Academic Program Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "<u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Be sure to SAVE your progress as you work!

Academic Program
Digital Media Production, B.S.

Submission Due Date
2024-2025

Assessment Coordinator Name
Cory Carpenter

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Program Goal

Goal

Goal 1

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Lander DMP graduates will demonstrate effective written communication for professional project planning and organization.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will be able to write effectively to communicate creative ideas and project planning. Students will use proper professional grammar and style to complete an Exit Project Pre-Production book that includes (but not limited to): creative briefs, scripts, breakdowns, schedules, assets, budgets, and personnel contact sheets.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Written work is free of major errors and clearly identifies the intended audience while communicating a clear and appropriate message. Written work utilizes conventional organization methods appropriate to the document and project type.

Performance Target for "Partially Met"
Written work is either free of major errors or clearly identifies the intended audience while communicating a clear and appropriate message. Written work is organized using non-conventional techniques.

Performance Target for "Not Met"
Written work contains major errors and neither identifies the intended audience nor communicates a clear and appropriate message.Written work is lacking conventional organization.

Assessment Measure Used	**Frequency of Assessment**
MEDA 498:	Annual
Exit Portfolio Pre-Production Book	

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Data will be available 2025	

Comments/Narrative
Project Pre-Production organization and techniques are taught across multiple DMP classes and are industry standard formats to organize and execute a variety of media projects. Each project will have a set parameters particular to the project but should have a consistent core that addresses aspects such as audience, message, assets, and scheduling.

Resources Needed to Meet/Sustain Results
MEDA 498 will require internet access to cloud-based word processing and production scheduling software.

Explanation of How Resources Will Be Used
MEDA 498 is a 2-hour class designed to prepare students to execute a larger-scale project to be incorporated into their Senior portfolio. This class will focus on the written components of project pre-production, skill knowledge, and theory. An emphasis will be placed on the written organization of the student's exit project or portfolio. Students must complete the written work before progressing into MEDA 499_DMP.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,

skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will be able to communicate effectively and demonstrate competency of written research methods. Students will use proper professional grammar and style to communicate a research thesis within the field of media production.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Written work is free or major errors, well organized to clearly communicate a central idea.

Performance Target for "Partially Met"
Written work is organized and communicate a central idea.

Performance Target for "Not Met"
Written work contains major errors,is disorganized, and does not communicate a central idea.

Assessment Measure Used	**Frequency of Assessment**
MEDA498:	Annual
Research Paper	

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Data will be available 2025	

Comments/Narrative
Students will employ research methods to write an original thesis specific to their area of study.

Resources Needed to Meet/Sustain Results
MEDA 498 will require internet access to cloud-based word processing and production scheduling software.

Explanation of How Resources Will Be Used
MEDA 498 is a 2-hour class designed to prepare students to execute a larger-scale project to be incorporated into their Senior portfolio. This class will focus on the written components of project pre-production, skill knowledge, and theory. An emphasis will be placed on the written organization of the student's exit project or portfolio. Students must complete the written work before progressing into MEDA 499_DMP.

Goal Summary

Goal Summary/Comments

Data will be available in the next report.

Changes Made/Proposed Related to Goal
Written communication is a critical skill of market driven programs.

Upload Rubrics/Other Files

Goal 2

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Lander DMP graduates will demonstrate fundamental knowledge of and practical competency using industry standard tools. These tools include computers, non-linear editing software, and basic audio-video equipment.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will demonstrate fundamental knowledge of digital media production tools by completing a written, skills test.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Students who score a minimum of 70% score.

Performance Target for "Partially Met"
Students who score 60-70%.

Performance Target for "Not Met"

Students who score below 60%

Assessment Measure Used
MEDA 498: Skill Test

Frequency of Assessment
Annual

Data Collected for this Timeframe (Results)
No data collected at this time as students have not
completed courses

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative
The written skills test is an aggregate test composed of information from MEDA 110, 201, 202/209, 304,
310, and 350.

