the completion of each student film. Students evaluate each other in the areas of job performance, attitude, punctuality, reliability, and safety. Students are also asked to provide suggestions to their peers for improvement. The results are anonymized and provided to students electronically. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met*

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

*For the purposes of this report, Student Learning Outcome goals have been marked "Not Met" because targets have not previously been set. Goals for the program SLOs will be established and measured against once a comprehensive assessment plan is implemented, as described below.

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Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

As of Spring 2020, the film program is in the process of proposing a new program, a BFA in Film Production, for implementation in AY 2020-21. As part of the curriculum proposal process, a detailed, comprehensive assessment plan must be developed and presented to the CPE, as well as the National Association of Schools of Art and Design for potential accreditation. This new program proposal will allow the film program to develop and integrate an assessment plan into the new program at its inception. The current BA in Film (667) will also benefit from the work put into assessment design, since many of the same methods of assessment can be utilized for both programs.

Student Learning Outcome 2		
Student Learning Outcome	Utilize Above-the-Line (Creative) skills to create visually appealing short films with compelling narratives.	
Measurement Instrument 1	DIRECT measure of student learning: Students present to the entire film faculty in a formal presentation setting before each film they undertake. Students are expected to outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director's vision. Students are evaluated by the professor of record on both the content and the delivery of these presentations using a professor-designed rubric.	
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.	
Program Success Target for this Measurement	80% or higher	**Percent of Program Achieving Target** See follow-up below
Methods	Currently, students are formally evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student presentations, and each film professor in attendance will be asked to score the presentation. The resulting scores can be collected and anonymized to track performance as students progress through the film program.	

Measurement Instrument 2	DIRECT measure of student learning: Students working on set in either a below-the-line (crew) or above-the-line (creative) capacity are evaluated by the professor of record on their job performance both in preparation and execution of their assigned position. Performance is evaluated by a professor-designed rubric.
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Program Success Target for this Measurement	80% or higher	**Percent of Program Achieving Target**	See follow-up below
Methods	Currently, students are evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		

Measurement Instrument 3	INDIRECT measure of student learning: Students evaluate their peers' work on set in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form after the completion of each student film.
Criteria for Student Success	The results of this feedback are tabulated and distributed to the students anonymously for their own self-improvement, as well as retained by faculty for program assessment. As of now, a systemized approach to evaluating the data has not been developed, but the goal is to track peer evaluations across students' four years in the film program. By program's end, students should be achieving 80% or higher in their peer evaluations.

Program Success Target for this Measurement	80% or higher	**Percent of Program Achieving Target**	See follow-up below
Methods	Currently, the students complete an online evaluation of their peers after the completion of each student film. Students evaluate each other in the areas of job performance, attitude, punctuality, reliability, and safety. Students are also asked to provide suggestions to their peers for improvement. The results are anonymized and provided to students electronically. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	**Met**	**Not Met***

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

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Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

As of Spring 2020, the film program is in the process of proposing a new program, a BFA in Film Production, for implementation in AY 2020-21. As part of the curriculum proposal process, a detailed, comprehensive assessment plan must be developed and presented to the CPE, as well as the National Association of Schools of Art and Design for potential accreditation. This new program proposal will allow the film program to develop and integrate an assessment plan into the new program at its inception. The current BA in Film (667) will also benefit from the work put into assessment design, since many of the same methods of assessment can be utilized for both programs.

Student Learning Outcome 3	
Student Learning Outcome	**Demonstrate an understanding of the structures and means of production in studio (Hollywood) and independent film production.**
Measurement Instrument 1	DIRECT measure of student learning: In their capstone course, students submit professional materials, such as resumés and reels appropriate for the film industry. Students are evaluated by the professor of record on both the content and the delivery of these materials using a professor-designed rubric.
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.

Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**

Methods	Currently, students are evaluated by professor-designed rubrics in FILM 486 Film Studies Capstone. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student portfolios, and each film professor will be asked to score the portfolio. The resulting scores can be collected and anonymized to track performance. As an INDIRECT measure, these portfolios will be submitted to a professional advisory council for review.
Measurement Instrument 2	INDIRECT measure of student learning: In their capstone course, students were given an online student survey measuring their self-reported satisfaction of learning in the program.
Criteria for Student Success	Since the survey is currently informational in nature, it only provides data for broad areas of need or improvement, such as requesting additional instruction in the area of production design.

Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**

Methods	Currently, students are asked a series of open-ended questions pertaining to their perceived strengths and weaknesses of the program and their post-graduate plans. Going forward, the exit survey will be redesigned to provide numerical data based on students' self-reported satisfaction of learning in the program related to the six programmatic outcomes.

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	**Met**	**Not Met***

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

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For 2019-2020, the film program performed an inventory of evaluation instruments currently being used in order to put together a comprehensive plan for student learning outcomes evaluation going forward. Since the current iteration of the film major is only in its fifth year and no prior methods of program assessment have been developed, the program is developing its assessment plan from scratch. Since assessment is currently being performed in a piecemeal fashion, a comprehensive assessment plan will need to be developed. This comprehensive assessment plan will be in place Fall 2020.

Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

As of Spring 2020, the film program is in the process of proposing a new program, a BFA in Film Production, for implementation in AY 2020-21. As part of the curriculum proposal process, a detailed, comprehensive assessment plan must be developed and presented to the CPE, as well, as the National Association of Schools of Art and Design for potential accreditation. This new program proposal will allow the film program to develop and integrate an assessment plan into the new program at its inception. The current BA in Film (667) will also benefit from the work put into assessment design, since many of the same methods of assessment can be utilized for both programs.

