

Digital Media (BA)

 Program-4

Annual Assessment Plan

1

2 PLO #1 - Foundational concepts (ULO 2)

Students will explain foundational concepts of visual design, narrative, and computing.

Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.

Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

Measures	Targets	Timeline
DIGM 105 Final Project ("portfolio review" was linked)	80% grade of 85 or higher	Spring 2022
COMM 217 Film Analysis **Mapping is incorrect; 217 needs to be added to PLO 1. No assignments are titled "film analysis" but there are many assignments in which students analyze specific films.	80% grade of 80 or higher	Fall 2021
CIS 180 Final Exam (*nothing was titled "final exam", linked exams 1,2,3)	80% grade of 80% or higher	Fall 2021 (2 sections), Spring 2022 (1 section)



- 4 **Results** - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.

DIGM 105 - Final digital portfolio review was closest assignment name found in Canvas. Target met; 8/9 students or 88 percent scored 85 or higher.
COMM 217 Film analysis - Target met. 100 percent or 11/11 scored 80 or higher on film analyses. Major film analyses (by name of film in Canvas) were collected.
CIS 180 Final Exam - linked exams 1,2,3. Target met; 100 percent (7/7) scored 80 or higher.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

update mapping to align COMM 217 with PLO 1. Update names of assignments in the assessment plan to match assignment names in Canvas.

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.

3 **PLO #2 - Research skills (ULO 4)**

To develop the analytical and research skills needed to place digital media works in their social, historical, and cultural settings, and to understand and evaluate their effectiveness.



Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.

Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

Measures	Targets	Timeline
COMM 382 Mid-term	80% grade of 80 or higher	Fall 2021
COMM 382 final exam	80% grade of 80 or higher	Fall 2021
COMM 382 Mid-term paper (*no assignment with this title; linked "Youtube channel analysis")	80% grade of 80 or higher	Fall 2021
COMM 382 Final Paper	80% grade of 80 or higher	Fall 2021

- 4 **Results** - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.



COMM 382 Midterm and final exams: Target met; 100 percent (9/9) scored 80 or higher.

COMM 382 Youtube channel analysis and final paper: Target met; 100 percent (9/9) scored 80 or higher.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

Need to add additional measures to assess PLO 2 so all measures are not coming from one course. Need to update assignment names to match assignments in Canvas.

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.

4 **PLO #3 - Create projects (ULO 4)**

To design and create successful projects in visual and sound design, and programming.

Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.

Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

Measures	Targets	Timeline
CIS 181 Final Project (*course is not mapped; curriculum map needs to be updated. "final project and presentation" assignment was collected)	80% grade of 80 or higher	Fall 2021 (2 sections), Spring 2022 (1 section)
CIS 191 Final Project	80% grade of 80 or higher	Fall 2021 (1 section), Spring 2022 (1 section)
MUCM 353 Final Project (*no "final project" in Canvas, so all "project" final grades were collected.	80% grade of 80 or higher	Spring 2022
COMM 203 Final Project (*no assignment titled final project; documentary project was collected)	80% grade of 80 or higher	Fall 2021 (2 sections), Spring 2022 (1 section)
ART 237 Typo Final Project (*title in Canvas was Environmental Type Book)	80% grade of 80 or higher	Fall 2021 (1 section), Spring 2022 (1 section)

4

Results - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.

CIS 181: Target not met. In fall, section 1 - 75 percent (3/4), section 2 - 1/4 (25 percent), in spring 1/2 (50 percent) scored 80 or higher.

CIS 191: In fall, target was not met. 60 percent (3/5) scored 80 or higher. In spring, target was met. 100 percent (5/5) scored 80 or higher.

MUCM 353: Target met. 10/11 scored 80 or higher on "project" final grades.

COMM 203: documentary project was collected in all 3 sections. Target was met; 100



percent of students (12/12) scored 80 or higher.

