

Graduate Certificate in Leadership & Management [Mission Statement-66315]

Mission Statement:

The changing information environment, where information sources and services abound in a networked environment, creates a number of challenges requiring new leadership skills, a recasting of libraries and the roles of libraries in society, strategic rethinking of information services and resources in a digital age, and navigating effectively an increasingly political environment. The Graduate Certificate in Leadership & Management provides future information leaders and managers with leadership, management, policy, strategy development, decision-making, customer service, team building, negotiating, and budget and finance skills required by the 21st century information professional.

Strategic Decision-Making [Student Learning Outcome-66316]

Start Date: 08-25-13

End Date: 08-06-14

Outcome Type: Communication Skills, Critical Thinking Skills, Content/Discipline Knowledge & Skills

Define Outcome:

Upon completion of the course of instruction, the student will be able to employ strategic decision-making.

Assessment and Evaluation Process:

70% of the students who complete the Certificate in Leadership & Management will earn 80% (or equivalent) or better on the Scenario Planning assignment in LIS 5442 Information Leadership. Method(s) Course Embedded Assignment (Often in tandem with exam question bank).

Analyze/Critique Policy Dev & Implementation [Student Learning Outcome-66317]

Start Date: 08-25-13

End Date: 08-06-14

Outcome Type: Communication Skills, Critical Thinking Skills, Content/Discipline Knowledge & Skills

Define Outcome:

Upon completion of the course of instruction, the student will be able to analyze and critique policy development and implementation.

Assessment and Evaluation Process:

70% of the students who complete the Certificate in Leadership & Management will earn 80% (or equivalent) or better on the Scenario Planning assignment in LIS 5442 Information Leadership. Method(s) Course Embedded Assignment (Often in tandem with exam question

bank).

Manage Resources [Student Learning Outcome-66318]

Start Date: 08-25-13

End Date: 08-06-14

Outcome Type: Communication Skills, Critical Thinking Skills, Content/Discipline Knowledge & Skills

Define Outcome:

Upon completion of the course of instruction, the student will be able to manage human, technological and/or financial resources.

Assessment and Evaluation Process:

70% of the students who complete the Certificate in Leadership & Management will earn 80% (or equivalent) or better on the Scenario Planning assignment in LIS 5442 Information Leadership. Method(s) Course Embedded Assignment (Often in tandem with exam question bank).

Program Outcome [Program Outcome-66319]

Start Date: 08-25-13

End Date: 08-06-14

Define Outcome:

By the end of the year, the program will prepare leadership and management professionals.

Assessment and Evaluation Process:

At least 15 students will earn the Graduate Certificate in Leadership & Management indicating their ability to employ skills in leadership, management, policy, strategy development, decision-making, customer service, team building, negotiating, and budget and finance. Method(s) department assessment.

Results:

Results Online: 10 students completed the Graduate Certificate in Leadership & Management during academic year 2013-2014. Therefore, we did not meet our target of 15 students completing the Certificate in Leadership and Management.

Improvements Made or Action Plan Based on Analysis of Results:

This was the third year of collecting and analyzing data for students completing the Graduate Certificate in Leadership & Management. We did not meet our target of 15 students earning the certificate within the academic year.

Action Plan: We will continue to encourage our students to pursue this certificate as many of these students will be leaders and managers in future professional positions.

Bachelors in Motion Picture Arts [Mission Statement-65616]

Mission Statement:

To educate and train men and women for careers in the professional film and video industries.

Overall impression of the film [Student Learning Outcome-66716]

Start Date: 08-23-13

End Date: 08-05-14

Define Outcome:

Upon completion of the course of instruction, the student will be able to produce a film that immerses the audience into the world and story.

Assessment and Evaluation Process:

Faculty select the strongest BFA films to be evaluated by industry members, using a Portfolio Evaluation Instrument that contains specific Learning Outcomes placed on a Likert scale of 1-10. Ideally, it is the goal of the faculty to have each outcome achieve a response of 10, although it is not reasonable to expect all (or any) to reach that perfect score. A more realistic goal of the faculty is to have all outcomes achieve an aggregate response of 8.0-10.0, although faculty consider a response of below 7.0 on any given item to be a priority for adjustments in curriculum, personnel, and/or resources. Method(s) Department Assessment.

Results:

The faculty selected seven BFA thesis films to be reviewed and assessed by our Board of Industry Professionals for 2013-2014. This represents one more than the number of BFA productions evaluated the previous year. Each year industry professionals evaluate current student work to provide valuable feedback to our student filmmakers. This feedback is also used to identify areas of our curriculum that are in need of improvement, as well as to confirm those areas in which we provide excellent instruction. Industry professionals who are members of the Dean's Alumni Council evaluated student BFA projects in 16 separate categories (on a 1.0 - 10.0 scale) to determine which short films would be featured at the colleges' annual industry screening held in Hollywood, California. The overall average rating for the BFA films under this Student Learning Outcome was 6.36. This figure falls below our minimum objective (7.0), and represents an area of concern since it does not meet our overall goal of 8.0 - 10.0 ratings in all categories. See the attached file, BFA & MFA Assessment 2013-14, for specific ratings for each BFA film under Student Learning Outcome #1.

Improvements Made or Action Plan Based on Analysis of Results:

Scores for Student Learning Outcome #1 show a decrease from the average rating of last year. As noted above, the average rating on this outcome went from 7.0 to 6.36, a decrease of 9.14%.

ACTION PLAN: The 2013 class of students is the fourth group to have fully utilized the

significant changes made in the program's curriculum plan that were implemented in 2008-2009 to improve the quality of the student's education. Faculty recognized there were deficits in key areas of instruction and redesigned the curriculum to address those deficits.

Students in the 2013 cohort had the advantage of having an additional year working with the VIS-D development process. It was expected that, with the curriculum fully implemented and the students having greater familiarity with the new process, the results would be improved learning and the resultant elevation of scores on the evaluation instrument. Last year also saw the implementation of a "rule in" procedure in the development of the student capstone films. The faculty overseeing the development of the projects provide feedback to the student as to the viability of his/her ideas in areas such as topicality, originality, and, most importantly, story scope. This was a step added last year to address the problems revealed by the previous year's drop in scores. The intent was that the VIS-D process would continue to encourage individuality and personal attachment for the student in the development of the idea for the film, while the "rule in" faculty input would identify weaker story ideas.

Last year a modified evaluation instrument was created. The changes therein were intended to focus the evaluator on the higher-learning outcomes of the graduating student as well as adjusting the categories of evaluation to better match the expectations of a professional from the industry. Previous outcome categories were determined to be too basic as educational outcomes to be measured at the capstone level and were removed. This was accomplished by the discontinuation of the category of "focus" and by replacing "conveying information" and "editing for geography and space" with the higher-order measurement "continuity editing." Three new categories were also created for last year to measure the student's ability to create immersive, topical, personal stories, and to properly delineate the use of visual effects in the films that contained them. As was hoped, 2012-2013 saw increases in all categories, but 2013-14 had more decreases than expected. The college continues to explore curricular strengthening to attain our goal of scores consistently above 7.

2013-14 Student Film Projects
Assessments [2013-14 Assessments for IE
Portal Final....]

Employment/Further Education [Program Outcome-65624]

Start Date: 08-23-13

End Date: 08-05-14

Define Outcome:

By the end of the year, the program will arrange to place graduates in the film and TV industries; or an accredited graduate degree program in film (or related field of study) within two years of graduation.

Assessment and Evaluation Process:

95% of graduates will find employment or a suitable graduate program within 2 years of graduation. Method(s) survey results.