Resources Needed to Meet/Sustain Results
MEDA 498 will require internet access to an online testing portal.

Explanation of How Resources Will Be Used
MEDA 498 is a 2-hour class designed to prepare students to execute a larger-scale project to be
incorporated into their Senior portfolio. This class will focus on the written components of project pre-
production, skill knowledge, and theory. An emphasis will be placed on the written organization of the
student's exit project or portfolio. Students will take the skills test prior to exiting MEDA 498.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,
skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of
performance of an operational aspect of a program or office (ex. graduation rates, retention,
employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will demonstrate fundamental knowledge of digital media production tools such as audio,
video, and web development evident within a body of work or portfolio.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Student work reflects a clear understanding of the tools used to present a specific goal/idea utilizing
advanced techniques to achieve high production quality. Work is presented online and ready for
professional distribution.

Performance Target for "Partially Met"
Student work reflects a clear understanding of the tools used to present a specific goal/idea utilizing
basic techniques to achieve standard production quality. Work is presented online and needs minor

revision before professional distribution.

Performance Target for "Not Met"
Student work does not reflect a clear understanding of the tools used to present a specific goal/idea utilizing basic techniques to achieve competent production quality. Work is presented online and not ready for professional distribution.

Assessment Measure Used	**Frequency of Assessment**
MEDA499: Exit Project/Portfolio	Annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
no data at this time.	

Comments/Narrative
MEDA 499_DMP is a one-hour class designed to prepare/finalize student portfolios for professional evaluation. Students enrolled in 499_DMP will focus on production and distribution of their exit project or portfolio. This class will be a designated section for DMP Majors only.
Portfolio/Exit Projects will be evaluated by a panel of Faculty from the Department of Media and Communication.

Resources Needed to Meet/Sustain Results
MEDA 499_DMP will require access to online audio, video, and website host services. Students can opt to access Media and Communication Department equipment.

Explanation of How Resources Will Be Used
MEDA499-DMP Portfolios and/or Exit Projects will be distributed online for evaluations.

Goal Summary

Goal Summary/Comments
Data will be available in the next report.

Changes Made/Proposed Related to Goal
Practical skill using professional tools and techniques is a critical component of a market-driven program.

Upload Rubrics/Other Files

Goal 3

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Lander DMP graduates will demonstrate the ability to work collaboratively within professional production teams.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will demonstrate their knowledge of professional roles, responsibilities, and organizational structure using a written test.

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Students who score a minimum of 70%.

Performance Target for "Partially Met"
Students who score a between 60-70%.

Performance Target for "Not Met"
Students who score below 60%.

Assessment Measure Used	**Frequency of Assessment**
MEDA498_DMP Production Team Test	Annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
No data has been collected	

Comments/Narrative
The MEDA498 Production Team Test will challenge the student to identify the specific roles, responsibilities, and structure of various production teams. This is a written test aggregated from content covered in MEDA 110, 201, 202/209, and 310.

Resources Needed to Meet/Sustain Results
MEDA 498 will require internet access to an online testing portal.

Explanation of How Resources Will Be Used
MEDA 498 is a 2-hour class designed to prepare students to execute a larger-scale project to be incorporated into their Senior portfolio. This class will focus on the written components of project pre-production, skill knowledge, and theory. An emphasis will be placed on the written organization of the student's exit project or portfolio. Students will take the skills test prior to exiting MEDA 498.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will demonstrate practical collaboration within the body of their MEDA499_DMP portfolio or Exit Project.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Students demonstrate high level of collaboration documented within the credits of specific work showing either: volume of work or scale. Volume of work is represented by a diverse portfolio of roles performed within a team. Scale of work is represented by documentation of a large-scale project requiring significant contribution and collaboration over longer periods of time. High level collaboration would reflect both variety of teams as well as project roles.