ART 237: Target not met in fall, met in spring. In fall, 0 percent (0/6) scored 80 or higher on the Environmental type book. In spring, 100 percent (5/5) scored 80 or higher.

Preliminary discussions among DIGM faculty took place about the role of ART 237 within the core of the major, and whether it should be a requirement or a selective.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

Discuss student performance in CIS 181 and CIS 191 with instructors to determine any student support/instructional improvements needed.

Update names of assignments in assessment plan to match names of Canvas assignments for linking clarity (MUCM 353, COMM 203, ART 237)

Determine whether ART 237 should be in PLO 3,4, or both, and best aligned assignments to assess student performance.

Need to investigate what happened in fall section of ART 237.

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.

The Steering Committee will address this during the 22-22 academic year. The result was only slightly below the target, and in one of two assessments.

5 **PLO #4 - Effectively communicate (ULO 4)**

Students will develop the technical and narrative skills to effectively communicate through digital media.

Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.



- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.

Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

Measures	Targets	Timeline
MUCM 353 Final Project	80% grade of 80 or higher	Spring 2022 (1 section)
COMM 203 Final Project (no assignment titled final project; storyboard assignments and 3 minute short were collected)	80% grade of 80 or higher	Fall 2021 (2 sections), Spring 2022 (1 section)
ART 237 Typo Final Project (*ART 237 not mapped to PLO 4, and final project is titled Environmental Type Book)	80% grade of 80 or higher	Fall 2021 (1 section), Spring 2022 (1 section)

- 4 **Results** - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.

MUCM 353 Target met; 88 percent (8/9) scored proficient or higher.
 COMM 203: In fall, Target was met; section 1 100 percent (2/2), section 02 100 percent (4/4) scored 80 or higher. In spring, no mapping existed to PLO 4 so data was not collected.



ART 237: Target not met in fall, met in spring. In fall, 0 percent (0/6) scored 80 or higher on the Environmental type book. In spring, 100 percent (5/5) scored 80 or higher.

Preliminary discussions among DIGM faculty took place about the role of ART 237 within the core of the major, and whether it should be a requirement or a selective. This will be addressed in detail during F2022.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

Revise assessment plan so that measures indicated match assignment names in Canvas (ART 237, COMM 203). Determine whether ART 237 should be mapped to PLO 3,4, or both, and best aligned assignments.
Need to investigate what happened in fall section of ART 237.

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.

6 **PLO #5 - Digital media project (ULO 4)**

Students will demonstrate the ability to design and produce a successful collaborative digital media project.

Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.



Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

Measures	Targets	Timeline
DIGM 490 Project Media Project and Exhibition (*no assignment by this title, major project preproduction and production assignments were linked)	80% grade of 80 or higher	Fall 2021

- 4 **Results** - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.

DIGM 490 target met; 100 percent (9/9) scored 80 or higher.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

Add additional measures to assess PLO 5 earlier (at least at the developing stage of student performance).

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.



7 PLO #6 - Careers (ULO 5)

Students will articulate their own strengths and weakness related to the field of digital media; identify their suitedness for specific digital media careers.

Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.

Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

- 4 **Results** - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

Need to add measures to PLO 6. No vocation assignments were found in DIGM 490, which is a typical place to ask students to reflect on vocational preparation/choices/fit.

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.

8 **PLO #7 - Faith (ULO 3)**

Articulate how their faith connects to the study of digital media, and how faith connects to potential career options in the field of digital media.

Outcome(s)

- 1 Choose one or more accreditor outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 2 Choose one or more Institution outcome that aligns with your Program Learning Outcome.

There is no selected outcome.

- 3 **Please Enter The Following Information Below:**

Measures - Need to name specific course/ required experience plus exact exam items, assignments, rubric lines, etc. used for the analysis of performance on the PLO.

Targets - Percentage of students expected to earn a particular score on the measure.

Timeline - The frequency with which the department will analyze and report student performance on the PLO.

