Program Learning Goals Assessment Activity Report Due April 21, 2017 to the Office of Academic Planning

Program Learning Goals template Resources about writing measureable program learning objectives/goal/outcomes can be found on: http://air.sfsu.edu/assessment/resources

Program Learning Goals Rubric - developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their program learning goals.

Learning objectives should reflect the program’s distinct mission in connection with the university’s broader educational goals, as well as aligning with the individual courses in which they are addressed. They should allow faculty to communicate their expectations, students to reflect on their own growth, and programs to measure and improve their educational results.

<table>
<thead>
<tr>
<th>DEVELOPED</th>
<th>DEVELOPING</th>
<th>NEEDS DEVELOPMENT</th>
<th>ABSENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning goals are clear and can be accurately assessed</td>
<td>Learning goals are mostly clear; some can be assessed</td>
<td>Learning goals are present but vague; unclear how an evaluator could determine whether goals met</td>
<td>Program learning goals are absent or incomplete</td>
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Department BECA

College _LCA_

1. List your most recent program learning goals prior to any revisions.

BECA Program Learning Outcomes

1. Apply aesthetic theory to the practice of media production.

2. Use effective communication strategies, including media terminology as appropriate, in the creation and analysis of electronic and digital media content.

3. Integrate research related media theory into the conception and distribution of media content.

4. Conceptualize, design, and write stories for electronic and digital media.

5. Demonstrate proficiency in fundamental and advanced media production concepts and techniques.

6. Analyze and write about electronic and digital media’s role in and impact on culture and society.


8. Promote ethical standards and social justice in the creation and distribution of electronic and digital media.