Process	s adopted on: <u>May 2011</u>	Process will be revisited on: <u>May 2014</u>
	Program-Level Continuous Improvement Pro	
	Program Name: State formal program name from list of ADHE- or UCA-recognized	programs.
	BA/BS in Digital Filmmaking	
	Program Purpose: State WHY this program exists. The purpose should support the should NOT be a reiteration of those statements.	University, College, and Department mission statements, but it
Program Basics	The Digital Filmmaking program at the University of Centra of filmmaking by combining new technology with the funda original stories, with an eye towards emerging technologies exhibition of those works in the global marketplace.	mentals of storytelling to produce creative,
	Goal 1: Program goals state the faculty's broad expectations of the knowledge, skills,	or abilities held by program completers.
	Students will gain knowledge of classical film theory and history.	
	Goal 2:	
	Students will have basic understanding of creating original, creative film and the procedures of the motion picture industry.	n productions, including film aesthetics, technology,
ls)	Goal 3:	
gram Goals ograms have 2-4 goals)	Students will be exposed to emerging technologies in film creation, distr	ribution, and exhibition.
als ve 2-	Goal 4:	
ogram Goals ograms have	Students will be satisfied with their education.	
gran gran	Goal 5:	
	Students will be prepared for entry into the professional market or gradu	ate school.
Pro (Typically pr	Goal 6:	
	Goal 7:	
	Goal 8:	

Process adopted on: __May 2011____ Process will be revisited on: __May 2014___

Program-Level Continuous Improvement Process (CI-Process) Plan

		ogram-Level Continuous Improvement Process (CI-Process) Plan
	Data Collection	Who & How: Indicate who will collect the data and how data will be collected.
	Conceion	The Undergraduate Coordinator of Digital Filmmaking will collect data from the capstone Film 4357 Digital Filmmaking 4 students (representing our graduating senior students), as well as from other professors in relevant courses
		Timeline: Indicate when the data will be collected.
		Timeline: Indicate when the data will be conected.
		Data is collected across the school year, through the largest portion is collected in April as the academic year ends.
	Data Analysis	Who: Indicate who, by name or position, is responsible for organizing the data and performing an initial analysis of the data to determine the extent to which the benchmarks for the tested student learning outcomes were achieved.
		Joe Dull, Undergraduate Coordinator of Digital Filmmaking
		Timeline: Indicate when the data will be analyzed.
		May of each academic year.
ssəɔ	Data Dissemination	Who & How: Indicate who will share data will relevant faculty and how data will be shared.
Pro	Dissemilation	The Undergraduate Coordinator of Digital Filmmaking will share data with the entire Digital
Closing the Loop Process		Filmmaking faculty by distributing this form through email, along with presenting supporting documents at faculty meetings.
g the		Timeline: Indicate when the data will be shared.
Closing		As data is collected, it is shared with faculty. The completed form is shared in May.
	Resulting Actions	How: Indicate how the Program Director will formally share results and present desired program changes with the Responsible Authority
		An assessment report is generated, and shared through email, as well as at the digital filmmaking annual retreat in May.
		Timeline: Indicate when the data and faculty feedback will be shared.
		In May.
	Re- assessment/ Evaluation	How: Indicate how the desired program changes will be put into place and what data will be collected following the changes. If process for collecting and analyzing data is different than what is stated above, indicate how it will be different here.
		The Digital Filmmaking faculty holds an annual retreat in May to discuss assessment and any major changes to our programs.
		Timeline: Indicate when the data will be collected following these changes.
		If any changes are warranted, they will be discussed at the annual meeting in May.