Measures	Targets	Timeline
DIGM 490 Faith Integration Assignments (Phase A and B in Canvas)	80 percent of students will score 80 or higher	Fall 2021

- 4 **Results** - Please enter numeric results, indicating the number and percentage of student performance meeting the target. Record faculty discussion about the strengths and weaknesses in student performance. *Please see the May Development section on the Assessment of Student Learning website for suggestions about how to process assessment results.

DIGM 490 target met; 100 percent (9/9) scored 80 or higher.

- 5 **Action Plans** - If student performance did not meet the target, identify specific improvement strategies to enact in the upcoming academic year. For example, add instruction on the topic, change an assignment, revise course requirements, revise objectives, identify additional support/resources for students.

Add additional measures to assess student learning on PLO 6. 0

- 6 **Closing the Loop** - If you entered action plans for the PLO last year, they will appear in the box below. Please explain what you did to accomplish the action plan this year, re-examine student performance, and determine the success of your action plan.

- 2 Holistic program improvement goals: Programs are expected to have at least one action plan to improve student learning annually. If you have not yet identified an action plan associated with this year's assessment results, or if the department has identified additional issues that require action plans, describe the specific, measurable action plan and its relation to evidence of student performance.

Assessment Rubric

- 1 **Process**

	1	2	3	4

	1	2	3	4
Is the plan being implemented faithfully and revised as needed?	<input type="radio"/> Assessment plan is not implemented.	<input type="radio"/> Most aspects of plan are being implemented or all aspects are implemented to some degree.	<input type="radio"/> Assessment plan is fully implemented.	<input type="radio"/> Plan is faithfully executed and modified/evaluated as needed.

2 Explanations:

3 **Engagement**

	1	2	3	4
Are all relevant parties are meaningfully involved in the creation/revision, implementation, analysis, interpretation and learning improvement process?	<input type="radio"/> Limited involvement beyond chair/director	<input type="radio"/> All educators contributing to the curriculum are aware of process and results	<input type="radio"/> All educators contributing to the curriculum participate in conversations regarding the use of assessment data to improve student learning	<input type="radio"/> All relevant stakeholders (students, employers, alumni) are meaningfully involved in the creation/revision, implementation, analysis, interpretation, and/or improvement processes associated with this assessment plan.

4 Explanations:

5 Program Learning Objectives

	1	2	3	4
<p>Are the program learning objectives clear, measurable, aligned with ULOs/GLOs, and representative of the range of learning for that major/program?</p>	<p style="text-align: center;">○</p> <p>PLOs are problematic (vague, abstract, not aligned with ULOs/GLOs) or missing.</p>	<p style="text-align: center;">○</p> <p>PLOs are clear, mostly measurable, partially aligned with ULOs/GLOs.</p>	<p style="text-align: center;">○</p> <p>PLOs are clear, measurable, aligned with ULOs/GLOs, and represent a summary of the knowledge, skills, beliefs, and values that a graduate of this major/program should attain by completing the required curriculum, accounting for variations in learning outcomes due to tracks/concentrations</p>	<p style="text-align: center;">○</p> <p>PLOs are clear, measurable, aligned with ULOs/GLOs, and representative of the range of learning students achieve through completion of the program. The learning objectives provide a comprehensive view of the knowledge, skills, beliefs, and values that are important for a graduate of this major/program and account for variations in learning outcomes due to tracks/concentrations.</p>

