FOR GRADUATE AND CREDENTIAL PROGRAMS: THIS TEMPLATE REFERS TO SAC STATE BACCALAUREATE LEARNING GOALS.						
PLEASE IGNORE THESE REFERENCES IN YOUR REPORT.						
Question 1: Progra	m Learning Outcomes					
Q1.1. Which of the following Program Learning Outcomes (PLOs) and Sac State Baccalaureate Learning Goals (BLGs) did you assess in 2014-2015? [Check all that apply] 1. Critical thinking 2. Information literacy 3. Written communication 4. Oral communication 5. Quantitative literacy 6. Inquiry and analysis 7. Creative thinking 8. Reading 9. Team work	Q1.3. Are your PLOs closely aligned with the mission of the university? □ 1. Yes □ 2. No □ 3. Don't know Q1.4. Is your program externally accredited (other than through WASC)? □ 1. Yes □ 2. No (Go to Q1.5) □ 3. Don't know (Go to Q1.5) □ 3. Don't know (Go to Q1.4 is yes, are your PLOs closely					
 10 Problem solving 11. Civic knowledge and engagement 12. Intercultural knowledge and competency 13. Ethical reasoning 14. Foundations and skills for lifelong learning 15. Global learning 	aligned with the mission/goals/outcomes of the accreditation agency? 1. Yes 2. No 3. Don't know					
 16. Integrative and applied learning 17. Overall competencies for GE Knowledge 18. Overall competencies in the major/discipline 19. Other, specify any PLOs that were assessed in 2014-2015 but not included above: a. b. 	Q1.5. Did your program use the Degree Qualification Profile (DQP) to develop your PLO(s)? 1. Yes 2. No, but I know what the DQP is. 3. No, I don't know what the DQP is. 4. Don't know					
c.	 Q1.6. Did you use action verbs to make each PLO measurable (See Attachment I)? ∑ 1. Yes ⊇ 2. No ⊇ 3. Don't know 					

 Q1.2. Please provide more detailed background information about EACH PLO you clother information such as how your specific PLOs were explicitly linked to the Sac S PLO 2: . Overall competencies in the major/discipline Video Communication Film students demonstrate a mastery of video communication: Area 1-Develop clear video concepts Area 2- implement effective organizational strategies Area 3-Use video technique effectively including; sound, cinematography and editing Area 4- use appropriate cinematic conventions to convey meaning 		Q1.2.1. Do you have rubrics for your PLOs? ☐ 1. Yes, for all PLOs ⊠ 2. Yes, but for some PLOs ☐ 3. No rubrics for PLOs ☐ 4. N/A, other (please specify):
IN QUESTIONS 2 THROUGH 5, REPORT IN DETAIL ON ONE PLO THAT Y		
Question 2: Standard of Performance for th	T	
Q 2.1. Specify one PLO here as an example to illustrate how you conducted assessment (be sure you checked the correct box for this PLO in Q1.1): Video Communication Rubric developed by program faculty.	Q2.2. Has the pro developed or ado standards of perfo this PLO? 1. Yes 2. No 3. Don't know 4. N/A	pted explicit ormance for
Q2.3. <u>Please provide the rubric(s)</u> and standard of performance that you have dever appendix: [Word limit: 300]	loped for this PLO he	re or in the
See the rubric in Appendix I.		
Standards of performance and expectations: 70% of undergraduate students should	score at least 3.0.	