Semester and/or academic	year for which the data applies: _	2013 / 2014_
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	Student Learning Outcome	A Student Learning Outcomes is a specific and measurable indicator of student progress toward a program goal(s). 1. Students will show broad knowledge of classical film theory and history.
	Related Program Goal(s)	State the program goal addressed by this Student Learning Outcome. A "SLO" may address a single goal or multiple goals. 1: Students will gain knowledge of classical film theory and history.
come	Assessment Activity	State the activity that will be directly assessed for the above Student Learning Outcome. 1. Students will complete a program-generated exam to be taken in Film 1305 Introduction to Filmmaking course and again during their Film 4357 Digital Filmmaking 4 (highest level) class to show statistically significant improvement in their understanding of film history and theory from program entry to graduation. The exam is attached in the appendix to this document.
Student Learning Outcome	Assessment Method	Explain how the quality of the above activity will be assessed. Professors teaching the history and theory courses in our program developed a 25-question multiple-choice exam, which is then given to incoming Film 1305 students, who are tracked and complete the same exam in their Film 4357 course.
Stude	Benchmark	State the performance expectation for the above activity, and some justification for that expectation. Our expectation is that students, having completed our theory and history courses, will have retained a good portion of that knowledge that they did not have when entering the program. We expect incoming students to have scores around 40%, and our graduating seniors to score around 70%.
	Location	State whom will be assessed using the above activity AND where it will occur. All Digital Filmmaking majors will take this exam, both as they enter the program in their introductory filmmaking course and again during their senior capstone course, Digital Filmmaking 4.
	Frequency	State when AND how frequently the above activity will be assessed. Students in both classes will be assessed every year.
ations	Data Summary	Provide a short summary of the results of the above activity AND the date these results were compiled. Students in the "Intro to Film" course earned an average score of 34.45% (8.6 out of 25 questions) on the Theory/History exam in the Fall 2013 semester, and a 33% (8.25 out of 25) in the Spring of 2014. Students in our Digital Filmmaking 4 course (in Spring 2013) did significantly better with an average of 59.2% (14.8 out of 25), though that is far below our target of 70%. The following questions were particularly difficult for our graduating students: Less than 50% responded correctly to questions 1, 2, 5, 18, 23, & 24. Less than 30% responded correctly to questions 7 & 11. Less than 10% responded correctly to question 17.
Observations	Result	Exceeded Met XXX Did Not Meet The benchmark for this activity (stated above).
	Responsible Authority Analysis	Authority Responsible for Analysis: Provide the position of the person responsible for the program. Undergraduate Coordinator of Digital Filmmaking Date of Analysis: Provide the date on which Responsible Authority reviewed data July 15, 2014 Comments: Provide comments about data from Responsible Authority We will look at the questions that gave our students the most difficulty and see if there is a problem with the questions, with the course content, or both.
Analysis	Department/ Area/ Program Faculty	Presented to Program Faculty by: Provide position of person responsible for sharing results with relevant faculty. Undergraduate Coordinator of Digital Filmmaking Date of Presentation: Provide the date on which presentation to faculty was conducted. July 15, 2014
		Comments: Provide comments about the data from the relevant faculty Example:

	Semester and/or academic year for which the data applies:2013 / 2014				
	Conclusion		Continue to assess next assessment period Rotate out of assessment (to be assessed again: agogic change Assessment Process change Benchmark change Other:) Curricular change	
the Loop	Assessment Data-Driven Change		ed Implementation Date: Provide date on which change(s) will be made based on data for this SLO. mediate hange planned.		
Closing	Acknowledgemen	nt	Provide signature of Department Chair acknowledging above results.		
ĕ		D			
ū	Acknowledgemen	nt	Provide signature of College committee chairperson or College Dean acknowledging above results.		
			Di	ate	