Performance Target for "Partially Met"
Students demonstrate adequate level of collaboration documented within the credits of specific work showing either: volume of work or scale. Volume of work is represented by a diverse portfolio of roles performed within a team. Scale of work is represented by documentation of a large-scale project requiring significant contribution and collaboration over longer periods of time. Adequate level collaboration would reflect a limited body of work and/or less diverse collaborative roles.

Performance Target for "Not Met"
Students demonstrate low level of collaboration documented within the credits of specific work showing either: volume of work or scale. Volume of work is represented by a diverse portfolio of roles performed within a team. Scale of work is represented by documentation of a large-scale project requiring significant contribution and collaboration over longer periods of time. Low level collaboration would reflect a sparse body of work and no collaborative roles.

Assessment Measure Used	**Frequency of Assessment**
MEDA 499_DMP Portfolio or Exit Project	Annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
No data has been collected at this time.	

Comments/Narrative
Collaboration is an essential skill that we cultivate in the department, therefore, developing credentials within classwork or collaborative projects is critical documentation for students to use in their portfolio material. An example would be a student who is focused on audio production would submit a portfolio

focusing on their role as : Field Recorder, Boom Operator, Studio Mixing, Live Event mixing/recording, Folley Sound FX Artist for film, etc.

Resources Needed to Meet/Sustain Results
MEDA 499_DMP Portfolios or Exit Projects will require access to cloud-based word processing and production organizational software. Students will also require online audio, video, and website host services. Students can opt to access Media and Communication Department equipment.

Explanation of How Resources Will Be Used
MEDA499-DMP Portfolios and/or Exit Projects will be distributed online for evaluations.

Goal Summary

Goal Summary/Comments
Data will be available in the next report.

Changes Made/Proposed Related to Goal
Having an understanding (and hopefully skill) of collaborative roles and team building skills are essential to this market-driven program and addressed in most of the lower and upper level classes.

Upload Rubrics/Other Files

Goal 4

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Lander DMP graduates will demonstrate job readiness as a digital media content creator by producing a body of high quality, audio-video work.

Pillar of Success Supported
Graduates Who Are Gainfully Employed or Admitted to Graduate School

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome

Students will posses a professional portfolio and resume reflecting their creativity and ability as content creators and producers.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Students provide a well-designed portfolio and resume that is accurate and possesses a high level of production quality

Performance Target for "Partially Met"
Students provide an organized portfolio and resume that is accurate but is lacking aesthetic appeal.

Performance Target for "Not Met"
Students are unable to provide a well-designed portfolio and accurate resume.

Assessment Measure Used	**Frequency of Assessment**
MEDA490_DMP Resume website	Annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
none at this time	

Comments/Narrative
Student work should be compiled into a professional resume site that provides potential employers and evaluators an easily accessible means to assess the student's ability and expertise.

Resources Needed to Meet/Sustain Results
MEDA499_DMP students require internet access and access to online website providers and content hosts.

Explanation of How Resources Will Be Used
MEDA499-DMP Portfolios and/or Exit Projects will be distributed online for evaluation and student job seeking.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will demonstrate job readiness through successful completion of an Internship or Practicum.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
Internship/Practicum evaluation average score is greater than 80%

Performance Target for "Partially Met"
Internship/Practicum evaluation average score is between 70-80%

Performance Target for "Not Met"
Internship/Practicum evaluation average score is below 70%

Assessment Measure Used	**Frequency of Assessment**
MEDA 490/491 Student Performance Evaluation	Annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
2024-2025	

Comments/Narrative
The employer or supervisor score will reflect the student's career preparedness.

Resources Needed to Meet/Sustain Results
Internet Access

Explanation of How Resources Will Be Used
Access to assessment documentation

Goal Summary

Goal Summary/Comments
This goal is intended to focus on the candidate's ability to apply critical thinking and problem solving skills in a working production environment. Data will be available in 2025.

Changes Made/Proposed Related to Goal
A professional media portfolio is essential to this market-driven program and is the primary focus of the degree.