Q2.4. Please indicate the category in which the selected PLO falls into.				
1. Critical thinking				
2. Information literacy				
3. Written communication				
4. Oral communication				
5. Quantitative literacy				
6. Inquiry and analysis				
7. Creative thinking				
8. Reading				
9. Team work				
10. Problem solving				
11. Civic knowledge and engagement				
12. Intercultural knowledge and competency				
13. Ethical reasoning				
14. Foundations and skills for lifelong learning				
15. Global learning				
16. Integrative and applied learning				
17. Overall competencies for GE Knowledge				
18. Overall competencies in the major/discipline				
19. Other PLO. Specify:				
Diasco indicate where you have publiched the DLO, the standard of performance, and	1	Q2.5	026	02.7
Please indicate where you have published the PLO, the standard of performance, and the rubric that measures the PLO:	1	Q2.5	Q2.6	Q2.7
			e F	
			Standards of Performance	
			arc	S
		0	and	Rubrics
		ЬГО	e șt	Ru
			v , m	
			0 , 1	
1. In SOME course syllabi/assignments in the program that address the PLO		1. 🔀	2.	3.
 In SOME course syllabi/assignments in the program that address the PLO In ALL course syllabi/assignments in the program that address the PLO 		1. 🗌		3.
			2.	
2. In ALL course syllabi/assignments in the program that address the PLO		1.	2. 🔀	3.
 In ALL course syllabi/assignments in the program that address the PLO In the student handbook/advising handbook 		1 1	2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	3 3
 In ALL course syllabi/assignments in the program that address the PLO In the student handbook/advising handbook In the university catalogue 		1 1 1	2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	3 3 3
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 		1 1 1 1. X	2. X 2. 2. 2. 2. 2. 2. 2. 2. X	3 3 3 3
 In ALL course syllabi/assignments in the program that address the PLO In the student handbook/advising handbook In the university catalogue On the academic unit website or in newsletters In the assessment or program review reports, plans, resources or activities In new course proposal forms in the department/college/university In the department/college/university's strategic plans and other planning document 			2. X 2. 2. 2. 2. 2. 2. 2. X 2. X	3 3 3 3 3
 In ALL course syllabi/assignments in the program that address the PLO In the student handbook/advising handbook In the university catalogue On the academic unit website or in newsletters In the assessment or program review reports, plans, resources or activities In new course proposal forms in the department/college/university 			2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	33
 In ALL course syllabi/assignments in the program that address the PLO In the student handbook/advising handbook In the university catalogue On the academic unit website or in newsletters In the assessment or program review reports, plans, resources or activities In new course proposal forms in the department/college/university In the department/college/university's strategic plans and other planning document 			2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 In ALL course syllabi/assignments in the program that address the PLO In the student handbook/advising handbook In the university catalogue On the academic unit website or in newsletters In the assessment or program review reports, plans, resources or activities In new course proposal forms in the department/college/university In the department/college/university's strategic plans and other planning documer In the department/college/university's budget plans and other resource allocation 			2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 6. In the assessment or program review reports, plans, resources or activities 7. In new course proposal forms in the department/college/university 8. In the department/college/university's strategic plans and other planning docume 9. In the department/college/university's budget plans and other resource allocation 10. Other, specify: 	documents		2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 6. In the assessment or program review reports, plans, resources or activities 7. In new course proposal forms in the department/college/university 8. In the department/college/university's strategic plans and other planning documer 9. In the department/college/university's budget plans and other resource allocation 10. Other, specify: 	documents		2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 6. In the assessment or program review reports, plans, resources or activities 7. In new course proposal forms in the department/college/university 8. In the department/college/university's strategic plans and other planning documer 9. In the department/college/university's budget plans and other resource allocation 10. Other, specify: Question 3: Data Collection Methods and E Data Quality for the Selected PL	documents valuation of O		2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 6. In the assessment or program review reports, plans, resources or activities 7. In new course proposal forms in the department/college/university 8. In the department/college/university's strategic plans and other planning docume 9. In the department/college/university's budget plans and other resource allocation 10. Other, specify: Question 3: Data Collection Methods and E Data Quality for the Selected PL Q3.1. Was assessment data/evidence collected for the selected PLO in 2014-2015?	documents Valuation of O Q3.2. If yes, was th	1	2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 6. In the assessment or program review reports, plans, resources or activities 7. In new course proposal forms in the department/college/university 8. In the department/college/university's strategic plans and other planning documer 9. In the department/college/university's budget plans and other resource allocation 10. Other, specify: Question 3: Data Collection Methods and E Data Quality for the Selected PL	documents valuation of O Q3.2. If yes, was th scored/evaluated f	1	2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333
 2. In ALL course syllabi/assignments in the program that address the PLO 3. In the student handbook/advising handbook 4. In the university catalogue 5. On the academic unit website or in newsletters 6. In the assessment or program review reports, plans, resources or activities 7. In new course proposal forms in the department/college/university 8. In the department/college/university's strategic plans and other planning docume 9. In the department/college/university's budget plans and other resource allocation 10. Other, specify: Question 3: Data Collection Methods and E Data Quality for the Selected PL Q3.1. Was assessment data/evidence collected for the selected PLO in 2014-2015?	documents Valuation of O Q3.2. If yes, was th	1	2. X 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	333

3. Don't know (Skip to **Q6**) 4. N/A (Skip to **Q6**)

4. N/A (Skip to Q6)

 ^{☑ 1.} Yes
 ☑ 2. No (Skip to Q6)
 ☑ 3. Don't know (Skip to Q6)

