

MEDIA COMMUNICATION PLOs: MULTI-YEAR ASSESSMENT PLAN

PROGRAM LEARNING OUTCOMES (PLOs) FOR MEDIA COMMUNICATION

1. PLO #1: Media Literacy Analysis Skills
Media Communication majors will demonstrate their understanding of media literacy knowledge and analytical skills.
2. PLO #2: Scriptwriting Skills
Media Communication majors will demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.
3. PLO #3: Production Skills
Media Communication majors will demonstrate production skills in radio, TV, film, internet, church media, and/or corporate media industries.
4. PLO #4: Performance Skills
Media Communication majors will demonstrate performance skills in radio, TV, film, internet, church media, and/or corporate media industries.
5. PLO #5: Professional Socialization Skills
Media Communication majors will demonstrate professional socialization skills in a radio, TV, film, internet, church media, and/or corporate media industry internship.

GELO: Annual assessment of “1b. Oral: Students will be able to effectively express ideas and information to others through oral communication” in COM 100.

WSCUC Core Competencies: Annual assessment of all 5 WSCUC Core Competencies will occur in COM 485 Communications, Value, and Society. Instructor: Wally Williams

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
<p>MEDIA PLO 1. Media Literacy Analysis Skills</p> <p>Media Literacy Analysis Skills Media Communication majors will demonstrate their understanding of media literacy knowledge and analytical skills.</p>	COM 195 COM 422	<p>10-12 page Term Paper</p> <p>The first draft of the 10-12 page term paper is written in the COM 195 Media Literacy course in media communication students’ sophomore year, and rewritten in the COM 422 Portfolio Construction course in their senior year.</p>	Media Literacy - Term Paper Rubric (Direct Evidence)	The outcome goals is that all students will display an understanding of media literacy knowledge and analytical skills.	Dr. Alan Hueth	All PLOs Annually 11-12, 12-13, 13-14, 14-15, 15-16, 16-17
<p>MEDIA PLO 2. Scriptwriting Skills</p> <p>Media Communication majors will demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.</p>	COM 422	<p>MC majors create an audition “reel” of their best scripts which have been produced.</p> <p>These program scripts are produced and aired on the campus cable station (Point TV-Channel 23), or on the MC major’s Vimeo page or on YouTube. Some projects are submitted into competitive local, regional, and/or national student TV/film/media festivals.</p>	<p>Scriptwriting Rubric (Direct Evidence)</p> <p>Samples of programs utilizing student’s scripts are presented to working, local, San Diego media professionals, who rate them as below average, average, above-average, or outstanding—on the basis of an “entry-level professional beginning work in the TV or film media.”</p>	75% percent of students will be rated 2.5 or above in this area.	Professional Evaluator	All PLOs Annually 11-12, 12-13, 13-14, 14-15, 15-16, 16-17

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<p>MEDIA PLO 3. Production Skills</p> <p>Media Communication majors will demonstrate production skills in radio, TV, film, internet, church media, and/or corporate media industries.</p>	COM 425	<p>MC majors create an audition reel which includes complete programs-examples of their best film and television work in which they had a substantial role in production.</p> <p>A substantial role in production includes directing, camera, director of photography (DP which includes camera and lighting), lighting, sound, graphics, set design, and/or editing. These projects air on the campus cable station (Point TV-Channel 23) or on the Point TV Vimeo channel. Some projects are occasionally submitted to competitive local, regional, or national student TV/film/media festivals.</p>	<p>TV/Film Production Rubric (Direct Evidence)</p> <p>These samples of student’s production work are presented to working, local, San Diego media professionals, who rate them as below average, average, above-average, or outstanding— on the basis of an entry-level professional beginning work in the different media.</p>	75% percent of students will be rated 2.5 or above in the area(s) they consider their expertise.	Professional Evaluator	All PLOs Annually 11-12, 12-13, 13-14, 14-15, 15-16, 16-17
<p>MEDIA PLO 4. Performance Skills</p> <p>Media Communication majors will demonstrate performance skills in radio, TV, film, internet, church media, and/or corporate media industries.</p>	COM 422	<p>MC majors create an audition reel which includes complete programs-examples of their best film and television performance work –as an actor, show host, or news reporter/anchor. This also includes serving as on-camera or voice-over talent as a narrator or actor.</p> <p>These projects air on the campus cable station (Point TV Channel 23) or on the Point TV Vimeo channel. Some are occasionally submitted to competitive local, regional, or national student TV/film/media festivals.</p>	<p>TV/Film Performance Rubric (Direct Evidence)</p> <p>Samples of student’s performance work are presented to working, local, San Diego media professionals, who rate them as below average, average, above-average, or outstanding— on the basis of an entry-level professional beginning work in the different media.</p>	75% percent of students will be rated 2.5 or above in this area.	Professional Evaluator	All PLOs Annually 11-12, 12-13, 13-14, 14-15, 15-16, 16-17

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
<p>MEDIA PLO 5. Professional Socialization Skills</p> <p>Media Communication majors will demonstrate professional socialization skills in a radio, TV, film, internet, church media, and/or corporate media industry internship.</p>	COM 421	All MC and BJ majors are required to complete an internship with a cable, commercial, or public broadcast television or radio station, or film, or other media production company.	<p>Internship Rubric (Direct Evidence)</p> <p>Follow-up surveys with student's internship supervisors are accomplished to determine 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.</p>	<p>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>	Comm Internship Supervisor	<p>All PLOs Annually 11-12, 12-13, 13-14, 14-15, 15-16, 16-17</p>