

Academic Year 2009-2010 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 important issues in media ethics.

Method of Assessment/Instruments:

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. Evaluations of student interns by internship site supervisors based on suggested grades on final evaluation forms. Passing is 75%.
3. Student self-assessment survey administered to graduating seniors.

Assessment Finding/Interpretations/Conclusions

CMAT Assessment Exam Results: Academic Year 2009-2010

ASSESSMENT INSTRUMENT #1

COMPREHENSIVE EXIT EXAM - Test Date: Spring 2010

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

Six graduating seniors completed the exam. Five out of six students passed the exam. Here are the pass rates according to subject area.

Exam #1: Writing for Media

Pass Rate: 5 out of 6 students passed

Exam #2: Video Field Production

Pass Rate: 6 out of 6 students passed

Exam #3: Radio/Audio

Pass Rate: 1 out of 6 students passed

Exam #4: Media Theory and History

Pass Rate: 3 out of 6 students passed

Exam #5: Studio Television

Pass Rate: 1 out of 6 students passed

ASSESSMENT INSTRUMENT #2 SELF-ASSESSMENT

CMAT SENIOR SELF-ASSESSMENT SURVEY RESULTS MAY 2010

TOTAL CMAT STUDENT RESPONSES BASED ON 6 GRADUATING STUDENTS

Check if you knew how to do this before you entered a college program as a Freshman:			Check the right hand column if you now feel you know how to do the following:	
		Before College		After Completing College Degree
1	Write well with few mistakes	5		6
2	Speak correctly and with confidence	5		6
3	Create preproduction for a video project	1		6
4	Edit a video project on Avid Media Composer	0		6
5	Direct a video project in the field	1		6
6	Write a film or television script according to industry format	0		6
7	Use theatre terms to communicate with actors	1		6
8	Understand the key aspects of African American Theatre	0		6
9	Understand basic legal concepts that	0		6

	apply to media production and distribution			
10	Operate an HD video camera	0		6
11	Edit audio on Adobe Audition	0		6
12	Understand the basic history of mass communications	1		6
13	Know how to apply for an internship	3		6
14	Direct a show in the TV Studio	1		6
15	Manipulate your voice as a radio announcer	1		6
16	Understood what is meant by story structure	2		6
17	Do a research paper in Communications	4		6
18	Understand the impact of Media on the society	2		6
19	Know how to run a college radio station on-air room	0		6
20	Know the importance of networking for employment in the media industry	3		6

**CMAT Senior Self-Assessment of INTERNSHIPS, PRACTICUMS
and THE CMAT PROGRAM**

21. Where did you do your internship and what did you learn on your internship?

Judge Mathis. I learned the daily responsibilities of the show.
 National Black Theatre Festival. I learned the front and back of the theatre.
 Clear Channel 1390. I learned how to use the editing and production systems.
 Clear Channel WGCI. Various editing equipment and the board.
 Power 92 Radio. Editing.
 National Black Theatre Festival. I learned the importance of time management and the ability to be flexible. I was also exposed to people from all walks of life.

22. What did you learn from participating in some way with WCSU-TV?

How to use the camera, write scripts, use a teleprompter and direct, etc.
 How to work a teleprompter, time a show and add PSA's.
 How to read and feed a teleprompter.
 Refined my directing skills.
 Be more of a people person.
 I learned the importance of timing and attention to detail.

23. What did you learn from participating in some way from WCSU-Radio?

How to work the board and be an on-air personality.
 Nothing.
 How to play music, take calls and host a show.

Various aspects of radio announcing.

Operate more equipment.

I learned how to successfully run the audio board as well as voice manipulation.

24. What did you learn from participating in WCSU-Theatre?

How to be a better actor and stage awareness.

What titles belong to whom. How to organize, structure and run a play.

How to pay attention to spacing and the actual art of acting.

Character interpretation.

To be more open.

I learned the importance of body language and how to engage any audience. I also have a better understanding of the art of acting.

25. What aspects of the CMAT Program did you appreciate the most?

The warmth of all of the teachers who really helped the students achieve.

Editing and filming.

The requirement to complete an internship.

Radio.

Radio station.

I appreciated the writing courses the most. My written skills have improved tremendously and can transfer to all other aspects of my life.

26. What aspects of the CMAT Program would you like us to add or improve upon?

More advanced classes in web software.

Resources.

The difficulty of the work, the professionalism the equipment and the industry partnerships.

Upgrade equipment.

None.

Courses can be improved by adding additional equipment.

ASSESSMENT INSTRUMENT #3

EVALUATIONS BY INTERNSHIP SITE SUPERVISORS

13 CMAT students completed internships during Spring semester 2010 at the following companies:

Clear Channel WGCI Marketing

Clear Channel WVAZ Marketing

Clear Channel Programming

Clear Channel Production Dept.