6 Explanations:

7
Measures

	1	2	3	4

	1	2	3	4
<p>Are the instruments used to assess learning relevant to the objective? Do measures yield information/data you can use to drive improvement?</p>	<p>○</p> <p>Not all objectives have a measure identified. OR Measures do not directly connect to the objectives.</p>	<p>○</p> <p>All objectives have at least one direct measure. Measures connect to learning objectives superficially or tangentially and/or include learning other than stated objectives. Relies almost exclusively on the same form of assessment (survey, exam, project). Relies almost exclusively on data from a single source (course, program, activity).</p>	<p>○</p> <p>All objectives have at least one direct measure. Some objectives have multiple measures. Measures clearly connect to learning objectives. And two of the following four criteria: Objective measures more than one point in time (formative). Indirect measure are used strategically. Plan Incorporates different forms of assessment (survey, exam, project). Plan incorporates from a variety of sources (course, program, activity).</p>	<p>○</p> <p>Measures meet all of the following criteria: All objectives have at least one direct measure. Some objectives have multiple measures. Measures clearly connect to learning objectives. Objectives measured more than one point in time (formative). Indirect measures are used strategically. Plan incorporates different forms of assessment (survey, exam, project). Plan incorporates data from a variety of sources (course, program, activity).</p>

8 Explanations:

9 **Targets**

	1	2	3	4

	1	2	3	4
<p>Are the targets based on professional standards and/or analysis of past student work? Are targets challenging and achievable?</p>	<p>Some targets are missing.</p>	<p>Targets are arbitrarily chosen or reflect minimal expectations.</p>	<p>Targets are challenging and achievable based on prior student performance, and reflect an appropriate level of performance.</p>	<p>Targets are challenging and achievable. Targets are based on professional standards and/or prior student performance. Targets are set at a level to inspire program improvement.</p>

10 Explanations:

11 **Timeline**

	1	2	3	4
<p>Is the timeline for data collection manageable with sufficient data points to effectively inform decision making and program review?</p>	<p>Not identified clearly for all measures.</p>	<p>Clearly states semester/year for each objective/measure. Data analysis delayed from data collection. Time between collection points may not facilitate informed decision making.</p>	<p>Clearly stated and manageable schedule. At least two data points for each objective per review cycle.</p>	<p>Timeline for data collection is manageable and allows for continuous improvement with timely and meaningful decision making even before program review.</p>

12 Explanations:





Action Plan

	1	2	3	4
<p>Is the department effectively examining and using assessment data to revise curriculum and pedagogy to support student learning?</p>	<p>○</p> <p>Assessment data not collected/analyzed/used for decisions and/or results not documented in AEFIS.</p>	<p>○</p> <p>Data collected, documented and discussed by department. Department reviewed confidence in measures and data as sufficient indicators of student performance. If data indicated changes were needed, action plans were developed in consultation with dean (e.g. improving outcomes, measures, targets, curriculum or pedagogy).</p>	<p>○</p> <p>Data collected, documented and discussed by department. Department and dean confirmed confidence in measures and data as sufficient indicators of student performance. Action plans (e.g. improving outcomes, measures, targets, curriculum or pedagogy) developed in consultation with dean. If prior year data warranted action plans, the department implemented the changes.</p>	<p>○</p> <p>Department collected and discussed follow-up data after the implementation of action plans in order to determine whether changes resulted in improvement or whether additional action is necessary. Data confirms effective curriculum and pedagogy for learning outcomes. Score of 4 should be assigned only if objectives, measures, targets and timeline all score a 4.</p>

14 Explanations:

15 **Dissemination**

	1	2	3	4

	1	2	3	4
<p>Is the department communicating learning objectives, results and improvements related to student learning to a wide audience?</p>	<p style="text-align: center;"></p> <p>No record of assessment results and changes made as a result of assessment findings.</p>	<p style="text-align: center;"></p> <p>The department/program retains records of assessment results and positive changes made as a result of assessment findings, and results are entered in assessment software system.</p>	<p style="text-align: center;"></p> <p>The department/program retains records of assessment results and changes made as a result of assessment findings, results are entered in assessment software system, and assessment results and improvements are publicly posted.</p>	<p style="text-align: center;"></p> <p>The department/program retains records of assessment results and changes made as a result of assessment findings, and results are entered in assessment software system. Assessment results and improvements are publicly posted and shared proactively with faculty, prospective students, employers and alumni in ways that facilitate their discussion.</p>

16 Explanations:

Additional Feedback

1 Please enter any additional feedback for changes that should be made:

CLOSE AND EXIT