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| **Assurance of Student Learning****2020-2021** |
| *Potter College of Arts & Letters* | *School of Media* |
| *BA in Film (#667)* |
| *Travis Newton* |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.*** |
| **Student Learning Outcome 1:** Perform the roles of key Below-the-Line (Technical) personnel on a film crew, including operating equipment, safely and efficiently. |
| **Instrument 1** | **Direct: Timed Practical Exams** |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | **[x]  Met** | **[ ]  Not Met** |
| **Student Learning Outcome 2:** Utilize Above-the-Line (Creative) skills to create visually appealing short films with compelling narratives. |
| **Instrument 2** | **Direct: Short Film Evaluation** |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | **[ ]  Met** | **[x]  Not Met\*** |
| **Student Learning Outcome 3:** Critically evaluate a film or solve a production problem in an organized, coherent fashion. |
| **Instrument 1** | **Direct: Production Presentation** |
| **Instrument 2** | **Direct: Job Performance Evaluation** |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | **[ ]  Met** | **[x]  Not Met\*** |
| **Student Learning Outcome 4:** Communicate effectively, orally and through the written word, on set and in film analysis. |
| **Instrument 1** | **Direct: Production Presentation** |
| **Instrument 2** | **Direct: World Cinema Essay Evaluation**  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 4.** | **[ ]  Met** | **[x]  Not Met\*** |
| **Student Learning Outcome 5:** Coordinate and supervise a crew/team, and, in turn, serve as a collaborative crew/team member. |
| **Instrument 1** | **Direct: Job Performance Evaluation** |
| **Based on your results, check whether the program met the goal Student Learning Outcome 5.** | **[ ]  Met** | **[x]  Not Met\*** |
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| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**  |
| \*For the purposes of this report, Student Learning Outcome goals have been marked “Not Met” as students in the revised BA in Film program have not progressed to the courses in which the instruments will be used. The first cohort in this new BA in Film have only completed their freshmen level courses, which correspond to SLO #1. Once students progress through this new BA in Film and hit milestone courses, such as FILM 282 Film Workshop I and FILM 369 World Cinema, data for the remaining SLOs will be available. AY 2020-2021 was the first year of the new BFA in Film Production program, as well as a revised BA in Film. This new BA in Film deemphasizes film production courses to create a more open-ended liberal arts degree. Much of the production focus has been shifted to the BFA in Film Production. Although the BA in Film and BFA in Film Production share 5 out of 6 SLOs, a revised set of instruments have been developed for the BA in Film which more closely align with their required courses and will be implemented once students reach those courses, as mentioned above. |

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| **Student Learning Outcome 1** |
| **Student Learning Outcome**  | **Perform the roles of key Below-the-Line (Technical) personnel on a film crew, including operating equipment, safely and efficiently.** |
| **Measurement Instrument 1**  | DIRECT measure of student learning: Students in FILM 202 Basic Film Production are administered timed practical exams on a variety of crew positions and their associated equipment. Each exam has a simple checkbox scoring rubric, indicating whether or not the student completed the task correctly. |
| **Criteria for Student Success** | In order to perform the job being tested and use the associated equipment on an actual student film, the student must receive a 90% or above on the scoring rubric. Since it is required that students perform the jobs being tested as part of the film program, students may retake the exam until they receive a 90% or higher. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **83%** |
| **Methods**  | Students (*N*=48) enrolled in FILM 202 Basic Film Production during Spring 2021 were administered timed practical exams and scored via checkbox rubric by trained student lab workers. These scores were anonymized and each student’s practical scores were averaged to create a practical mean score per student. Out of the 48 students enrolled, 40 had a mean practical score of 90% or higher. |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | **[x]  Met** | **[ ]  Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| AY 2020-2021 was the first year of the revised BA in Film program, which deemphasizes film production compared to the BFA in Film Production, so only one instrument was implemented to measure SLO #1 compared to the BFA. Students in both the BA and BFA must take FILM 202 their second semester, and the practical exams allow the program to gauge whether students are mastering basic principles and technology. |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| As a new iteration of this program, this is the first time collecting and analyzing assessment data. Students met the initial goal set by the program for SLO #1, so the program will evaluate whether this goal is sufficient or should be raised for future assesments. |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| Since FILM 202 is required for admission to the BA in Film and is offered every spring, assessments will be performed on an annual basis by Travis Newton. |