Semester and/or academic	year for which the data applies: _	2013 / 2014_
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	Student Learning Outcome		lent Learning Outcomes is a specific and measurable indicator of student progress toward a program goal(s). udents will learn basic storytelling and filmmaking skills and aesthetics.			
	Related Program Goal(s)	2. Stu	the program goal addressed by this Student Learning Outcome. A "SLO" may address a single goal or multiple goals. Idents will have basic understanding of creating original, creative film productions, including film etics, technology, and the procedures of the motion picture industry.			
ome	Assessment Activity	2a. St	he activity that will be directly assessed for the above Student Learning Outcome. udents will complete at least four short films as required coursework in collaboration with other students, f which is a "capstone film" to be completed across an entire school year.			
Student Learning Outcome	Assessment Method	On it	rs surface, this is not a qualitative measure, it is simply an activity that students will complete. The leted films will be assessed by their respective professors. Rubrics for grading are attached to the appendix.			
Student Le	Benchmark	Stude Digita	the performance expectation for the above activity, and some justification for that expectation. Into will complete these four films as a part of their coursework in Digital Filmmaking courses, Film 2466 al Filmmaking 1, Film 3456 Digital Filmmaking 2, Film 4356 Digital Filmmaking 3, and Film 4357 Digital making 4.			
	Location	The r	whom will be assessed using the above activity AND where it will occur. espective professors of each Digital Filmmaking course will assess the films in their courses, using the ned rubric as a guide.			
	Frequency	State when AND how frequently the above activity will be assessed. Every semester that the courses are taught.				
su	Data Summary	This comp	Provide a short summary of the results of the above activity AND the date these results were compiled. This benchmark is a component of our regular class work. Students cannot complete the program without completing this benchmark. This benchmark is also seen as a part of the student portfolio review. All graduating students have completed this process.			
Observations	Result	□ Exc	eeded X X Met Did Not Meet The benchmark for this activity (stated above).			
Obs	Responsible Authority Analysis	Authority Responsible for Analysis: Provide the position of the person responsible for the program. Undergraduate Coordinator of Digital Filmmaking Date of Analysis: Provide the date on which Responsible Authority reviewed data Comments: Provide comments about data from Responsible Authority None				
Analysis	Department/ Area/ Program Faculty	Presented to Program Faculty by: Provide position of person responsible for sharing results with relevant faculty. Undergraduate Coordinator of Digital Filmmaking Date of Presentation: Provide the date on which presentation to faculty was conducted. July 15, 2014 Comments: Provide comments about the data from the relevant faculty				
A	Conclusion	X Continue to assess next assessment period Rotate out of assessment (to be assessed again:) Curricular change Pedagogic change Assessment Process change Benchmark change Other:				
Closing the Loop	Assessment Data-Driven Change		ed Implementation Date: Provide date on which change(s) will be made based on data for this SLO. anges Necessary.			
osing	Acknowledgeme	ent	Provide signature of Department Chair acknowledging above results. Date			
C	Acknowledgement		Provide signature of College committee chairperson or College Dean acknowledging above results. Date			

Semester and/or academic year for	or which the data applies:	2013 / 2014	

CI-Process Student Learning Outcome Information Sheet

Repeat table as needed for <u>each</u> Student Learning Outcome

	Student Learning Outcome	A Student Learning Outcomes is a specific and measurable indicator of student progress toward a program goal(s). 2b. Students will learn basic storytelling filmmaking skills and aesthetics.					
Student Learning Outcome	Related Program Goal(s)	State the program goal addressed by this Student Learning Outcome. A "SLO" may address a single goal or multiple goals. 2. Students will have basic understanding of creating original, creative film productions, including film aesthetics, technology, and the procedures of the motion picture industry.					
	Assessment Activity	State the activity that will be directly assessed for the above Student Learning Outcome. 2b. Student capstone films will be submitted for instructor review. Rubrics for this measure are attached in the appendix.					
ıt Learni	Assessment Method	Explain how the quality of the above activity will be assessed. Student films are reviewed in the categories of Writing, Directing, Cinematography, Sound, and Editing.					
Studer	Benchmark	State the performance expectation for the above activity, and some justification for that expectation. At least 75% of films will receive a satisfactory or superior rating.					
	Location	State whom will be assessed using the above activity AND where it will occur. All students will be assessed in the Film 4357 Digital Filmmaking 4 course.					
	Frequency	State when AND how frequently the above activity will be assessed. Every academic year in April.					
	Data Summary	Provide a short summary of the results of the above activity AND the date these results were compiled. For the Spring semester of 2014, nine films were reviewed for Writing, Directing, Cinematography, Sound, and Editing by five professors. Compiling the results, our films are overwhelmingly in the Satisfactory to Superior range. The overall ratings are as follows:					
		Writing Superior 11 (26%)					
		• Superior 11 (26%)					
		 Satisfactory 22 (51%) Unsatisfactory 10 (23%) 					
		Directing (25%)					
		• Superior 15 (35%)					
		• Satisfactory 21 (49%)					
		• Unsatisfactory 7 (16%)					
		Cinematography					
		• Superior 23 (53%)					
		• Satisfactory 13 (30%)					
22		• Unsatisfactory 7 (16%)					
		Sound (270%)					
		• Superior 12 (27%)					
		 Satisfactory 16 (37%) Unsatisfactory 15 (35%) 					
		Editing (55%)					
		• Superior 16 (37%)					
		• Satisfactory 18 (42%)					
		• Unsatisfactory 9 (21%)					
	Result	Exceeded Met XX Did Not Meet The benchmark for this activity (stated above).					
	Responsible Authority Analysis	Authority Responsible for Analysis: Provide the position of the person responsible for the program. Undergraduate Coordinator of Digital Filmmaking Date of Analysis: Provide the date on which Responsible Authority reviewed data Jul 15, 2014 Comments: Provide comments about data from Responsible Authority Obviously, as we've seen in previous assessments, our strength is in cinematography, and our weakness in					

