

**San Francisco State University
Inventory of Program Assessment Activities, AY 2012-2013**

Program: BA Broadcast & Electronic Communication Arts

College: Liberal & Creative Arts

Date: October 1, 2013

Learning Objectives	Place in Curriculum Where objective addressed	Objective was/will be assessed	Assessment Strategies	Summary of Findings About Student Learning	Use of Findings to Enhance Program Quality
Graduates of the BECA Program should be able to:					
1. Relate mass communication and aesthetic theory to the practice of media production.	See Attached Grid	AY 12-13	Industry Expert Evaluation of Student Work, Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys, Capstone Course Reports	Faculty reported students met or exceeded expectations at all levels. Mean scores on external internship site supervisor evaluations indicated students were well prepared in this area.	The department should develop more curricular exercises that challenge students to engage in mastery-level analyses of media content and the theoretical application of applied aesthetic concepts. While we have strengthened this in the area of audio aesthetics (through the increased offering of BECA 435 – Aesthetics of Sound) the department has been unable to regularly offer mastery level aesthetics courses at the undergraduate level.
2. Research information and present it in clear written form.	See Attached Grid	AY 12-13	Industry Expert Evaluation of Student Work, Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys, Capstone Course Reports	Faculty reported students met or exceeded expectations at all levels. Mean scores on external internship site supervisor evaluations indicated students were well prepared in this area. BECA Media Industry Advisory board analysis suggests the department increase its focus on the understanding and analysis of quantitative data in addition to our emphasis on aesthetic and qualitative evidence.	The department should seek a faculty line in the area of business/industry aspects of the electronic media with an eye toward hiring a colleague with an understanding of the implementation of media metrics across a variety situations but particularly sales, programming, and advertising in an interactive media environment. Faculty will implement at least one quantitative analysis component to the GVAR research methods course. Faculty in developmental theory and writing seminars will increase the number of readings relying on quantitative evidence to give students practice in the analysis of claims relying on those data.
3. Use fundamental electronic media production methods.	See Attached Grid	AY 12-13	Industry Expert Evaluation of Student Work, Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys, Capstone Course Reports	Faculty reported students met or exceeded expectations at all levels. Mean scores on external internship site supervisor evaluations indicated students were well prepared in this area. External evaluations indicate a high level of professionalism in student production. Faculty capstone course reports indicate a lack of preparation coming from students in two areas: 1)	To enhance program quality, the faculty and the BECA Media Industry Advisory board recommend expansion of TV Studio 2 into a high definition production environment. This studio is the laboratory in which basic television production courses are taught and would make for an easier transition into high definition for transfer students. Faculty recommends examination of transfer equivalent courses to ascertain the status of community college

				Students transferring into BECA from community colleges lack significant studio production experience, especially in high definition video; and 2) Capstone course students are not fully prepared by the developmental courses. Faculty report significant time spent on remedial work in the first two to three weeks of the term.	curricula in high definition studio video production. To address the developmental courses, the department plans to expand the number of developmental level courses in the area of video production. Audio and Interactive media production curricula appear to be working as intended. A large improvement in the audio and interactive areas was the merger of KSFS Radio and KSFSmedia.net into a single, unified system.
4. Analyze the social effects and role of the electronic media.	See Attached Grid	AY 12-13	Industry Expert Evaluation of Student Work, Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys, Capstone Course Reports	Faculty reported students met or exceeded expectations at all levels. Mean scores on external internship site supervisor evaluations indicated students were well prepared in this area. Lack of faculty depth continues to impair the ability to offer mastery level courses in media effects. Much discussion among the faculty took place in the role of this area in the university's general education curriculum. These courses serve an introductory and developmental purpose for majors while also serving the general education needs of the broader university.	Faculty have/are conducting a complete review of all general education courses and bringing student learning outcomes into alignment with university general education expectations while retaining their relevance for BECA majors. The faculty expects to have this work completed by the end of AY 13-14. As resources become available, offer more senior seminar capstone courses in this area. 5 BECA Faculty members have proposed syllabi for senior seminars. As university systems allow for new course implementation, we will work toward the goal of offering one senior seminar per semester.
6. Analyze media content.	See Attached Grid	AY 08-09/ AY 14-15			
7. Practice ethical standards in a media context	See Attached Grid	AY 08-09/ AY 14-15			
8. Communicate effectively using the electronic media (including script writing and production).	See Attached Grid	AY 08-09/ AY 14-15			