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| **Student Learning Outcome 2** |
| **Student Learning Outcome**  | **Utilize Above-the-Line (Creative) skills to create visually appealing short films with compelling narratives.** |
| **Measurement Instrument 1** | DIRECT measure of student learning: Films produced in FILM 282 Film Workshop I are evaluated by the film faculty in the area of writing, directing, cinematography, producing, production design, and editing using standardized rubrics. |
| **Criteria for Student Success** | Since the film constitutes the majority of the students’ final grade in the course, and since students must score a minimum of a C (70%) in the course to be counted toward the major, the program considers a mean evaluation score of 85% or higher to be a success. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **See actions below** |
| **Methods**  | At the completion of each FILM 282 section, 50% of the films produced (typically *n*=10) will be randomly selected and evaluated by film faculty using a standardized rubric incorporating VALUE (LEAP) rubric criteria. The resulting scores will be collected and anonymized to track performance. As an INDIRECT measure, these film will also be submitted to a professional advisory council for review. |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | **[ ]  Met** | **[x]  Not Met\*** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| \*For the purposes of this report, Student Learning Outcome goals have been marked “Not Met” as students in the revised BA in Film program have not progressed to the courses in which the instruments will be used. The first cohort in this new BA in Film have only completed their freshmen level courses, which correspond to SLO #1. Once students progress through this new BA in Film and hit milestone courses, such as FILM 282 Film Workshop I and FILM 369 World Cinema, data for the remaining SLOs will be available. |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| Once students in the revised BA program take FILM 282, the faculty will evaluate whether this goal is sufficient or should be adjusted for future assesments. |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| Since FILM 282 is required for the BA in Film and is offered every spring, assessments will be performed on an annual basis by Travis Newton. |

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| **Student Learning Outcome 3** |
| **Student Learning Outcome**  | **Critically evaluate a film or solve a production problem in an organized, coherent fashion.** |
| **Measurement Instrument 1** | DIRECT measure of student learning: Students in FILM 282 Film Workshop I present to the faculty member of record in a formal presentation setting before each film they undertake. Students are expected to outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director’s vision. These presentations will be recorded and evaluated by the film faculty at the conclusion of the course. |
| **Criteria for Student Success** | Since the evaluations constitute the majority of the students’ final grade in the course, and since students must score a minimum of a C (70%) in the course to be counted toward the major, the program considers a mean evaluation score of 85% or higher to be a success. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **See actions below** |
| **Methods**  | At the completion of each FILM 282 section, 50% of the presentations given (typically *N*=10) will be randomly selected and the recordings evaluated by film faculty using a standardized rubric incorporating VALUE (LEAP) rubric criteria. |
| **Measurement Instrument 2** | DIRECT measure of student learning: Students working on set in above-the-line (creative) capacity are evaluated by the professor of record on their job performance both in preparation and execution of their assigned position. Scoring includes professor’s assessment of job performance and peer assessment via by a professor-designed rubric. |
| **Criteria for Student Success** | Since the evaluations constitute the majority of the students’ final grade in the course, and since students must score a minimum of a C (70%) in the course to be counted toward the major, the program considers a mean evaluation score of 85% or higher to be a success. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **See actions below** |
| **Methods** | At the completion of each FILM 282 section, students will be scored based on faculty assessment of job performance (i.e. actors were well directed, the shots were well lit, etc.) and peer evaluation in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form after the completion of each student film. These scores will be anonymized and each student’s scores averaged to create a mean score per student. |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | **[ ]  Met** | **[x]  Not Met\*** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| \*For the purposes of this report, Student Learning Outcome goals have been marked “Not Met” as students in the revised BA in Film program have not progressed to the courses in which the instruments will be used. The first cohort in this new BA in Film have only completed their freshmen level courses, which correspond to SLO #1. Once students progress through this new BA in Film and hit milestone courses, such as FILM 282 Film Workshop I and FILM 369 World Cinema, data for the remaining SLOs will be available. |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| Once students in the revised BA program take FILM 282, the faculty will evaluate whether this goal is sufficient or should be adjusted for future assesments. |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| Since FILM 282 is required for the BA in Film and is offered every spring, assessments will be performed on an annual basis by Travis Newton. |

