

#4

Academic Degree or Certificate Program Name: Multimedia Cinematic Production

Annual Assessment Plan

Academic Year: 2017-2018

Please provide the academic year for this assessment plan from the dropdown menu below.

Program Learning Outcome:

Please provide the program learning outcome that was assessed during this academic year.

HPU Oral Communication:

- Constructs sustained, coherent arguments, narratives or explications of issues, problems or technical issues and processes, orally and at least one other medium, to general and specific audiences.
- Conducts an inquiry concerning information, conditions, technologies or practices in the field of study that makes substantive use of non-English-language sources.
- Negotiates with one or more collaborators to advance an oral argument or articulate an approach to resolving a social, personal or ethical dilemma

Measure Title: Oral Presentation of Final Project

Please provide a descriptive title for this measure.

Measure Type: - Assignment

Description:

Please provide a brief description of the measure below:

Students will present their final capstone projects (creative work) to the rest of the class. Before showing their creative work (e.g. short film, documentary, etc.), students will present their creative process, including background information for their chosen topic.

Coding Directions:

2 coders will evaluate each presentation and rate them according to the following Oral Communication criteria:

Students will demonstrate the ability to communicate appropriately and effectively to targeted audience through:

- Proper preparation and support of ideas
- Organization of Ideas
- Clear central message
- Clear oral presentation of ideas (proper delivery techniques)

The following scale will be used for each criteria: 1 = Acceptable

2 = Good

3 = Excellent

Target:

Please indicate the target for student performance on this measure. (e.g., 85% of students will achieve a score of 2 or 3 on the rubric.)

Scoring to the quarter-point is permitted (e.g. 2.25, 2.5, 2.75, etc.)
Acceptable Target: 80% of students will achieve at least a 1 rating on this assignment
Ideal Target: 90% of students will achieve at least a 2 rating on this assignment

Annual Assessment Findings

Result:

Please select the option that describes the result of your assessment.

- Met Target

Summary of Findings:

Please provide a brief summary of your assessment findings.

5 student final capstone presentations were sampled. Two coders watched each presentation and rated them according to the PLO for Oral Communication: "Demonstrate the ability to communicate effectively to targeted and mass audiences through media creation and interaction" through:

- Proper preparation and support of ideas
- Organization of Ideas
- Clear central message
- Clear oral presentation of ideas (proper delivery techniques)

Scores were compared for inter-coder reliability: Standard Deviation of scores ranged from .63 to .78.

The results indicate that, for all categories:

- 100% of all student achieved at least a score of 1.
- 75% of students achieved at least a score of 2.
- 25% of students achieved at least a score of 3.

The means for each category were calculated:

- Central Message (M= 2.2; SD= .63)

- Organization of Ideas (M= 1.9; SD= .78)

the symposium. Two of the projects won awards, one for the over all Best Project for the College of Liberal Arts, and Best Project for the CLA Dean's Award. So short comings in terms of assessment probably had less to do with the quality of the work than fitting the work to the assessment rubric.

Action Plan

Description:

Please provide a brief description of your action plan.

Students met minimum requirements but fell short of the ideal. This does not reflect the actual quality of the projects which exceeded expectations, and only indicates that the oral presentation of the final projects could have been strengthened. Instructions for Oral Presentations in this course should be refined to bring them in line with Oral Communication PLOs so that students have the opportunity to demonstrate mastery in accordance with those PLOs.
