

COURSE ASSESSMENT REPORT

I. Background Information

- 1. Course assessed: COM 240 Broadcast Arts Internship
 Course Discipline Code and Number: COM 240
 Course Title: Broadcast Arts Internship
 Division/Department Codes: HSBS/HUM
- 2. Semester assessment was conducted (check one):
 Fall 20__
 Winter 2008 – 2012 (All sections within those dates)
 Spring/Summer 20__
- 3. Assessment tool(s) used: check all that apply.
 Portfolio
 Standardized test
 Other external certification/licensure exam (specify):
 Survey
 Prompt
 Departmental exam
 Capstone experience (specify):
 Other (specify): COM 240 Production/Marketing Activity
- 4. Have these tools been used before?
 Yes
 No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.
N/A

- 5. Indicate the number of students assessed and the total number of students enrolled in the course.
 All students registered for the course (Z course) between Winter 2008 and Winter 2012
 (Fall/Winter/Spring/Summer)
- 6. If all students were not assessed, describe how students were selected for the assessment. (Include your sampling method and rationale.)
 All were sampled.

II. Results

- 1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.
 N/A
- 2. List each outcome that was assessed for this report exactly as it is stated on the course master syllabus. (You can copy and paste these from CurricUNET's WR report.)

1. Identify and define each department within a broadcast station.
2. Prioritize production elements within a live and/or pre-recorded show.
3. Create a variety of productions and/or marketing tools for a broadcast station.

- 3. For each outcome that was assessed, indicate the standard of success exactly as it is stated on the course master syllabus. (You can copy and paste these from CurricUNET's WR report.)
 Outcomes #1-3: 70% of the sample rate will receive 70% or higher.
- 4. Briefly describe assessment results based on data collected during the course assessment. Indicate the extent to which students are achieving each of the learning outcomes listed above and state whether the standard of

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success was met for each outcome. *In a separate document, include a summary of the data collected and any rubrics or scoring guides used for the assessment.*

For the past four years, Broadcast Arts students have been required (for graduation) to complete an internship at a broadcasting station (radio). During the internship, students were required to write two essays. The first essay is a Production/Marketing Activity, in which students outline a production/marketing event that they've worked on, from conception to completion (Outcome #3) during the internship. This focuses on the production process, the actual product created (on-air spot, marketing tool, event, etc.) and how to overcome any arising issues that can happen during the process.

The second essay, the Capstone Essay, is written at the end of the internship. It includes summarizing the various departments and duties of each department and the live production (Outcomes #1 and #2) that each intern is exposed to at a broadcasting station. This allows students to understand the inner workings of a broadcast station (how all of the departments work together) and what happens when one goes live (either in a studio or on-location) at a major market station.

After reviewing and scoring the Capstone Essay, the students met the standard of success for both outcomes #1 and #2. Outcome #1's average was 96% and Outcome #2's average was 97%.

After reviewing and scoring the Production/Marketing Essay, the students met the standard of success for outcome #3. Outcome #3's average was 94%.

(see attached sheet)

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in the assessment results. *(This should be an interpretation of the assessment results described above and a thoughtful analysis of student performance.)*

Strengths: Students were strong in their understanding of the duties of each department, the production of a live show (the production process), live event, and with pre-recorded production and/or marketing tools created for a broadcast station.

Weaknesses: Based on this assessment, there were no shown weaknesses.

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. *(If students met all expectations, describe your plan for continuous improvement.)*

No weaknesses were found. The students met expectations. I will continue to run COM 240 as is, without any major changes to the master syllabus or curriculum.

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

- a. Outcomes/Assessments on the Master Syllabus

Change/rationale:

- b. Objectives/Evaluation on the Master Syllabus

Change/rationale:

- c. Course pre-requisites on the Master Syllabus

Change/rationale:

- d. 1st Day Handouts

Change/rationale:

- e. Course assignments

Change/rationale:

- f. Course materials (check all that apply)

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- Textbook
- Handouts
- Other:

g. Instructional methods
Change/rationale:

h. Individual lessons & activities
Change/rationale:

3. What is the timeline for implementing these actions? N/A



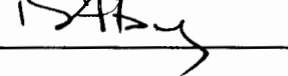
IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.
The Production/Marketing Activity and Capstone Essay were very effective in measuring student achievement. I will continue to use both without any major changes.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.
N/A

3. Which outcomes from the master syllabus have been addressed in this report?
All x Selected _____
If "All", provide the report date for the next full review: Winter 2017 .
If "Selected", provide the report date for remaining outcomes: _____.

Submitted by:

Print: <u>DEWA BLAIR</u>	Signature: 	Date: <u>4/25/12</u>
Faculty/Preparer		
Print: <u>DEWA BLAIR</u>	Signature: 	Date: <u>4/25/12</u>
Department Chair		
Print: _____	Signature: 	Date: <u>APR 30 2012</u>
Dean/Administrator		