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| **Student Learning Outcome 4** |
| **Student Learning Outcome**  | **Communicate effectively, orally and through the written word, on set and in film analysis.** |
| **Measurement Instrument 1** | DIRECT measure of student learning: Students in FILM 282 Film Workshop I present to the faculty member of record in a formal presentation setting before each film they undertake. Students are expected to outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director’s vision. These presentations will be recorded and evaluated by the film faculty at the conclusion of the course. |
| **Criteria for Student Success** | Since the evaluations constitute the majority of the students’ final grade in the course, and since students must score a minimum of a C (70%) in the course to be counted toward the major, the program considers a mean evaluation score of 85% or higher to be a success. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **See actions below** |
| **Methods**  | At the completion of each FILM 282 section, 50% of the presentations given (typically *N*=10) will be randomly selected and the recordings evaluated by film faculty using a standardized rubric incorporating VALUE (LEAP) rubric criteria. |
| **Measurement Instrument 2** | DIRECT measure of student learning: Midterm essays written in FILM 369 World Cinema (the most advanced required film studies course in the major) are evaluated by the film faculty using a rubric designed by the film studies faculty (i.e. English faculty). |
| **Criteria for Student Success** | Since the essay constitutes a large portion of the students’ final grade in the course, and since students must score a minimum of a C (70%) in the course to be counted toward the major, the program considers a mean evaluation score of 85% or higher to be a success. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **See actions below** |
| **Methods** | At the completion of each FILM 369 section, 50% of the essays written (typically *n*=10) will be randomly selected and evaluated by film faculty using a standardized rubric incorporating VALUE (LEAP) rubric criteria. |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 4.** | **[ ]  Met** | **[x]  Not Met\*** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| \*For the purposes of this report, Student Learning Outcome goals have been marked “Not Met” as students in the revised BA in Film program have not progressed to the courses in which the instruments will be used. The first cohort in this new BA in Film have only completed their freshmen level courses, which correspond to SLO #1. Once students progress through this new BA in Film and hit milestone courses, such as FILM 282 Film Workshop I and FILM 369 World Cinema, data for the remaining SLOs will be available. |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| Once students in the revised BA program take FILM 282 and FILM 369, the faculty will evaluate whether this goal is sufficient or should be adjusted for future assesments. |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| Since FILM 369 and FILM 282 are required for the BA in Film and are offered every fall and spring, respectively, assessments will be performed on an annual basis by Travis Newton. |

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| **Student Learning Outcome 5** |
| **Student Learning Outcome**  | **Coordinate and supervise a crew/team, and, in turn, serve as a collaborative crew/team member.** |
| **Measurement Instrument 1** | DIRECT measure of student learning: Students working on set in above-the-line (creative) capacity are evaluated by the professor of record on their job performance both in preparation and execution of their assigned position. Scoring includes professor’s assessment of job performance and peer assessment via by a professor-designed rubric. |
| **Criteria for Student Success** | Since the evaluations constitute the majority of the students’ final grade in the course, and since students must score a minimum of a C (70%) in the course to be counted toward the major, the program considers a mean evaluation score of 85% or higher to be a success. |
| **Program Success Target for this Measurement** | **80% or higher** | **Percent of Program Achieving Target** | **See actions below** |
| **Methods**  | At the completion of each FILM 282 section, students will be scored based on faculty assessment of job performance (i.e. actors were well directed, the shots were well lit, etc.) and peer evaluation in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form after the completion of each student film. These scores will be anonymized and each student’s scores averaged to create a mean score per student. |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 5.** | **[ ]  Met** | **[x]  Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| \*For the purposes of this report, Student Learning Outcome goals have been marked “Not Met” as students in the revised BA in Film program have not progressed to the courses in which the instruments will be used. The first cohort in this new BA in Film have only completed their freshmen level courses, which correspond to SLO #1. Once students progress through this new BA in Film and hit milestone courses, such as FILM 282 Film Workshop I and FILM 369 World Cinema, data for the remaining SLOs will be available. |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| Once students in the revised BA program take FILM 282, the faculty will evaluate whether this goal is sufficient or should be adjusted for future assesments. |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| Since FILM 282 is required for the BA in Film and is offered every spring, assessments will be performed on an annual basis by Travis Newton. |