Upload Rubrics/Other Files

Goal 5

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Lander DMP students will demonstrate media literacy by synthesizing and applying core principles to create effective media messages using the components of audience awareness, theoretical framework, and a ethical awareness within the context of their work.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will present material for their portfolio /exit project that demonstrates competency of audience awareness. This element is best reflected in scripts and creative briefs; however, audio/video work will inherently reflect them as well.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
The student presents multiple examples that clearly demonstrate crafted messages or themes designed and executed for a specific audience with a clear call to action or outcome.

Performance Target for "Partially Met"
The student presents at least one example that demonstrate a crafted message or theme designed and executed for a specific audience.

Performance Target for "Not Met"
The student presents work that does not demonstrate a clearly crafted message or theme designed and executed for a specific audience.

Assessment Measure Used	**Frequency of Assessment**
Student work within the Portfolio or Exit Project documentation	annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
data to be collected 2025	

Comments/Narrative
A key skill in crafting any media message is to understand who and how to connect with an audience. This skill is addressed throughout the program and should be evident in student work.

Resources Needed to Meet/Sustain Results
MEDA 498 and 499_DMP will require access to cloud-based word processing and production organizational software. Students will also require online audio, video, and website host services.

Explanation of How Resources Will Be Used
MEDA498/499-DMP Portfolios and/or Exit Projects will be distributed online for evaluation.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will submit material for their portfolio /exit project that demonstrates synthesis of media theory. This element is best reflected in scripts, research papers, and creative briefs; however, audio/video work will inherently reflect theory as well.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
The student presents multiple examples that clearly demonstrates application of media theory. Theories are either self-evident or specifically identified in the portfolio material.

Performance Target for "Partially Met"
The student presents at least one examples that clearly demonstrates application of media theory. Theories are either self-evident or specifically identified in the portfolio material.

Performance Target for "Not Met"
The student presents work that does not demonstrate a clear application of media theory. Theories are neither self-evident nor specifically identified in the portfolio material.

Assessment Measure Used	**Frequency of Assessment**
Exit Portfolio/Project	annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
2024-2025	

Comments/Narrative
A key skill in crafting any media message is to understand and apply media theory and effect. This knowledge is addressed throughout the program and should be evident in student work or research.

Resources Needed to Meet/Sustain Results
Internet access, word processing, and audio/video editing software

Explanation of How Resources Will Be Used
Portfolios are hosted online.

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will present material for their portfolio /exit project that demonstrates contextual awareness of ethical considerations. This element is best reflected in research papers, case studies, and persuasive presentations; however, audio/video work will inherently reflect them as well.

Timeframe for this Outcome
2024-2025

Performance Target for "Met"
The student presents multiple examples that clearly demonstrate consideration of ethical issues directly, thematically, or within narrative subtext. Issues addressed are either self-evident or specifically identified in the portfolio material.

Performance Target for "Partially Met"
The student presents an example that demonstrates consideration of an ethical issue directly, thematically, or within narrative subtext. Issues addressed are not self-evident but specifically identified in the portfolio material.

Performance Target for "Not Met"
The student presents an example that does not clearly demonstrate consideration of an ethical issue. Issues addressed are not self-evident not specifically identified in the portfolio material.

Assessment Measure Used	**Frequency of Assessment**
Exit Portfolio/Project	annual

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
2024-2025	

Comments/Narrative
Ethical awareness is critical to public distribution of any material.

Resources Needed to Meet/Sustain Results
Internet access, word processing, and audio/video editing software

Explanation of How Resources Will Be Used
Exit Portfolios/Projects are hosted online for evaluation.

Goal Summary

Goal Summary/Comments
These three factors are present in media literacy and inherent in all content creation, therefore it is an integral part of a market-driven program.

Changes Made/Proposed Related to Goal
This goal seeks to address the student's ability to synthesize fundamental information presented throughout the program upper and lower level courses.

Upload Rubrics/Other Files

Dean's Email Address
smcmillan@lander.edu

Approved by Dean?

Signature of Dean

Comments from Dean's Review