



Point Loma Nazarene University

Assessment Report – Academic Degree Programs

Form Revised 3/26/01

Please e-mail completed form to the
 Dean of Professional Studies & Social Sciences
 (Holly Irwin-Chase@pointloma.edu)

| Department: Communication & Theatre | | | | |
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| Degree: Bachelor of Arts | | Majors: Media Communication | | |
| Date Submitted: May 8, 2013 | | Assessment Period: 2012-2013 Academic Year | | |
| Expanded Statement of Institutional Purpose | Program Intended Educational Outcomes | Means of Program Assessment and Criteria for Success | Summary of Data Collected | Use of Results |
| | 1. Students will demonstrate entry-level professional scriptwriting skills for radio, TV, film, and/or corporate media industries. | 1. Media comm majors compiled a portfolio (or submitted projects) of best produced scripts. Projects presented to working, local, San Diego media professionals, who rated them as below average, average, above-average, or outstanding—on the basis of an “entry-level professional beginning work in the different media.” Outcome goals: 75% of students will be rated 2.5 or above in this area. | 1. Professional’s overall evals of MC students TV/film scripts—based on 4.0 scale (N=6): 2.8= .3 points above the average range All students achieved at or above the outcome goal: Student 1: 3.2 Student 2: 2.9 Student 3: 2.5 Student 4: 2.5 Student 5: 3.1 Student 6: 2.7 | 1. This coming year, we will seek to increase the number of participants in this area, help them to include their best writing samples, and continue to emphasize the fundamentals of scriptwriting in scriptwriting classes and labs. |
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| | <p>2. Students will demonstrate entry-level professional production skills TV/film, and/or corporate media industries</p> | <p>2. Media comm majors created a portfolio (or submitted projects). Projects aired on the campus cable, local cable TV, or commercial or public broadcast TV or radio stations, and/or won awards. Samples of student's production work presented to working, local, San Diego media professionals, who rated them as below average, average, above-average, or outstanding—on the basis of an entry-level professional beginning work in the different media. The outcome goals is that seventy-five (75) percent of students will be rated 2.5 or above in this area.</p> | <p>2. Professional's overall evals of MC students TV/film production—based on 4 .0 scale (N=7)</p> <p>Cum Ave: 2.9 = between average and above average rating.</p> <p>All (100%) who submitted production work for evaluation performed above the 2.5 goal.</p> <p>Student 1: 3.3 Student 2: 2.54 Student 3: 3.0 Student 4: 2.7 Student 5: 2.7 Student 6: 2.7 Student 7: 3.2</p> <p>This surpasses the program goal.</p> | <p>2. This coming year, we will continue to pay attention to the content of student work included on their portfolio-reels, and continue to work towards improving student production techniques in production classes and labs.</p> |
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| | <p>3. Students will demonstrate entry-level professional performance skills in TV, film, and/or corporate media industries.</p> | <p>3. Media comm majors created a portfolio (or submitted projects) showcasing their performance skills. Samples of their work were presented to working, local, San Diego media professionals, who rated them as below average, average, above-average, or outstanding—on the basis of an entry-level professional beginning work in the different media. The outcome goals is that seventy-five (75) percent of students will be rated 2.5 or above in this area.</p> | <p>3. Professional’s overall evals of MC students performance—based on 4 .0 scale (N=1)</p> <p>Cum Ave: 2.4 = a .1 point below the outcome goal. Low participation contributed to this part of our program evaluation.</p> | <p>3. This coming year, we will work towards increasing the number of student participants being evaluated in this area, and provide more specific guidelines and requirements for selecting their work to be included in their portfolio-audition reels. We’ll also continue to work toward improving student performance skills in production classes and labs.</p> |
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| | <p>4. Students will demonstrate professional socialization skills in a radio, TV, film, and/or corporate media industry internship.</p> | <p>4. Students completed an internship with a cable, commercial, or public broadcast television or radio station, or film, or other media production company. Internship supervisors evaluated overall preparation and competence in the following areas: attendance, patterns of behaviors, appearance, relationships with fellow workers, communication skills, and more specific job-related skills related to the student's internship assignment. The average of all interns in a given year will be 4.0 or better on a 5.0 scale of attitude, ability to learn, quality of work, interpersonal relations, maturity/poise, quantity of work and judgment. The average of all interns will be 3.0 or better on the 4.0 scale on dependability and initiative.</p> | <p>4. Internship supervisor's evals (N=4) of media comm student internships:</p> <p>Ten (10) of thirteen (13) students rated "above average to "outstanding." The outcome goal was reached.</p> | <p>4. This coming year we will continue to emphasize the importance of professional socialization skills in all media courses.</p> |
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