Outcomes Assessment 2007-2008

Media Arts- Major, BFA , BA

October 30, 2008

1.NMHU Mission-see attached

2.Department Visual & Performing Arts Mission-see attached

II.Program Goals

1. To inspire students to make creative and expressive ideas the foundation of their lives and in their work, which is the essence of the "cultivation of the human mind and spirit".
2. To provide opportunities for students to work closely with faculty and staff in its academic courses, thus demonstrating that " faculty and staff readily interact with students".
3. To incorporate appropriate elements from northern NM's artistic, theatrical , and musical culture in its courses, its productions, and its presentations which relate to the " rich heritage of Hispanic and Native American cultures that are distinctive to the State of New Mexico."
4. To prepare its students for an active professional life in each discipline through the knowledge, creativity, teaching skills and dedication of its faculty and staff, showing "excellence in teaching, discovering, preserving and applying knowledge."
5. To develop knowledge and skill in literary and historical backgrounds and ethical applications of communications and the arts, in order to "develop broadly literate students and leaders, educated in analytical and critical thought and in the appreciation of the arts and sciences."

III. Program Student Outcomes

1. Students were expected to show ability in applying theoretical and practical understanding of communication processes, including an understanding of the legal and ethical responsibilities of a career as a communications professional in an increasingly diverse global society
2. Students were expected to show an understanding of the theoretical and aesthetic bases of communication media as well as practical experience with media arts production tools.
3. Students should understand that communications is a changing field, and that flexibility and the ability to learn new things is necessary to professional success. Therefore, they should understand the scope of the communications field, and the important milestones of its history and theory.

IV. Means of Assessing if Program Outcomes are Met:

Program Outcome 1:

Students were expected to show ability in applying theoretical and practical understanding of communication processes, including an understanding of the legal and ethical responsibilities of a career as a communications professional in an increasingly diverse global society

First Means of Assessment and Criteria for Success

A. Means of Assessment and Criteria for Success:

Students produced several CDs and print work showing their work with technical equipment, including video cameras, video editing, sound recording, animation, print and web design.

B. Data Results

CDs and print work were studied, analyzed and comments prepared for each student, then summaries were compiles for further examination.

Additionally, each student is required to complete a senior portfolio, which contains the best examples from her/his work.

C. Use of Data Results

CDs were studied by students and faculty evaluators. Weaknesses were identified and remediation according to need, either in classroom instruction or in curriculum modifications. Areas identified as weak were marked to be emphasized in class.

Second Means of Assessment and Criteria for Success

A. Means of Assessment and Criteria for Success:

Exit evaluations were completed by graduating students, with criteria listed on a rating sheet from 1 to 7, with 1 being the lowest and 7 being the highest. Evaluation covered technical skills in the areas of video, sound, TV production, animation, as well as history of communication. For the major form, 10 survey questions were asked.

B. Data Results

In 2007, a total of 8 exit surveys were completed and returned. The surveys were processed, and the answers tallied.

Question #	Response (# of responses)
1	7 (2), 6(3), 4(1)
2	7(1), 6(4),4(1), 2(1)
3	6(1), 5(2),4(1),1(2)
4	6(1), 5(3), 1(2)
5	7(4), 6(2),5(1)
6	7(1), 6(4),2(1),1(1)
7	7(5), 6(2)
8	7(4),6(2), 4(1)
9	7(2), 6(3),5(2)
10	7(1), 6(3),3(1), 1(1)
11	7(3),6(1),5(4),
12	7(5),6(1),5(1)

C. Use of Data Results

The exit surveys were tallied in order to find weaknesses in the graduating students skill level. We found that the students felt that they were graduating from the media arts program with a fairly high-hgih self rated skill level.

Program Outcome 2:

Students were expected to show an understanding of the theoretical and aesthetic bases of communication media as well as practical experience with media production tools.

First Means of Assessment and Criteria for Success

A. Means of Assessment and Criteria for Success:

Students produced work, in the form of audio, video, interactive multimedia animation, print or web design was completed and presented to peers during group critique sessions

B. Data Results

CDs were studied, analyzed and discussed with each student, within the framework of a peer critique. Students were able to compare their work with their peers and to discuss differences, similarities and levels of success.

C. Use of Data Results

CDs were studied by students and faculty evaluators. Students were able to discuss the results and responses to the group critique, and to compare their portfolios to those of their peers, in order to get a sense of their comparative skill level.

Second Means of Assessment and Criteria for Success

A. Means of Assessment and Criteria for Success:

Exit evaluations were completed by graduating students, with criteria listed on a rating sheet from 1 to 7, with 1 being the lowest and 7 being the highest. Evaluation covered technical skills in the areas of video, sound, animation, as well as history of communication. For the major form, 12 survey questions were asked.

B. Data Results

Student response was assessed and analyzed, with weaknesses singled out curriculum changes.

C. Use of Data Results

The exit surveys were tallied in order to find weaknesses in the graduating students skill level. We found that the students felt that they were graduating from the media arts program with a fair to high self rated skill level.

Program Outcome 3:

Students should understand that communications is a changing field, and that flexibility and the ability to learn new things is necessary to professional success. Therefore, they should understand the scope of the communications field, and the important milestones of its history and theory.

First Means of Assessment and Criteria for Success

A. Means of Assessment and Criteria for Success:

Students will produce creative work (video, audio, animation, web design) that shows an understanding of the role of mass media in the global culture of the 21st century.

B. Data Results

Students produced CDs, video or audio material of their projects, and provided written material of their intent in creating specific works.

C. Use of Data Results

Projects were reviewed by faculty, and discussed in in-class critique sessions.

Second Means of Assessment and Criteria for Success

A. Means of Assessment and Criteria for Success:

Students will be challenged by self-learning a new version of the professional software that is used in classes, they will have to practice learning how to make adjustments in the practices that they have grown used to.

B. Data Results

Students completed projects using the new version of software, in the time frame permitted, without official instruction. Of the fourteen students who completed the project, 9 completed it very satisfactorily, 4 satisfactorily, and 1 unsatisfactorily. Additionally, students reported that it was a satisfying challenge, and one that they knew they would encounter professionally.

C. Use of Data Results

This was the first year for this means of assessment, and it was assessed as a successful challenge. It will be improved and revised for the coming year.