Student Learning Outcome 4			
Student Learning Outcome	Critically evaluate a film or solve a production problem in an organized, coherent fashion.		
Measurement Instrument 1	DIRECT measure of student learning: Students present to the entire film faculty in a formal presentation setting before each film they undertake. Students are expected to outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director's vision. Students are evaluated by the professor of record on both the content and the delivery of these presentations using a professor-designed rubric.		
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.		
Program Success Target for this Measurement	80% or higher	**Percent of Program Achieving Target**	See follow-up below
Methods	Currently, students are formally evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student presentations, and each film professor in attendance will be asked to score the presentation. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		
Measurement Instrument 2	DIRECT measure of student learning: Students working on set in either a below-the-line (crew) or above-the-line (creative) capacity are evaluated by the professor of record on their job performance both in preparation and execution of their assigned position. Performance is evaluated by a professor-designed rubric.		
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.		
Program Success Target for this Measurement	80% or higher	**Percent of Program Achieving Target**	See follow-up below
Methods	Currently, students are evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		
Measurement Instrument 3	INDIRECT measure of student learning: Students evaluate their peers' work on set in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form after the completion of each student film.		

Criteria for Student Success	The results of this feedback are tabulated and distributed to the students anonymously for their own self-improvement, as well as retained by faculty for program assessment. As of now, a systemized approach to evaluating the data has not been developed, but the goal is to track peer evaluations across students' four years in the film program. By program's end, students should be achieving 80% or higher in their peer evaluations.		
Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**
Methods	Currently, the students complete an online evaluation of their peers after the completion of each student film. Students evaluate each other in the areas of job performance, attitude, punctuality, reliability, and safety. Students are also asked to provide suggestions to their peers for improvement. The results are anonymized and provided to students electronically. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 4.		**Met**	<mark>**Not Met***</mark>

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

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Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

As of Spring 2020, the film program is in the process of proposing a new program, a BFA in Film Production, for implementation in AY 2020-21. As part of the curriculum proposal process, a detailed, comprehensive assessment plan must be developed and presented to the CPE, as well as the National Association of Schools of Art and Design for potential accreditation. This new program proposal will allow the film program to develop and integrate an assessment plan into the new program at its inception. The current BA in Film (667) will also benefit from the work put into assessment design, since many of the same methods of assessment can be utilized for both programs.

Student Learning Outcome 5			
Student Learning Outcome	**Communicate effectively, orally and through the written word, on set and in film analysis.**		
Measurement Instrument 1	DIRECT measure of student learning: Students present to the entire film faculty in a formal presentation setting before each film they undertake. Students are expected to outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director's vision. Students are evaluated by the professor of record on both the content and the delivery of these presentations using a professor-designed rubric.		
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.		
Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**

Methods	Currently, students are formally evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student presentations, and each film professor in attendance will be asked to score the presentation. The resulting scores can be collected and anonymized to track performance as students progress through the film program.
Measurement Instrument 2	DIRECT measure of student learning: Students working on set in either a below-the-line (crew) or above-the-line (creative) capacity are evaluated by the professor of record on their job performance both in preparation and execution of their assigned position. Performance is evaluated by a professor-designed rubric.
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.

Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**
Methods	Currently, students are evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		
Measurement Instrument 3	INDIRECT measure of student learning: Students evaluate their peers' work on set in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form after the completion of each student film.		
Criteria for Student Success	The results of this feedback are tabulated and distributed to the students anonymously for their own self-improvement, as well as retained by faculty for program assessment. As of now, a systemized approach to evaluating the data has not been developed, but the goal is to track peer evaluations across students' four years in the film program. By program's end, students should be achieving 80% or higher in their peer evaluations.		

Program Success Target for this Measurement	**80% or higher**	**Percent of Program Achieving Target**	**See follow-up below**
Methods	Currently, the students complete an online evaluation of their peers after the completion of each student film. Students evaluate each other in the areas of job performance, attitude, punctuality, reliability, and safety. Students are also asked to provide suggestions to their peers for improvement. The results are anonymized and provided to students electronically. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student performance. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 5.	**Met**	**Not Met***

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

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Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)
As of Spring 2020, the film program is in the process of proposing a new program, a BFA in Film Production, for implementation in AY 2020-21. As part of the curriculum proposal process, a detailed, comprehensive assessment plan must be developed and presented to the CPE, as well as the National Association of Schools of Art and Design for potential accreditation. This new program proposal will allow the film program to develop and integrate an assessment plan into the new program at its inception. The current BA in Film (667) will also benefit from the work put into assessment design, since many of the same methods of assessment can be utilized for both programs.

Student Learning Outcome 6			
Student Learning Outcome	Coordinate and supervise a crew/team, and, in turn, serve as a collaborative crew/team member.		
Measurement Instrument 1	DIRECT measure of student learning: Students present to the entire film faculty in a formal presentation setting before each film they undertake. Students are expected to outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director's vision. Students are evaluated by the professor of record on both the content and the delivery of these presentations using a professor-designed rubric.		
Criteria for Student Success	Since the evaluations constitute the majority of the students' final grade in the course, students must average a 70% or higher per position to receive a C or better in the course and be counted toward the major.		
Program Success Target for this Measurement	80% or higher	**Percent of Program Achieving Target**	See follow-up below
Methods	Currently, students are formally evaluated by professor-designed rubrics in FILM 282 Film Workshop I, FILM 382 Film Workshop II, and FILM 482 Film Workshop III. At the present time, these scores are not analyzed at a programmatic level but are tied directly to students' grades in those courses. Going forward, the film program will incorporate standardized VALUE (LEAP) rubrics to evaluate student presentations, and each film professor in attendance will be asked to score the presentation. The resulting scores can be collected and anonymized to track performance as students progress through the film program.		
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Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 6.	**Met**	**Not Met***

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

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