



Point Loma Nazarene University Assessment Report – Academic Degree Programs

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SPECIAL NOTE: Although almost all assessment ratings this year represent a decrease in the quality of student work compared to past group assessments, ALL but one (1) student out of (5) students in this graduating group obtained employment either before graduation (or one week after) at the following organizations:

- One America News (a national news agency)
- Dreamworks Television
- Pixel Productions (an independent production company in San Diego)

Also, this group’s internship supervisor scores were the highest ever of any previous student group

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-	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.

		<p>ethical. Each portion of the paper was examined for evidence of this knowledge and skill.</p>		
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	<p>2. Media Communication majors will demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.</p>	<p>2. Media communication 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>2. Professional’s 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: 2.2 Student 2: 2.4 Student 3: 2.3 Student 4: 2.1</p> <p>0/4=target goal (0% success rate)</p> <p>Decreased scores in all but one area of scriptwriting—a +.3 increase on quality of narration/dialogue</p>	<p>2. Need to emphasize the importance of students writing multiple drafts with more instructor feedback of scripts to be produced.</p>
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	<p>3. Students will demonstrate entry-level professional production skills TV/film, and/or corporate media industries</p>	<p>3. Media comm 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>3. Professional’s overall evals of MC students TV/film production—based on 4.0 scale (N=5)</p> <p>Student 1: 2.2 Student 2: 2.4 Student 3: 2.5 Student 4: 2.7 Student 5: 2.2</p> <p>40% students met or surpassed the target goal.</p>	<p>3. Continued attention to the fundamentals of professional production techniques in production classes and labs.</p>
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	<p>4. Students will demonstrate entry-level professional performance skills in TV, film, and/or corporate media industries.</p>	<p>4. Media communication 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>4. Professional’s overall evaluations of MC students performance—based on 4.0 scale (N=4)</p> <p>Student 1: 2.5 Student 2: 2.2 Student 3: 2.4 Student 4: 2.5</p> <p>50% of students met the target goal.</p> <p>NOTE: none of the students were “performance” concentration majors—all were production concentration students.</p>	<p>4. Provide more clear and detailed information to judges about the criteria for evaluating on and off-camera performance information-criteria and providing a more clear definition of what average entry level skill in performance looks like.</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. 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>
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