	Semester and/or academic year for which the data applies:2013 / 2014				
		sound. Last year, the number of superiors dropped, but that number raised back up with this assessment. Most of our results are within the benchmark of 75% satisfactory or superior, though the sound score fell below.			
			is most likely attributable to many of the faculty seeing work that was incomplete at the time of the sment, and was completed soon after.		
	Department/ Area/		nted to Program Faculty by: Provide position of person responsible for sharing results with relevant faculty.		
	Area/ Program	Unde	ergraduate Coordinator of Digital Filmmaking		
Analysis	Faculty	Date o Jul 15,	of Presentation: Provide the date on which presentation to faculty was conducted. 2014		
		Comm	nents: Provide comments about the data from the relevant faculty		
	Conclusion	X□X	Continue to assess next assessment period ☐ Rotate out of assessment (to be assessed again:) ☐ Curricular change		
		Ped	lagogic change Assessment Process change Benchmark change Other:		
	ent	Planne	ed Implementation Date: Provide date on which change(s) will be made based on data for this SLO.		
Closing the Loop	Assessment Data-Driven Change	No Ch	anges Necessary		
sing	Acknowledgemen	nt	Provide signature of Department Chair acknowledging above results. Date		
ŭ	Acknowledgement		Provide signature of College committee chairperson or College Dean acknowledging above results.		

Semester and/or academic year for which the data applies: ____2013 / 2014_

CI-Process Student Learning Outcome Information Sheet

Repeat table as needed for <u>each</u> Student Learning Outcome

	Student Learning Outcome	A Student Learning Outcomes is a specific and measurable indicator of student progress toward a program goal(s). 3. Students will be able to demonstrate an understanding of emerging technologies in film creation, distribution, and exhibition.				
	Related Program Goal(s)	State the program goal addressed by this Student Learning Outcome. A "SLO" may address a single goal or multiple goals. 3. Students will be exposed to emerging technologies in film creation, distribution, and exhibition.				
ıtcome	Assessment Activity	State the activity that will be directly assessed for the above Student Learning Outcome. 3. Faculty will report how they are exposing students to these emerging technologies in our courses, and all reports will be collected and disseminated amongst the faculty prior to our annual Digital Filmmaking retreat.				
Student Learning Outcome	Assessment Method	Explain how the quality of the above activity will be assessed. The faculty will discuss the emerging technologies report at our annual Digital Filmmaking retreat, then assess our progress. The report will be compiled and added to our annual "Continuous Improvement" report.				
Stude	Benchmark	State the performance expectation for the above activity, and some justification for that expectation. Because "emerging technologies" is a constantly changing goal, our benchmark will be the consensus of the faculty that we adequately introduce students to this topic, assessed through our report.				
	Location	State whom will be assessed using the above activity AND where it will occur. Digital Filmmaking faculty will assess this annually at our Digital Filmmaking Retreat in May.				
	Frequency	State when AND how frequently the above activity will be assessed. Annually at our Digital Filmmaking Retreat in May.				
	Data	Provide a short summary of the results of the above activity AND the date these results were compiled.				
Observations	Result Responsible	Our program is already very technology-heavy and requires a great understanding of tech by our students. Specific new technical additions to our classes were: Directing (Hutchinson) Intro to Digital Film (Meador) Online BB Journals, and off-campus blogging sites for student journals Google Forms for course surveys Blogging sites for student journals Kickstarter videos Editing (Dull) Adobe Premiere Audio (Dull) Adobe Audition Digital Film 1 (Gunter) VFX & Animation (Meador) Sketchup & Blender 3-D comp apps Cycles Renderer for Blender Google sheet for planning and project management Cinematography (Churchill) RED camera and software Exceeded X X Met Did Not Meet The benchmark for this activity (stated above). Authority Responsible for Analysis: Provide the position of the person responsible for the program.				
	Authority Analysis	Undergraduate Coordinator of Digital Filmmaking Date of Analysis: Provide the date on which Responsible Authority reviewed data Comments: Provide comments about data from Responsible Authority				
	Department/ Area/	Presented to Program Faculty by: Provide position of person responsible for sharing results with relevant faculty. Undergraduate Coordinator of Digital Filmmaking				
Analysis	Program Faculty	Date of Presentation: Provide the date on which presentation to faculty was conducted. July 15, 2014				
,		Comments: Provide comments about the data from the relevant faculty				

