Assessment Activity Report Due April 22, 2019
Submit a pdf version at https://sfsu.knack.com/ap#annual-assessment/

Assessment of Program Learning Goal(s) Annual Assessment Report

Department: BECA  College: LCA
Degree Program: MA

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 over approximately five to seven years. This cycle might be shorter or longer depending on the number of learning goals. Likewise, accredited programs may have a longer review cycle based on the accreditation cycle.

1. Please list your program learning goals.

1. Understand, compare, and apply multiple theories and approaches from the body of research on mediated communication.
2. Understand and demonstrate basic skills in audio, video, or multi-media production.
3. Understand and apply ethical standards and principles in analysis or creation of media content.
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.
5. Demonstrate skills in effective research and writing as appropriate for project proposals, media scripts, research essays, and other media related written work.
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.

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?

BECA graduate faculty assess these PLOs by applying them to student culminating experiences and to graduate student participation in conferences. This year five students completed culminating experiences and one student participated in a national conference.
4. What did you find? Is the program learning goal being met?

1. Understand, compare, and apply multiple theories and approaches from the body of research on mediated communication.
   
   CE: 3 exceeded expectations; 2 met expectations
   Conf: met expectations

2. Understand and demonstrate basic skills in audio, video, or multi-media production.
   
   CE: 1 met expectations, not relevant to 4
   Conf: not relevant

3. Understand and apply ethical standards and principles in analysis or creation of media content.
   
   CE: 3 exceeded expectations; 2 met expectations
   Conf: not relevant

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.
   
   CE: 2 exceeded expectations; 2 met expectations, 1 failed to meet expectations
   Conf: met expectations

5. Demonstrate skills in effective research and writing as appropriate for project proposals, media scripts, research essays, and other media related written work.
   
   CE: 2 exceeded expectations; 3 met expectations
   Conf: met expectations

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.
   
   CE: 2 exceeded expectations; 3 met expectations
   Conf: exceeded expectations

5. What assessment activities do you plan to undertake next academic year?

Next year we plan to assess the graduate program by examining student output in specific courses, as well as in the culminating experiences.