

FORM 201B: ASSESSMENT PLAN

Program _____ Communications, Media Arts & Theatre

Fatimah N. Muhammad, Ph.D.
Assessment Coordinator in the Program (Major)

Program Mission

The mission of the Program in Communications, Media Arts & Theatre is to provide students with the ability to communicate through a variety of mediums, including oral, written and audio/visual forms. The program provides students with training in communication and theatre technologies and to teach students to think critically from a global perspective about media, theatre arts and communicative systems so that graduates become innovators and leaders in the field.

The curriculum in CMAT gives students a foundation to pursue careers in communications or theatre and also prepares them to go on for graduate study in a variety of communications and theatre-related industries including new media, television and radio production, digital filmmaking, announcing, acting, directing, writing and producing and also in the allied fields of advertising, public relations, digital journalism, corporate communications, theatre, Internet, social media, media management and sales, media law, corporate training, media literacy and media education.

Program Objectives

1. Prepare majors for competence in the field of Media Arts, Theatre or Public Relations.
2. Train students to use state-of-the-art technology in the fields of Media Arts, Theatre or Public Relations.
3. Serve the general education needs of the College or Arts and Sciences and the University by providing public speaking training to all students.
4. Enrich the student experience and strengthen the cultural aspects of the university through providing regular radio and theatre programming.
5. Prepare students for graduate study and/or professional careers in the various communications fields.
6. Prepare minors for competence in the field of Sports Announcing.
7. Serve the community by providing cultural programming that represents previously underserved and underrepresented populations.

Student Outcomes

- a. Students will demonstrate a mastery of fundamental techniques of writing for media and/or various presentations and oral presentations.
- b. Students will demonstrate a fundamental mastery of television through all phases of the production process.
- c. Students will demonstrate a fundamental mastery of radio through all phases of the production process.
- d. Students will demonstrate understanding of the role of media in society.
- e. Students will demonstrate understanding of important issues in media ethics.

Program Objectives*	Student Outcomes	Assessment Instruments**	Criteria ***
1. see above	a, b, c, d, e	<i>Direct Assessment Instrument:</i> CMAT Exit Exam <i>Direct Assessment Instrument:</i> CMAT Internship Evaluations <i>Indirect Assessment Instrument:</i> CMAT Student Exit Survey	Grade of 75% / Positive Feedback
2. see above	b, c	<i>Direct Assessment Instrument:</i> CMAT Exit Exam	Grade of 75%
3. see above	a, d, e	<i>Direct Assessment Instrument:</i> CMAT [2030] General Ed Assessment	Grade of 75%
4. see above	a, c, d, e	<i>Indirect Assessment Instrument:</i> CMAT Student Exit Survey	Positive Feedback
5. see above	a, b, c, d	<i>Direct Assessment Instrument:</i> CMAT Exit Exam <i>Direct Assessment Instrument:</i> CMAT Internship Evaluations	Grade of 75% Positive Feedback
6. see above	a, b, c	<i>Direct Assessment Instrument:</i> CMAT Exit Exam <i>Direct Assessment Instrument:</i> CMAT Internship Evaluations	Grade of 75% Positive Feedback
7. see above	a, d, e	<i>Indirect Assessment Instrument:</i> CMAT Student Exit Survey <i>Indirect Assessment Instrument:</i> Summary of Trends Data [Form 201C]	Positive Feedback

Referenced Documents: CMAT Exam Exit
 CMAT Internship Evaluations
 CMAT Student Exit Survey
 CMAT [2030] General Ed Assessment

* Program objectives related to learning must be assessed. Link program objectives to appropriate outcomes and assessments.

** Beginning Spring 2009, all undergraduate programs must include graduation and first-year retention rates on trend data form (201C) as indirect assessment indicators.

*** Attach definitions of specific criteria for satisfactory performance. Assessments also must be reported on Form 201C. Consider the distinction between student performance criteria and program effectiveness criteria.