Mission Statement Assessment Activity Report Due April 21, 2017 to the Office of Academic Planning

Mission Statements – What do we do, why do we do it, how do we do it, who are we doing it for?

Why are they important? (from NAU) Understanding and articulating your program’s overall goals, purpose, and values accomplishes a number of things for your degree program. First, it synthesizes the many unique talents and goals of your faculty and aligns them into a single, common purpose. The identification of a common purpose assists faculty in making decisions concerning program and course level learning outcomes. In addition, it guides and focuses your program’s decision processes concerning important assessment questions and directions needing investigation, based on your program’s larger direction, values, and goals.

A program mission statement (from NAU, UConn and elsewhere)

- Is a broad statement of the educational purpose of the program, describes the community the program serves, and states the values and guiding principles which define its standards
- Sets the tone and philosophical position from which the programs goals/objectives/outcomes are developed
- Describes both the purpose and the learning environment of the program
- Reflects how the program contributes to the education and careers of students graduating from the program
- Reflects how the teaching and research efforts are used to enhance student learning
- Is aligned with department, college and university missions
- Should be distinctive for the program

Mission Statement Rubric – developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their mission statement.

The program’s mission statement concisely articulates its guiding purpose and identity, clarifies the educational value of its curriculum, and aligns with the university’s broader public mission.

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<td>Clear statement of program’s purpose and identity, the educational value of curriculum, and its link to university’s mission</td>
<td>Mission statement articulates program’s purpose but may lack broader context</td>
<td>Vague mission statement with little connection to specific program</td>
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San Francisco State University Mission Statement  Academic Senate Policy #S15-176

From the heart of a diverse community, San Francisco State University honors roots, stimulates intellectual and personal development, promotes equity, and inspires the courage to lead, create, and innovate.

SF State is a major public urban university, situated in one of the world’s great cities. Building on a century-long history of commitment to quality teaching and broad access to undergraduate and graduate education, the University offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection. SF State encourages its students, faculty, and staff to engage fully with the community and develop and share knowledge.

Inspired by the diversity of our community that includes many first-generation college students, and the courage of an academic community that strives to break down traditional boundaries, SF State equips its students to meet the challenges of the 21st century. With the unwavering commitment to social justice that is central to the work of the university, SF State prepares its students to become productive,
Mission Statement Activity Report Template

School of Cinema

1. What was your most recent mission statement prior to any revisions?

The Cinema Department is committed to providing students with a broad liberal arts education focused on three intertwined values:

**Creative Expression**

Our faculty places a high premium on fostering the creative voice of the individual student. Although we teach the “rules” of fictional, documentary, experimental and interactive cinema using all media platforms – from 16mm celluloid to high definition digital video; from screenwriting to animation – we encourage our students to take creative risks, engage the subject of their work with an artistic sensibility, and to resist the compulsion to fit their work into established approaches and paradigms to telling stories and experimenting with moving images.

**Critical Thinking**

Our faculty places an equally high premium on developing the critical consciousness of our students, be they interested in production, animation, screenwriting or history, theory and criticism. We encourage our students to challenge their assumptions and the assumptions, methods, and traditions of others. Our curriculum emphasizes the rigorous study of cinema as an art form, an industry, a technology, and a form of mass entertainment that reflects and shapes culture.

**Social Engagement**

The Cinema Department is vested in San Francisco State University’s core values of equity and social justice. Like our faculty and alumni, our students can expect to engage in meaningful discourse and activity, to connect with their communities, and to challenge the artistic, social and political practices of their audiences. In other words, we encourage our students to channel their creative expression and critical thinking toward the communities and audiences they are engaging in their work. We believe this is equally possible for students aspiring to enter Hollywood and for those engaged in experimental film or critical theory.

2. Please describe the process of revising or developing your mission statement. What informed your discussions about your new or revised mission statement (e.g. changes in the profession, new focus of the department)? How were department faculty members involved? Was it developed in department meetings or other gatherings?

Although we did not revise or develop our mission statement further (no need to), discussions were
Go to http://air.sfsu.edu/assessment/resources for information about mission statements and links to SFSU statements

informed by-
  ● Meeting as a committee
    ○ Discussion of general practices and curriculum within the BA program
    ○ Online research on the SFSU website and related Cinema pages
    ○ Online surveys

Evidence considered-
  ● Examinations
  ● papers
  ● Presentations
  ● Creation of films in conjunction with film analysis papers

3. What is your revised mission statement?

NA

4. Please post your revised mission statement on your department web page.

NA

Given that this year you revised your mission statement, the next step would be to review of your program learning goals in the 2017-18 academic year. If that is not the case, please notify the Associate Dean of Academic Planning. Thank you!