

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 "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement 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

Fall 2025: October 1, 2025

Assessment Coordinator Name

Cory Carpenter

Enter Assessment Coordinator Email

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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

MEDA 498:
Exit Portfolio Pre-Production Book

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

Data is based on a single student.

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

3

Comments/Narrative

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.

The rubric for the Pre-Production book needs to be revised in order to clarify specific components of the written material.

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 of 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

MEDA498:
Research Paper

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

Data is based on a single student.

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

2

Comments/Narrative

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

The results were partially met due to the presence of A.I. usage. Per class syllabus, A.I. can be used if cited. This measurement has been revised to specify a percentage of no more than 25% of the total content be A.I. generated.

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

This is the first data set and is limited to a single student. The Program's comprehensive effectiveness cannot be adequately measure from a single score set, however it has revealed improvements needed for more effective data gathering.

Changes Made/Proposed Related to Goal

Migrate systems to Watermark.

Revise rubrics to specify clearer points for evaluation.

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)

Data is based on a single student.

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

3

Comments/Narrative

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

The student scored above a 70.

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

MEDA499: Exit Project/Portfolio

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

Data is based on a single student.

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

2

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.

The submission of the portfolio website was lacking a professional finish in design and grammar.

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

This is the first data set and is limited to a single student. The Program's comprehensive effectiveness cannot be adequately measure from a single score set, however it has revealed improvements needed for more effective data gathering. The structure of a split class of 498 and 499 was not as effective as hoped. After consulting with the Department Chair, the classes will be combined for a more concentrated class structure.

Changes Made/Proposed Related to Goal

After consulting with the Department Chair, the classes will be combined for a more concentrated class structure will clearer unit goals with deadlines.

Migrate systems to Watermark.

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

2024-2025

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

MEDA498_DMP Production Team Test

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

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

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

MEDA 499_DMP Portfolio or Exit Project

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

Data is based on a single student

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

3

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.

The student's Portfolio demonstrated a high level of successful collaboration.

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

The test metric needs to be revised to include a wider gamut of roles.
The Portfolio rubric needs to be revised to include specific format requirements.

Changes Made/Proposed Related to Goal

Migrate systems to Watermark.
Revise the rubric for the Exit Portfolio

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

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 possess 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

MEDA490_DMP Resume website

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

data based on a single student

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

3

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.

The student submitted a body of work that was varied and high quality.

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

MEDA 490/491 Student Performance Evaluation

Frequency of Assessment

Annual

Data Collected for this Timeframe (Results)

2024-2025

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

3

Comments/Narrative

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

The student completed two internships.

Resources Needed to Meet/Sustain Results

Internet Access

Explanation of How Resources Will Be Used

Access to assessment documentation

Goal Summary

Goal Summary/Comments

The Internship Assessment Evaluation is a perfect metric to address this outcome.

Changes Made/Proposed Related to Goal

The metric of an internship will be changed because it is slated for removal as a required component of the Program. It will be replaced with completion of a job-readiness assessment implemented in the MEDA 499 Capstone class Fall of 2025.

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 an 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

Student work within the Portfolio or Exit Project documentation

Frequency of Assessment

annual

Data Collected for this Timeframe (Results)

data based on a single student

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

3

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

Exit Portfolio/Project

Frequency of Assessment

annual

Data Collected for this Timeframe (Results)

2024-2025

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

2

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

Exit Portfolio/Project

Frequency of Assessment

annual

Data Collected for this Timeframe (Results)

2024-2025

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

2

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.

The measurements require more specific rubrics. The Portfolio was designed to accommodate a variety of mediums. Specific rubrics will need to be created for each medium that is equivalent.

Changes Made/Proposed Related to Goal

Migrate to Watermark.

Revise rubrics for media evaluation.

Upload Rubrics/Other Files**Dean's Email Address**

lwillis@lander.edu

Approved by Dean?

Yes

Signature of Dean

Lloyd Willis

Comments from Dean's Review

Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.