

## **Academic Year 2011-2012 Assessment Report**

### **Program in Communications, Media Arts and Theatre**

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#### **Outcomes:**

1. Students will demonstrate a mastery of fundamental techniques of writing for media.
2. Students will demonstrate a fundamental mastery of television through all phases of the production process.
3. Students will demonstrate a fundamental mastery of radio through all phases of the production process.
4. Students will demonstrate understanding of the role of media in society.
5. Students will demonstrate understanding of the fundamental aspects of performance processes.
6. Student will understand the processes and creation of **media** production work, or **communications/PR** projects, or **theatre** performance using best practices and standards examined through completing at least five required upper-division courses.

#### **Method of Assessment:**

1. Comprehensive Exams administered to graduating seniors. Individual exams in 5 subject areas of Video Field Production, Studio Television, Radio/Audio, Writing for Media and Theory/History of Media were administered. Passing is 75%.
2. Student self-assessment survey distributed to graduating seniors.
3. Evaluations of student internships by internship supervisors.

#### **Assessment Finding/Interpretations/Conclusions**

##### **ASSESSMENT INSTRUMENT #1**

##### **COMPREHENSIVE EXIT EXAM - Test Dates: Spring 2012**

The following results were obtained from students taking the CMAT Assessment Exam:

A total of seventeen (17) graduating seniors completed the exam.

Eleven (11) of those seventeen (17) students passed the exam, with cumulative scores of 75% or more. Other cumulative scores ranged from 69% to 73%. Here are the pass rates according to subject area.

***Exam #1: Video Field Production***

Pass Rate: 17 out of 17 students passed

***Exam #2: Studio Television***

Pass Rate: 5 out of 17 students passed

***Exam #3: Writing for Media***

Pass Rate: 17 out of 17 students passed

***Exam #4: Radio/Audio***

Pass Rate: 7 out of 17 students passed

***Exam #5: Media Theory and History***

Pass Rate: 5 out of 17 students passed

**ASSESSMENT INSTRUMENT #2  
STUDENT SELF-ASSESSMENT SURVEY**

**Responses to Student Self-Assessment Survey  
Communications, Media Arts and Theatre – May 2012**

**10 students completed the survey.**

8 were transfer students from other institutions

2 students started as first semester freshmen at CSU

The surveys measure students' reflections on their CSU and CMAT program participation and activities. Their self-reported experiences are outlined below.

**Participation in practicum/internship activities:**

CSU-TV: 5

WCSU-Radio: 6

CSU Theatre: 0

National Black Theatre Festival: 0

Media internship: 10

Students said they learned a variety of things from these activities such as hands on experience, operating practices in various media and communications organizations, terminology and techniques used in the fields, team work, and additional skills related to operating equipment.

**Equipment Checkout Services:**

- Six (6) students indicated the checkout services were satisfactory, and they had no complaints. A student also noted how the equipment has improved and better prepares students.
- Four (4) students had specific suggestions for improving the services, such as: have more equipment and staff and use more time to test the equipment functionality before student checks it out.

**CMAT Office Staff:****CMAT Advisors:****Factors hampering students from graduating on-time.**

- transferring credits from other universities
- low GPA
- change in major
- working too many hours outside of school
- inability to get financial aid or pay for school
- problems passing the Math or English Qualifying Exams
- medical problems

**What services could the University provide to help you graduate?****What do you like about the CMAT program?****What changes would you like to see in the CMAT program?****What changes would you like to see in the university?****Student Self-Assessment of Classroom Study Skills**

I purchase books assigned for my classes:<sup>3</sup> All of the time

Most of the time

Rarely

I do the assigned reading for my classes:

All of the time

I arrive on-time for class:

All of the time  
Most of the time

I miss class:  
Never  
Rarely  
Sometimes

I turn in my assignments:  
All the time

I turn in my assignments late:  
Never  
Rarely

**Student Access to Communications Technology in the Home**

Technology in the home	Yes	No
Computer		
Printer		
Internet		
Blackberry		
I-Pod or MP3		
HD-TV		
Cable TV		

X students have Face Book pages...