Q3.1A. How many assessment tools/methods/m easures in total did you use to assess this PLO? 1	in what course(s) or by Seven faculty-vetted r 2014/2015 Academic	how you collected the assessment data f y what means were data collected (see At rubrics were used to evaluate seven seni Year. These rubrics assess the work of 4 over 35 students were assessed.	tachment II)? [Word limit: 300] or capstone projects from
Q	3A: Direct Measu	ires (key assignments, projec	ts, portfolios)
Q3.3. Were direct m assess this PLO?)	nts, projects, portfolios, etc.] used to	Q3.3.1. Which of the following direct measures were used? [Check all that apply] 1. Capstone projects (including theses, senior
			theses), courses, or experiences
Capstone video projec (see Appendix II).		he most advanced level of the curriculum	 2. Key assignments from required classes in the program 3. Key assignments from elective classes 4. Classroom based performance assessments such as simulations, comprehensive exams, critiques 5. External performance assessments such as internships or other community based projects 6. E-Portfolios 7. Other portfolios 8. Other measure. Specify:
 1. No rubric is us 2. Used rubric de 3. Used rubric de 4. Used rubric pi 5. The VALUE ru 6. Modified VAL 	eveloped/modified by a llot-tested and refined b bric(s) UE rubric(s) eans. Specify: AAC&U V	ence (Go to Q3.4.3) ne faculty who teaches the class group of faculty	rubrics pilot-tested and modified by
Q3.4.1. Was the dim assignment, thesis, and explicitly with t 1. Yes	etc.) aligned directly	Q3.4.2. Was the direct measure (e.g. assignment, thesis, etc.) aligned directly and explicitly with the rubric?	Q3.4.3. Was the rubric aligned directly and explicitly with the PLO? ∑ 1. Yes

2. No 3. Don't know 4. N/A	2. No 3. Don't know 4. N/A	2. No 3. Don 4. N/A	't know		
 Q3.5. How many faculty members participal assessment data collection of the selected F Q3.6. How did you select the sample of stud projects, portfolios, etc.]? 7 randomly selected projects from the 2014 	Q3.5.1. If the data was evaluated by multiple scorers, was there a norming process (a procedure to make sure everyone was scoring similarly)? N/A 1. Yes 2. No 3. Don't know Q3.6.1. How did you decide how many samples of student work to review? The faculty came to a <i>consensus</i> for a reasonable number of projects				
Q3.6.2. How many students were in the class Each Senior Practicum has a minimum of 25 stud	Q3.6.3. How many samples of student work did you evaluate? 7 Group projects (35 students evaluated)	Q3.6.4. Was the sample size of student work for the direct measure adequate? ∑ 1. Yes 2. No 3. Don't know			
Q3B: Indirect Measu	ıres (surveys, foo	cus groups, interviews, e	tc.)		
Q3.7. Were indirect measures used to asses □ 1. Yes ⊠ 2. No (Skip to Q3.8) Q3.7.2 If surveys were used, how was the same same same same same same same sam	ample size decided?	Q3.7.1. Which of the following i were used? [Check all that appl 1. National student surveys 2. University conducted student surveys 3. College/Department/programmeters 4. Alumni surveys, focus gro 5. Employer surveys, focus gro 6. Advisory board surveys, focus gro 7. Other, specify:	y] (e.g., NSSE) dent surveys (e.g. gram student ups, or interviews groups, or ocus groups, or		
Q3.7.3. If surveys were used, briefly specify your sample.	how you selected	Q3.7.4. If surveys were used, wire response rate?	hat was the		

