



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
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Department: Communication & Theatre				
Degree: Bachelor of Arts		Majors: Media Communication		
Date Submitted: May 19, 2014		Assessment Period: 2013-2014 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. Media Communication (MC) majors will demonstrate their understanding of media literacy knowledge and analytical skills.	1. MC majors wrote a media literacy analysis paper on an analysis of a media message (eg. a television show or film, print ads, a film, etc.) demonstrating their media literacy knowledge and analytical skills in the four dimensions of media literacy: cognitive, emotional-aesthetic, and emotional-moral-ethical. Each portion of the paper was examined for evidence of this knowledge and skill.	1. All students who submitted papers displayed knowledge and analytical skills in each of the dimensions of media literacy. The video review-analysis did not adequately display knowledge in the cognitive dimension of media literacy.	1. We have discontinued the video review-analysis option. We will continue to emphasize the importance of media literacy in the COM 195 and COM 422 courses—where this topic is dealt with.
	2. Media	2. Media comm	2. Professional's	2. Need to

	<p>Communication majors will demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.</p>	<p>majors created a reel including their 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.</p>	<p>overall evals of MC students TV/film scripts—based on 4.0 scale (N=4):</p> <p>All students achieved at or above the outcome goal:</p> <p>Student 1: 2.5 Student 2: 2.1 Student 3: 3.1 Student 4: 2.1</p> <p>2/4=target goal (50% success rate—25% below target goal)</p> <p>Clarity and structure categories of scriptwriting were lower than others</p>	<p>emphasize “clarity” and “structure” categories of writing more. Also, signs of a glaring need for the addition of an advanced scriptwriting course</p>
	<p>3. Students will</p>	<p>3. Media comm</p>	<p>3. Professional’s</p>	<p>3. Continued</p>

	<p>demonstrate entry-level professional production skills TV/film, and/or corporate media industries</p>	<p>majors created a reel including their best-production projects. 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.</p>	<p>overall evals of MC students TV/film production—based on 4.0 scale (N=7)</p> <p>Student 1: 2.6 Student 2: 2.7 Student 3: 2.3 Student 4: 2.9 Student 5: 2.65 Student 6: 3.2 Student 7: 3.2</p> <p>89% students met or surpassed the target goal.</p>	<p>attention to the fundamentals of professional production techniques in production classes and labs.</p>
	4. Students will	4. Media comm	4. Professional’s	4. Relative high

	<p>demonstrate entry-level professional performance skills in TV, film, and/or corporate media industries.</p>	<p>majors created a reel including their best on or off-camera performances. 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.</p>	<p>overall evals of MC students performance—based on 4.0 scale (N=3)</p> <p>Student 1: 2.2 Student 2: 2.9 Student 3: 2.8</p> <p>67% of students surpassed the target goal.</p> <p>NOTE: none of the students were “performance” concentration majors—all were either film studies or production concentration students.</p>	<p>scores indicate that we need to continue offering performance opportunities and practice to all media communication students. They, too, can begin to master the basics of on and off-camera performance.</p>
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	<p>5. Students will demonstrate professional socialization skills in a radio, TV, film, and/or corporate media industry internship.</p>	<p>5. 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: attitude, dependability, quality of work, maturity/poise, judgment, ability to learn, initiative, relations/others, and quantity of work. Students were rated on a 1-5 scale, with 5 being outstanding, 4-above-average, 3-average, 2-below average, and 1-poor. The mean-score average of each intern in a given year will be 4.0 or better on a 5.0 scale.</p>	<p>5. Internship supervisor's evals (N=5) of media comm student internships. Two student evaluations were not made available to us by the LAFSC—the CCCU film program in Los Angeles.</p> <p>The five students which we received data on rated "above average to "outstanding." The outcome goal was reached.</p>	<p>5. This coming year we will continue to emphasize the importance of professional socialization skills in all media courses.</p>