Assessment Activity Report Due April 20, 2018
Submit a pdf version at https://sfsu.knack.com/ap#annual-assessment/

Assessment of Program Learning Goal(s) Annual Assessment Report

Department – School of Cinema    College - LCA
Degree Program – Cinema BA

Please see resources about closing the loop and assessing program learning outcomes at the Academic Planning website http://air.sfsu.edu/assessment/resources

Assessment Findings and Analysis Rubric – developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their assessment findings.

Reports should analyze and summarize the results of the assessment: how well did students meet the program's learning objective(s)? How well did assessment capture that learning?

<table>
<thead>
<tr>
<th>DEVELOPED</th>
<th>DEVELOPING</th>
<th>NEEDS DEVELOPMENT</th>
<th>ABSENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Findings offer evidence that goals were met, partly met, or not met</td>
<td>Findings are mostly aligned with assessment goals and results</td>
<td>Findings unrelated to assessment results</td>
<td>No findings are given</td>
</tr>
<tr>
<td>Findings used to improve student learning and program quality</td>
<td>Findings directed at improving student learning and program outcomes</td>
<td>Findings do not indicate ongoing engagement with student learning</td>
<td></td>
</tr>
</tbody>
</table>

The assessment of program learning goals should be on a rotation, so that only one or two are evaluated in any given year, but all would be evaluated on approximately a five year cycle.

1. **Please list your program learning goals.**
   Cinema's B.A. program’s goals strive to enable students to:
   1. Acquire basic skills in the critical analysis of films, focused by the analysis of representative film texts from a range of periods and cultures.
   2. Relate cinema to the production, distribution and exhibition industries, the other arts, and to society.
   3. Identify contemporary technological, artistic, and industrial trends in the cinematic arts.
   4. Acquire the basic technical skills necessary for cinematic expression (animation, filmmaking and screenwriting).
   5. Locate personal voice in the creation of the cinematic arts.
   6. Produce competent and sustained research papers evidencing knowledge of major topics, theories and methods.

2. **Which program learning goal did you choose to assess this semester?**
   “Relate cinema to the production, distribution and exhibition industries, the other arts, and to society.”

3. **How was the assessment completed? What evidence did the faculty consider (e.g. written papers, presentations, portfolios)? How were faculty involved in the process of assessment?**
   Assessment was completed through-
Research
  - Research of general practices and curriculum within the BA program
  - Online research on the SFSU website and related Cinema pages
  - Faculty surveys

Evidence considered:
  - Classes offered in Cinema
    - Course bulletin descriptions

4. What did you find? Is the program learning goal being met?
According to the evidence examined, learning goal #2 is being met

DATA-
I polled 20 of our faculty and received three responses-

Responder#1
Q1
The second learning goal on the Cinema website states that we strive to “Relate cinema to the production, distribution and exhibition industries, the other arts, and to society.”. Which of your classes fulfill this objective?
All of them hopefully, but 200, 211, 212, 305, 340, 344, 401, 610
Q2
Please explain how you do this in your classes (you can talk about up to three classes)
  - explanation #1The point is not just to learn how to use tools, but to understand how they've been used historically. The social/political implications of making audio/visual stories, etc.
  - explanation #2Appreciate the significance of character agency (characters that do), and knowing that "positive" characters don't necessarily make for progressive characters.
  - explanation #3Understanding that there is a big, big world out there, and that mainstream (Hollywood) filmmaking is only one model.

Responder#2
Q1
The second learning goal on the Cinema website states that we strive to “Relate cinema to the production, distribution and exhibition industries, the other arts, and to society.”. Which of your classes fulfill this objective?
340
Q2
Please explain how you do this in your classes (you can talk about up to three classes)
  - explanation #1Critical paper on aesthetics and ideology
  - explanation #2Critical paper on style and discourse
  - explanation #3Discussions on both topics

Responder#3
Q1
The second learning goal on the Cinema website states that we strive to “Relate cinema to the production, distribution and exhibition industries, the other arts, and to society.”. Which of your classes fulfill this objective?
CINE356, CINE568
Q2
Please explain how you do this in your classes (you can talk about up to three classes)
  - explanation #1CINE356: Lecture on screenwriting in the contemporary media industries
• explanation #2CINE568: assign assessed critical reading presentations for students on the convergent media industries

5. What assessment activities do you plan to undertake next academic year?
   • Will you “close the loop” for this finding and work on steps to improve the student learning outcomes based on these findings (e.g. create signature assignments, change the required courses)?
   • Are there other assessment findings from the assessment of this program learn goal that you will report through another assessment findings report?
   • In light of your assessment work, changes in the field, or other influences, do you want to take the opportunity to revise the program learning goals next year (program learning goal report)?
   • Will you move on to assess a different program learning goal (assessment findings report)?

Next year we will assess goal #3 “Identify contemporary technological, artistic, and industrial trends in the cinematic arts.”