

San Francisco State University
Inventory of Program Assessment Activities, 2008-2009

Program: MA Radio and Television (BECA Dept.)

College: Creative Arts

Date: November 11, 2009

Learning Objectives	Place in curriculum where objective addressed	Objective was/will be assessed	Assessment Strategies	Summary of Findings About Student Learning	Use of Findings to Enhance Program Quality
Graduates of the BECA Program should be able to:					
1. Understand, compare, and apply multiple theories and approaches from the body of research on mediated communication.	BECA 700, 703, 722	AY 10-11	Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.		
2. Understand and demonstrate basic skills in audio, video, or multi-media production.	BECA 701, 721	AY 10-11	Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.		
3. Understand and apply ethical standards and principles in analysis or creation of media content.	BECA 706	AY 10-11	Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.		
4. Understand theories and methods of media and cultural criticism, social scientific research methods, or studies in media aesthetics; apply these theories in research or production.	BECA 230/231, 735, 737	AY 08-09	Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.	8 graduate students completed projects or examinations addressing this objective. The average rating was 4.61 on a 5-point scale where 5 is best. Overall, faculty rated student performance as good.	Students performed above expectations on this objective. The BECA department appears to be excellent in this category. BECA faculty should continue to stress the application of theory in all graduate level courses.

<p>5. Demonstrate skills in effective research and writing as appropriate for project proposals, media scripts, research essays, and other media related written work.</p>	<p>BECA 240/241, 725, 746</p>	<p>AY 08-09</p>	<p>Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.</p>	<p>9 graduate students completed projects or examinations addressing this objective. The average rating was 4.82 on a 5-point scale where 5 is best. Overall, faculty rated student performance as excellent.</p>	<p>BECA students seem very engaged in questions of writing for and about the electronic media. The department should continue to emphasize writing in it's communication about the objectives of the program.</p>
<p>6. Understand the skills necessary for advanced level work in media research and criticism, or media production; complete a project of significant length to demonstrate this proficiency.</p>	<p>BECA 700, and all other graduate classes.</p>	<p>AY 08-09</p>	<p>Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.</p>	<p>4 graduate students completed projects or examinations addressing this objective. The average rating was 4.83 on a 5-point scale where 5 is best. Overall, faculty rated student performance as good.</p>	<p>Students performed well overall. In general, faculty report spending extensive individual time with students related to this learning outcome.</p>