Q3C: Other Measure	-	al benchmo zed tests, e		nsing exams,		
Q3.8. Were external benchmarking data surtests used to assess the PLO? ☐ 1. Yes ∑ 2. No (Go to Q3.8.2)	ch as licensing	exams or stand		Q3.8.1. Which of the measures was used 1. National disc exams or state/profess licensure exa 2. General know skills measure CAAP, ETS PP 3. Other standa knowledge ar (e.g., ETS, GR	I? iplinary ional ms vledge and es (e.g., CLA, , etc.) rdized nd skill exams E, etc.)	
Q3.8.2. Were other measures used to asses ☐ 1. Yes 2. No (Go to Q3.9) 3. Don't know (Go to Q3.9)	ss the PLO?			Q3.8.3. If other me used, please specifi		
Q	BD: Alignm	ent and Q	uality			
Q3.9. Did the data, including the direct mea different assessment tools/measures/meth PLO? ☐ 1. Yes ☐ 2. No ☐ 3. Don't know Question 4: Q4.1. Please provide simple tables and/or g Attachment III) [Word limit: 600 for selected F Data for the Video Production Rubric	ods directly ali Data, Fi i graphs to sumn	^{gn with the} ndings ar	tools/measure measures for 1. Yes 2. No 3. Don't ki	now sions	ere used good	-
	Та	able 1:				
Five Criteria (Areas)	Capstone (4)	Milestone (3)	Mileston (2)	e Benchmark (1)	Benchmark (0)	not Me
A1a Develop clear video Concepts	28.5%	71.5%	0%	0%	0%	
A2a Use video technique effectively: Audio Production	28.5%	14.28%	42.9%	0%	14.28%	
A2b Use video technique effectively, Editing and Post	57.14%	14.28%	14.28%	0%	14.28%	
A2c Use video technique effectively, Cinematography	28.5%	42.9%	14.28%	0%	14.28%	
A2d Use video technique effectively, Structure Storytelling	57.14%	14.28%	0%	28.5%	0%	
Based on the standards and criteria from	m the faculty	vetted Video	Production (0	Capstone) Rubric,	most of the	

students met or exceeded the milestone for each area of Video Production.

For A1 Use video technique effectively Audio Production criterion, **ALL** of the students demonstrated adequate or a strong communication of concept and knowledge of target audience

For **A2a Use Video Technique effectively: Audio Production:** Most students did reach milestone 2 and above for this skill, while 14.28% did not meet the benchmark at all. Most students in this category met Milestone 1 at 42.9% and Capstone at 28.5%

For **A2b Use Video Technique Effectively: Editing and post,** the most frequently rated category was Capstone where students consistently showed skill in the use of rhythm, transitions, and effects that complimented the project.

Regarding A2c **Cinematography,** most students again met milestone 2 and above indicating consistent use of skillful cinematographic technique including Lighting, Camera moves, with a demonstrated ability to create a mood appropriate to the video's meaning

Finally, **A2d** criterion was rated by most in the Capstone category at 57.14% showing a thorough understanding and mastery of time-based structure with the Films' conclusions having significant impact. That said, a larger percentage of this group only met the Benchmark at 28.5%.

In all areas, students are meeting Milestone 1 and above. The strongest areas are story structure and editing/post. The areas that need the most work are: Audio Production and Story Structure (stratified outcome

Q4.2. Are students doing well and meeting program standard? If not, how will the program work to improve student performance of the selected PLO?

Generally, results show that students are meeting or exceeding expectations. However,) 14.28% of students are not meeting the Benchmark in the areas of Audio, Editing and Cinematography.

Each year, we attempt to improve the introductory and development curriculum to better prepare students for the rigors of the capstone course. It has been difficult, because we have had inconsistent part-time instruction in the intermediate level courses. We hope that our new Digital Video hire will help us improve these areas.

Q4.3. For selected PLO, the student performance:

 \boxtimes 1. **Exceeded** expectation/standard

2. **Met** expectation/standard

3. **Partially** met expectation/standard

4. Did not meet expectation/standard

5. No expectation or standard has been specified

] 6. Don't know

Question 5: Use of Assessment Data (Closing the Loop)

Q5.1. As a result of the assessment effort in	Q5.1.1. Please describe what changes you plan to make in your
2014-2015 and based on the prior feedback	program as a result of your assessment of this PLO. Include a
from OAPA, do you anticipate making any	description of how you plan to assess the impact of these
changes for your program (e.g., course	changes. [Word limit: 300 words]
structure, course content, or modification of	
PLOs)?	*These assessment data have to potential to inform curricular needs.
🔀 1. Yes * (see Q5.1.1.)	As we move toward Program Review and with the consent of the full
2. No (Go to Q5.3)	faculty, we can work toward addressing at least some of these
3. Don't know (Go to Q5.3)	assessment issues in the coming year (2015-2016). Specifics changes include:
Q5.1.2. Do you have a plan to assess the impact	1) Identify PLOs that are a priority, along with evaluating current
of the changes that you anticipate making?	criteria
🔀 1. Yes	
2. No	Assessing the impact of this change can be evaluated at next year's
🗌 3. Don't know	assessment by the inclusion of new PLOs and evaluation criteria.