**Number of hours students work each week on school readings, projects and assignments.**

Hours	Number of Students Choosing Category
2	
3	
4	
5	
6	
7	
8	
10 or more	

**Number of hours students work at a job each week:**

Hours	Number of Students
0	
1 to 10	
10 to 15	
15 to 20	
20 to 25	

25 to 30

30 to 40

**Number of dependents the students are responsible for (minor children, elderly or disabled):**

**Student registration patterns:**

### ***ASSESSMENT INSTRUMENT #3*** **EVALUATIONS BY INTERNSHIP SITE SUPERVISORS**

We were pleased at the overwhelmingly positive responses of internship site supervisors as to the quality of our CMAT interns. Our students performed consistently well in their internships receiving grades of A and B. All of the internship site supervisors agreed to continue to host CSU-CMAT students as interns. Students were placed at Power 92, WGCI-FM, Big Shoulders -- a video production company, the Judge Mathis Show, North Lawndale Community Newspaper, BET, WBEZ-Radio and Fox News, among others.

Over 100 companies have placed CMAT interns.

#### **Decision Making Using Findings**

The Student Self-Assessment Survey was completed by 17 CMAT graduating seniors. Their overall responses were positive. Most of their comments noted their improved experiences with classroom equipment, program advisors, and office staff with each semester that they spent in the program.

Technological advancements in the form of high definition television formats, mandated by the federal government for June 2009 represent the biggest challenge to our program. The university did approve the purchase of 4 HD field production cameras and new HD editing software. This new equipment will bring our field production training up to date and will have a strong positive impact on student learning.

We have upgraded nearly all of our production equipment in the Television Studio to the new HD standards. As anticipated most students noted that the new equipment did address their concerns about the need for state of the art equipment. Moreover, we have purchased and installed new sets and furniture for news, talk show, and chroma-key (also known as green screen) productions.

The audio labs and WCSU radio station have been similarly upgraded. In WCSU, the installation and use of the MediaTouch automatic playback software as well as a new audio board that allows for navigating between MediaTouch, CD players, mp3 players, telephone callers, and/or laptop computers during radio shows have combined to revitalize the students' radio practicum experience. Troi Tyler's guidance with respect to best industry practices has greatly improved student participation in the radio station as well as the radio station's presence on campus.

Since 2009, we have also been in discussions with the athletics program and have submitted proposals to fund a CSU student production group who could shoot the CSU games as a hands-on training experience. Northwestern University does something similar to this with their graduate students. NU graduate students produce a half hour news program at Northwestern's McCormick Tribune television studio and then air the tapes on WYCC on Sunday nights at 11:30 PM. In Fall 2010, CSU-TV student members have been working with staff and faculty advisors to develop a news program, by starting with developing student contributors and crew. They have met to produce CSU-TV programming at least twice a month since then. They are working with station manager Devin Washington to expand the amount of student productions aired on CSU-TV.

The hiring of Miguel Nieves as engineer for our media production and computer-based production facilities has greatly improved the functioning of all the facilities, namely WCSU, CSU-TV, the audio editing labs, TV studio, and video editing labs. Instructors have noted how well equipment is set up and ready for instruction as well as for student projects.

The reorganized program, implemented in Fall 2009 has five core requirement areas for all CMAT majors in production, writing, theory/history, support courses, and professional preparation and three choices of concentration: Media Production, Communications/Public Relations and Theatre. We believe that this new curriculum has helped us increase the scores of the assessment exams. In line with the curriculum reorganization, new faculty members are needed in TV studio production, digital journalism, and theatre to replace those tenured instructors who have retired and/or resigned to take other jobs. After teaching part-time in the CMAT program since January of 2009, Fatimah N. Muhammad, PhD began as a tenure-track faculty member in Fall 2010, teaching TV studio production and other media studies courses. Hiring for at least the two other unfilled faculty lines is urgently needed to continue the progress in the program and keep up with the increase in CMAT majors, now numbering 143, a 40% increase over the last three years.

CSU Theatre...

### **Demonstrated Improved Learning**

We have consistently high scores given by internship site supervisors indicating that CMAT students are well prepared for the job market.

## **Publicizing Student Learning**

### **Accomplishments and Challenges**

The Division of Communications, Media Arts & Theatre implemented the following changes this year that can be considered accomplishments given their impact on improving student outcomes:

- Offered students practical learning experiences through CSU-TV and WCSU.
- Established additional internship opportunities in Radio, Television and Public Relations.
- Secured funding for new computers and software upgrades in the video editing lab.

The following are CMAT challenges for future improvements:

- Hire tenure-track faculty to teach in theatre and in digital journalism / production and allow for expansion of course offerings and extracurricular experiences for students.
- Continue to offer more major courses to meet the increasing needs of students.