

## Department of Communication and Theatre

## Bachelor of Arts in Media Communication

Program Review	Learning Outcomes	Where are learning outcomes published?	Assessment Measurement Tools	Criteria for Success	Data Collected Over Time Period	Findings from Data Collection	Resulting Program Changes
1998-1999 and 2003-2004	<b>1. TEACH: Students will demonstrate skills in the theoretical and/or historical critique of media, including the critique of radio, TV, film, the internet, and/or corporate media programming.</b>	Course syllabi	Media critique published and produced by senior year	Product published in campus, local or national arena in newspaper, cable, TV, radio, commercial, public broadcast, or essay competition	2005-2006, senior year	One student had paper selected and presented at a national communication convention: Popular Culture Association	In 1999 students of the discipline, and external reviewer encouraged study abroad for majors.
	<b>2. SHAPE: Students will demonstrate scriptwriting skills for radio, TV, film, and/or corporate media industries.</b>	Course syllabi	Portfolio of 3 produced scripts	Scripts aired on campus, local or national arena in cable, TV or radio, commercial or public broadcast or film festival	2005-2006, yearly	Overall evals TV/film scripts based on 4.0 scale (N=3), 2.8 upper end average rating, 3.0 above average level, 4.0 radio scripts	This coming year, more time will be spent reinforcing the fundamentals of scriptwriting and more time will be provided in class for scriptwriting exercises.
	<b>3. SEND: Students will demonstrate production and/or performance skills in radio, TV, film, and/or corporate media industries.</b>	Course syllabi	Portfolio of 3 products in which they had a substantial role in production and/or performance	Products aired on campus, local or national arena in cable, TV or radio, commercial or public broadcast or film festival	2005-2006, senior year	Nine students won awards in regional or national student TV / film competitions this past year (2006).	More time spent in production class and labs on improving graphic design, sound, camera work, and on and off-camera performance
	<b>4. SEND: Students will demonstrate professional socialization skills in a radio, TV, film, and/or corporate media industry.</b>	Course syllabi	Internship with a cable, commercial, or public broadcast TV or radio station, film or other media production company	Internship supervisors will score interns as 3 or better on a 5-point scale in each category (attendance, behavior, appearance, relationships, communication, job-related skills)	2005-2006, ongoing	Supervisor remarks were overwhelmingly positive. Findings suggest that our students are performing above-average to outstanding in their professional socialization skills.	This coming year we will continue to emphasize the importance of professional socialization skills in all media courses.