	Semester and/or academic year for which the data applies:2013 / 2014					
	Conclusion	_	Continue to assess next assessment period Rotate out of assessment (to be assessed again: agogic change Assessment Process change Benchmark change Other:) Curricular change		
the Loop	Assessment Data-Driven Change		ed Implementation Date: Provide date on which change(s) will be made based on data for this SLO. anges Necessary			
osing	Acknowledgemen	nt	Provide signature of Department Chair acknowledging above results.	ate		
Clo	Acknowledgemen	nt	Provide signature of College committee chairperson or College Dean acknowledging above results.			

	Semester and/or academic	year for which the data applies:	2013 / 2014
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	Student Learning Outcome	A Student Learning Outcomes is a specific and measurable indicator of student progress toward a program goal(s). 4. Students will report satisfaction with their education in Digital Filmmaking
	Related Program Goal(s)	State the program goal addressed by this Student Learning Outcome. A "SLO" may address a single goal or multiple goals. 4: Students will be satisfied with their education.
Outcome	Assessment Activity	State the activity that will be directly assessed for the above Student Learning Outcome. 4. Students will complete a "Satisfaction Survey" upon completion of the program, and at least eighty percent of students will either agree or strongly agree with the following statements: • Overall, I am very satisfied with the education I received in the Digital Filmmaking program. • I would recommend the Digital Filmmaking program to others.
earning (Assessment Method	Explain how the quality of the above activity will be assessed. The survey uses a Likert scale to rate student responses.
Student Learning Outcome	Benchmark	State the performance expectation for the above activity, and some justification for that expectation. At least eighty percent of students will either agree or strongly agree with the following statements: Overall, I am very satisfied with the education I received in the Digital Filmmaking program. I would recommend the Digital Filmmaking program to others.
	Location	State whom will be assessed using the above activity AND where it will occur. Graduating Digital Filmmaking majors will take this survey in their capstone Film 4357 Digital Filmmaking 4 course.
	Frequency	State when AND how frequently the above activity will be assessed. Survey will be presented to students every year in April.
	Data Summary	Provide a short summary of the results of the above activity AND the date these results were compiled. In Spring of 2014, graduating students responded with and average 5.1 score (out of a scale of 6) about overall satisfaction, and a 5.3 score (again out of 6) that they would recommend the program.
Observations		Students also were questioned on many other aspects of the program, and were largely very positive about the program. The most consistent area students saw needing improvement was in the quality of their fellow students. They felt many students were being passed along in courses into higher levels without truly being able to handle the work, and with so much of their work being cooperative, it directly affects them.
	Result	X Exceeded Met Did Not Meet The benchmark for this activity (stated above).
	Responsible Authority Analysis	Authority Responsible for Analysis: Provide the position of the person responsible for the program. Undergraduate Coordinator of Digital Filmmaking Date of Analysis: Provide the date on which Responsible Authority reviewed data July 15, 2014 Comments: Provide comments about data from Responsible Authority These numbers are almost a full .5 point higher than last year, and I suspect show that these numbers will vary from year to year. We didn't achieve the benchmark last year, but easily surpassed it this year. Future years hopefully reveal a trend that we can truly analyze more
Analysis	Department/ Area/ Program Faculty	Presented to Program Faculty by: Provide position of person responsible for sharing results with relevant faculty. Undergraduate Coordinator of Digital Filmmaking Date of Presentation: Provide the date on which presentation to faculty was conducted. July 15, 2014
		Comments: Provide comments about the data from the relevant faculty Example:
	Conclusion	X Continue to assess next assessment period Rotate out of assessment (to be assessed again:) Curricular change
		Pedagogic change Assessment Process change Benchmark change Other:

			Semes	ter and/or academic year for which the data applies:2013 / 2014	
		nt en	Planne	ed Implementation Date: Provide date on which change(s) will be made based on data for this SLO.	
the Loop	the Lo	Assessmeı Data-Driv Change	No Ch	hanges Necessary	
Closing		Acknowledgemen	nt	Provide signature of Department Chair acknowledging above results.	
				Date	
		Acknowledgement		Provide signature of College committee chairperson or College Dean acknowledging above results.	
				Data	

Semester and/or academic	year for which the data applies: _	2013 / 2014_
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	Student Learning Outcome	A Student Learning Outcomes is a specific and measurable indicator of student progress toward a program goal(s). 5. Students will be able to create a professional portfolio of original work.					
	Related Program Goal(s)	State the program goal addressed by this Student Learning Outcome. A "SLO" may address a single goal or multiple goals. 5. Students will be prepared for entry into the professional market or graduate school.					
Outcome	Assessment Activity		State the activity that will be directly assessed for the above Student Learning Outcome. 5. Students will complete filmmaking portfolios to be assessed by the filmmaking faculty in their final semester.				
earning (Assessment Method		Explain how the quality of the above activity will be assessed. Portfolios ("Demo Reels") will be assessed by the undergraduate coordinator of digital filmmaking.				
Student Learning Outcome	Benchmark		State the performance expectation for the above activity, and some justification for that expectation. A majority of our students (70%) will have a satisfactory portfolio.				
S	Location	State whom will be assessed using the above activity AND where it will occur. All students will be assessed in the Film 4357 Digital Filmmaking 4 course.					
	Frequency		when AND how frequently the above activity will be assessed. year in April.				
	Data Summary	Provide a short summary of the results of the above activity AND the date these results were compiled. 24 out of 29 (82.7%) of our graduating film majors received a satisfactory or above on the film portfolio in April, 2014.					
Observations	Result	X Exceeded					
Obser	Responsible Authority Analysis	Authority Responsible for Analysis: Provide the position of the person responsible for the program. Undergraduate Coordinator of Digital Filmmaking Date of Analysis: Provide the date on which Responsible Authority reviewed data Comments: Provide comments about data from Responsible Authority None					
Analysis	Department/ Area/ Program		ted to Program Faculty by: Provide position of person responsible for sharing results with relevant faculty. rgraduate Coordinator of Digital Filmmaking				
	Faculty	July 15	f Presentation: Provide the date on which presentation to faculty was conducted. 7, 2014 ents: Provide comments about the data from the relevant faculty				
	Conclusion	X Continue to assess next assessment period Rotate out of assessment (to be assessed again:) Curricular change Pedagogic change Assessment Process change Benchmark change Other:					
	. u	Planned Implementation Date: Provide date on which change(s) will be made based on data for this SLO.					
Closing the Loop	Assessment Data-Driven Change	No changes necessary.					
sing	Acknowledgemen	nt	Provide signature of Department Chair acknowledging above results.				
Clos	Acknowledgement		Provide signature of College committee chairperson or College Dean acknowledging above results. Date				