

ASSESSMENT REPORT
Spring 2021 – Fall 2023

Media Arts & Technology Undergraduate

BFA

Program Mission:

The general mission of the Department of Media Arts & Technology (MA&T) is to educate students in the technical skills, theoretical underpinnings, and the sociocultural context for the disciplines represented by the academic programs. MA&T seeks to inspire students to work creatively and collaboratively towards the goal of contributing to our own communities. Collaboration, experimentation and a willingness to push the boundaries of where art and technology intersect are the hallmarks of MA&T. In its collaborative enterprises, MA&T provides opportunities for students to work closely with faculty and staff in its academic courses. Community organizations and cultural institutions join the department for many projects and activities. MA&T aims to incorporate elements from northern New Mexico's history of arts and innovation, and the rich heritage of Hispanic and Native American cultures that are distinctive to the state of New Mexico. Ultimately, MA&T aims 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, experimentation, scholarship, and professional applications.

Student Learning Outcome 1:

Students will demonstrate the ability to create, edit, and differentiate between different digital image formats.

NMHU Traits Specifically Linked to Student Learning Outcome 1

- Effective Use of Technology
- Effective Communication Skills
- Mastery of Content Knowledge and Skills

First Means of Assessment for Outcome 1:

FDMA 2533 Imaging, History & Production. 80% of students should be able to attain a grade of C or better on the midterm project covering manipulation of bitmapped images. (introduced)

Summary of Data:

Number of Students Meeting Criterion:	29	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	35	Percent of Students Meeting Criterion:	83%

Second Means of Assessment for Outcome 1:

FDMA 2533 Imaging, History & Production. 80% of students should be able to attain a grade of C or better on the final project covering manipulation of vector images. (introduced)

Summary of Data:

Number of Students Meeting Criterion:	29	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	35	Percent of Students Meeting Criterion:	83%

Interpretation of Results for Outcome 1:

We continue to exceed our goals for Outcome 1. This is an introductory course and these percentages indicate most of the students are ready to pursue the next tier of courses in Media Arts afterwards. The inclusion of asynchronous online course formats offering the self-paced, focused ability to review recordings and reinforce skills has allowed students to achieve the same or even better success rates as in face-to-face classes reported in prior years.

In Spring 2022, the Las Vegas and Highlands Community was besieged with a wildfire outbreak. Campus was closed, some students were displaced, and some sent home for safety reasons. The FDMA 2533 course tied to this outcome was being taught in a second half, 8-week asynchronous format. This offering was convenient for several newly transferred athletes who had arrived for spring training. This however, along with the wildfires seemed to become a barrier for several students and some performed poorly, failed, or withdrew. If it were not for these incidences contributing to the six students not meeting criterion, we expect the overall percent of students meeting criterion would have been 100%.

Student Learning Outcome 2:

Students will demonstrate effective essay writing.

NMHU Traits Specifically Linked to Student Learning Outcome 2

- Effective Communication Skills
- Mastery of Content Knowledge and Skills

First Means of Assessment for Outcome 2:

MART 3500 Media Arts Seminar. Students will write an essay on the differences between documentary and narrative filmmaking. 80% of students should be able to attain a grade of C or better. (practiced)

Summary of Data

Number of Students Meeting Criterion:	13	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	13	Percent of Students Meeting Criterion:	100%

Interpretation of Results for Outcome 2:

Four students were enrolled in the class during the fall of 2021. The class met online most of the semester due to COVID. Four out of four students, 100%, met the criteria. Nine students were enrolled in the class during the fall of 2022. Nine out of nine students, 100%, met the criteria. Our continued success with this goal demonstrates that students who make it into their junior or senior year as Media Arts majors have the ability to write at a college level.

Student Learning Outcome 3:

Students will demonstrate mastery in their area of emphasis. 11

NMHU Traits Specifically Linked to Student Learning Outcome 3

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills
- Effective Use of Technology

First Means of Assessment for Outcome 3:

MART 4650 Advanced Media Projects. Students will create a capstone exhibition and/or portfolio demonstrating mastery of their emphasis area. 80% of students should be able to attain a grade of B or better (mastery/applied).

Summary of Data

Number of Students Meeting Criterion:	10	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	11	Percent of Students Meeting Criterion:	91%

Interpretation of Results for Outcome 3:

BFA students who make it to their final year of Media Arts are well prepared to independently create conceptually sound, complex work from concept to completion for public audiences.

Utilization of Results:

We will continue to use these criteria to assess the skills of Media Arts majors. The department will continue to raise the bar and on critical thinking, writing skills, time management and professional output.

Changes to Program Based on Results:

Since 2020, we have increased our online offerings for certain courses. One recent benefit of maintaining several distance learning offerings has enabled us to include new and diverse faculty expertise from out of state. Online classes have also allowed self-paced learning in a generally younger student demographic who often seems to prefer individual and self-directed study practices for media work. Our SLOs indicate that this has not harmed their ability to meet learning objectives, and in many cases may have exceeded them.

From 2020-2022, due to the pandemic and wildfire crisis, many options for student engagement were not available. We have reinstated regularly scheduled study/work sessions in the Trolley Building to encourage collaborative in-person learning in a less formal setting. Students help each other, faculty are occasionally present to assist in assignments, and students are encouraged to develop outside projects and portfolio pieces. These sessions foster a supportive academic and social environment.

Retention Strategies:

By the time students are juniors or seniors in Media Arts, we rarely have major retention issues. Retention concerns usually emerge after the students first or second semester, as they have not fully acclimated to the department. Meetings with advisors are required for student monitoring and class enrollment each semester. Our practice of quick intervention and the formation of an improvement plan when we see warning signs may be one of our biggest strengths for monitoring and increasing retention.

Our retention strategies include “work nights” sponsored by the department to encourage group work time, encouraging students to join the very active Media Arts Production Club, which fosters a strong sense of community and support, and to take at least one Media Arts or SSD class per semester for staying engaged. Offering credit and tying in assignments to attendance at our industry professional guest speaker talks have helped to motivate students and envision their future career possibilities.