Q5.2. How have the assessment data from last year (2013 - 2014) been used so far? [Check all that apply] (1) (2) (4) (8) (3) Very Quite a Some Not at all N/A Much Bit \boxtimes 1. Improving specific courses 2. Modifying curriculum 3. Improving advising and mentoring \boxtimes 4. Revising learning outcomes/goals Х 5. Revising rubrics and/or expectations \boxtimes \times 6. Developing/updating assessment plan \boxtimes 7. Annual assessment reports 8. Program review \boxtimes 9. Prospective student and family information Х 10. Alumni communication Х 11. WASC accreditation (regional accreditation) \boxtimes \boxtimes 12. Program accreditation 13. External accountability reporting requirement $\mathbf{ imes}$ 14. Trustee/Governing Board deliberations Х 15. Strategic planning Х 16. Institutional benchmarking \mathbf{X} 17. Academic policy development or modification \boxtimes \boxtimes 18. Institutional Improvement 19. Resource allocation and budgeting \boxtimes 20. New faculty hiring Х 21. Professional development for faculty and staff Х 22. Recruitment of new students Х 23. Other Specify:

Q5.2.1. Please provide a detailed example of how you used the assessment data above.

The Department will use assessment data from 2014-2015 to consider the following changes.

- Curriculum The Film Program will be combining the two majors: ComS Digital Video and Film: Digital Film Video Production to help make the core and option more consistent. The proposed change will help us control the curriculum and will also help simplify and make more transparent the assessment process.
- Hiring The Department hired two new faculty (one Digital Video and one Public Relations) and expects to hire additional full-time faculty in the coming year. The assessment data will be useful in determining what areas the Department needs to focus in order to meet our PLO(s.)
- 3. See Findings. The Department will continue to modify its assessment measures (noted in that section of this report) as we prepare to collect data for 2014-2015.

Additional Assessment Activities

Q6. Many academic units have collected assessment data on aspects of a program that are not related to PLOs (i.e., impacts of an advising center, etc.). **If** your program/academic unit has collected data on the program elements, please briefly report your results here. **[Word limit: 300]**

Q7. What PLO(s) do you plan to assess next year?	
1. Critical thinking	
2. Information literacy	
3. Written communication	
4. Oral communication	
5. Quantitative literacy	
6. Inquiry and analysis	
7. Creative thinking	
8. Reading	
🛛 9. Team work	
10. Problem solving	
11. Civic knowledge and engagement – local and glo	obal
12. Intercultural knowledge and competency	
13. Ethical reasoning	
14. Foundations and skills for lifelong learning	
15. Global learning	
16. Integrative and applied learning	
17. Overall competencies for GE Knowledge	
18. Overall competencies in the major/discipline	
19. Other, specify any PLOs not included above :	
a.	
b.	
с.	
Program	Information
P1. Film: Digital Film/Video Production Concentration	P2. Report Authors:
	Jenny Stark
P3. Academic unit: Department, Program, or College:	P4. College:
Film Program	Arts & Letters
P5. Fall 2014 enrollment for Academic unit (See	P6. Program Type: [Select only one]
<u>Department Fact Book 2014</u> by the Office of	\square 1. Undergraduate baccalaureate major
Institutional Research for fall 2012 enrollment: 1544	2. Credential
	3. Master's degree
	4. Doctorate (Ph.D./Ed.d)
	5. Other. Please specify:
	J. Other. Flease specify.
Undergraduate Degree Program(s):	Master Degree Program(s):

P7. Number of undergraduate degree programs the academic unit has: 3				P8. Number of Master's degree programs the academic unit has: 0						
P7.1. List all the name(s): ComS: Digital Video 107 Film: Digital Film/Video Production 114			P8.	P8.1. List all the name(s): n/a						
P7.2. How many concentrations appear on the diploma for this undergraduate program? 2				P8.2. How many concentrations appear on the diploma for this master program? n/a						
<i>Credential Program(s):</i> P9. Number of credential programs the academic unit has: 0			P10	Doctorate Program(s) P10. Number of doctorate degree programs the academic unit has: 0						
P9.1. List all the names: n/a		P10	P10.1. List the name(s): n/a							
When was your assessment plan?	1. Before 2007-08	2. 2007-08	3. 2008-09	4. 2009-10	5. 2010-11	6. 2011-12	7. 2012-13	8. 2013-14	9. 2014-15	10. No formal blan
P11. Developed						\boxtimes				
P12. Last updated							\square			
								1. Yes	2. No	3. Don't Know
P13. Have you developed a curriculum map for this program?						\boxtimes				
P14. Has the program indicated explicitly where the assessment of student learning occurs in the curriculum?				the	\boxtimes					
P15. Does the program have any capstone class?							\boxtimes			
P16. Does the program have ANY capsto	one proje	ct?						\boxtimes		