WUPC-TV

Fox Sports

Big Ten Network

Iris Talent Agency

Jamz Chicago Radio

Judge Mathis Show

CSU Athletics

CSU Public Affairs Division

CSU Media Services
Citizen's Newspaper

All students passed their internships with a grade of B or higher. Ninety percent of the students received a grade of A from their site supervisors. All internship site supervisors indicated that they were pleased with the preparedness of CMAT students and they would like to continue to host additional CMAT student interns at their companies.

Assessment Findings/Interpretations/Conclusion and Decision-making Using Findings

The results of the assessment exam showed that 5 out of 6 students passed. The test results in the areas of writing and video field production were consistently high. Courses in these two areas are taught exclusively by full-time faculty and the lab technology is up to date.

On the other hand, test results for radio, theory/history and studio television were consistently low. These are three areas where the courses are taught predominantly by part-time adjuncts. We believe that student learning would be enhanced if the classes were taught at least, in part, by full-time faculty and if the technology in the television studio and the radio station were upgraded.

CMAT is under severe stress this year with the loss of two out of our six tenure track faculty. The existing full-time faculty were asked to take on unreasonable override loads and felt unable to give the students as much one-on-one time that is crucial for learning in this very hands-on discipline.

Also, the radio production class had not been offered for several years. Consequently, graduating students were being permitted to substitute radio station practicums with our former radio station coordinator who had very little radio experience. This year, we were able to hire a very experienced lecturer who offered the CMAT 2120 radio production class in the spring. We hope that this new lecturer will help us improve student learning in the area of radio production. We should be able to measure the impact of the new hire next year when the next group of graduating seniors take their assessment exams.

As has been the case for sometime now, when asked what they would like to see changed in the CMAT Program, students responded that they would like to see more updated equipment.

Nearly all of the audio, multimedia, digital editing labs and video field production equipment used to teach students in our program is computer-based. For the first time in more than twelve years, the university purchased new computers for the labs last year. We were pleased to receive the new lab equipment until we discovered that these new computers were office computers, not media workstations. These computers did not have the proper processors and storage to run most of our media graphics and editing programs. We spent a considerable amount of our budget upgrading these new computers and they preformed well for us this year, (though they do not have wide screen HD monitors).

We also upgraded our studio cameras to HD at the end of Spring semester and replaced the Adobe multimedia software that was over five years old. We added more workstations to the audio lab. Our goal for next year is to install a new automation system in the radio station and also to replace our old NTSC monitors with HD monitors.

We anticipate that the new equipment will help us boost our scores on the assessment exam by allowing us to teach the most current technology and address the student concerns about the need for state of the art equipment.

Another avenue we explored in terms of enhancing our television studio training was to draw up an articulation agreement with Kennedy King College, arranging to hold our advanced studio production classes in their HD facility.

We are also in discussions with the athletics program to find the funds to create a CSU student production group who could shoot the CSU games as a hands-on training experience.

Our production program engineer has been a critical asset for the program this year. He has minimized equipment down time, resulting in a reduction in the number of students needing to take incompletes.

Finally, we were pleased at the overwhelmingly positive responses of internship site supervisors regarding the quality of the training 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.

Demonstrated Improved Learning

The number of CMAT students who are passing the assessment exam has improved. Last year 6 out of 8 passed. This year 5 out of 6 passed.

Over the past three years we have consistently high scores given by internship site supervisors indicating that CMAT students are well prepared for the job market.

If one looks at the self-assessment survey, CMAT students overwhelmingly indicate that they have acquired a variety of new skills that they did not possess before entering college.

Publicizing Student Learning

We have contacted IT. They have instructed us as to how we can request that the assessment results be posted on the CMAT web page. We plan to upload it this summer. Internally, CMAT faculty receive a copy of the report each year. We plan to encourage CMAT students to view the data on the web during the upcoming academic year. We will distribute this assessment information to all CMAT students during their freshman seminar and during their senior thesis course.

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.
- Established additional internship opportunities in Radio, Television and Public Relations.

- Organized summer practicum for CMAT students to host media events for young people in the community called Sunsets.
- Developed a CSU Sports Talk Show on radio and television.
- Developed an articulation agreement with KKC to gain access to WYCC studios as a teaching space.
- Hired a new radio station manager who has 25 years of industry experience to improve training in radio station management.
- Hired a lecturer in radio production who has 20 years of experience in teaching college radio to improve the radio classes.
- Identified two potential tenure track candidates with doctorates and professional experience in studio television to improve the studio television and the media theory/history teaching areas.
- Added over a dozen upper-division courses so that students can further build on their basic skill sets and prepare for the demands of the industry.
- Students participated in the national broadcast of the WE COUNT public television forum.
- The following industry events were held: Speakers met students from Fox News; Hollywood Screenwriter Christine Houston spoke at the Freshman Induction Ceremony; Students toured Fox television and Clear Channel Radio.

The following are CMAT challenges for future improvements:

- Add work-study positions so that students can earn while they learn.
- Hire tenure-track faculty to expand course offerings and extracurricular experiences for students.
- Secure funding for new computers, software upgrades for all production courses and digital HD display equipment.
- Continue to offer new courses to meet the needs of students.