Mission Statement Annual Assessment Report

Department – School of Cinema  College - LCA

Degree Program – BA Cinema

Information about the purpose of mission statements and how to write them can be found on:
http://air.sfsu.edu/assessment/resources along with some links to SFSU statements.

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>
<td>No mission statement</td>
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1. What was your most recent mission statement prior to any revisions?

Our mission is to encourage students to engage in scholarship and to pursue all forms of cinema production. The School of Cinema 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 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 and 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 School of Cinema 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?

No changes have been made to the mission statement

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 2019-20 academic year.