<p>Overall student response to program and teaching effectiveness.</p>	<p>Department exit questionnaire for graduating seniors.</p>	<p>No significant changes over the review period.</p> <p>98% of responding students rated BECA teaching as excellent or good.</p> <p>99% rated BECA teachers as much better or better than those in other programs where they have taken classes.</p> <p>95% said BECA courses adequately or very adequately prepared them for media careers.</p>	<p>The main results of the BECA exit questionnaire for graduating seniors indicates that students have high regard for the teaching of BECA faculty and believe that their learning and career preparation in the program has been excellent. Faculty should use these positive results to spur continued interest in teaching effectiveness.</p>
---	--	---	---

Program Mission:

The Broadcast & Electronic Communication Arts Department aims to prepare students to use the modern media of electronic communication to serve the informational, cultural, social, educational, and artistic needs of society. The program strives for a balance between theory and practice. The goal is to graduate students who are socially, culturally, and aesthetically aware and who also possess the ability to communicate effectively using the sophisticated tools of electronic communication as well as more traditional writing and speaking skills. Emphasis is on serving the needs of media audiences. The faculty encourages students to be ethical communicators who understand and welcome diverse social and cultural perspectives.

**San Francisco State University
Inventory of Program Assessment Activities, AY 2012-2013**

Program: MA Broadcast & Electronic Communication Arts

College: Liberal & Creative Arts

Date: October 1, 2013

Learning Objectives	Place in curriculum where objective addressed	Objective was/will be assessed	Assessment Strategies	Summary of Findings About Student Learning	Use of Findings to Enhance Program Quality
Graduates of the BECA Program should be able to:					
1. Understand, compare, and apply multiple theories and approaches from the body of research on mediated communication.	BECA 700, 701, 702, 706, 822	AY 12-13	External evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.	During the assessment period 14 students completed culminating experiences addressing this objective. Applied media aesthetic theory continues to be the primary perspective driving culminating experiences in the department. External evaluators recommend an expansion of the nature and type of aesthetic theory utilized by students. External evaluators commented favorable on the strong emphasis on interactive media and emerging media forms in student work.	The department refocused the required BECA graduate seminars to ensure graduate students master the full range of electronic media theory. All Students must take at least one course in aesthetic theory, criticism theory, and media impacts (audience) theory. Prior to this assessment cycle, only one of those courses was required of any student.
2. Understand and demonstrate basic skills in audio, video, or multi-media production.	BECA 700, 701, 702, 706, 822	AY 12-13	External evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.	During the assessment period 14 students completed culminating experiences addressing this objective. The department has seen a marked increase in the number of students seeking a creative project culminating experience. Of particular concern is the increased time to degree for these students. Of particular concern is the need for fundamental production skills remediation among these students. Important to note is that all creative project culminating experiences found commercial distribution either within the San Francisco Market or nationally, won awards, or were honored with festival designations. One graduate thesis completed during the assessment period was subsequently published in the IEEE Transactions in Computing. Graduate student culminating experience work is clearly of high quality.	Anticipating the introduction of a Master of Fine Arts degree program to augment the department's graduate offerings, we instigated a system of peer-mentoring of production skills. In this system, students with more production experience are matched with students new to the electronic media. These pairs then work together to develop basic skills in the novice while focusing on developing the mentoring and instructional skills of the experienced student. This system will integrate seamlessly into the MFA program and will become a cornerstone of that program. We were able to implement this change with no new resources. Also, with the introduction of the MFA degree, all creative works will be completed in that context while the focus of the MA program will return to thesis-based critical and theoretical explications of media content and its uses and effects.

3. Understand and apply ethical standards and principles in analysis or creation of media content.	BECA 700, 701, 702, 706, 822	AY 12-13	External evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.	During the assessment period 14 students completed culminating experiences addressing this objective. Evaluators commented on the need to broaden the application of ethics to the electronic media broadly construed. While much of the literature focuses on journalism and other electronic media ethical codes of conduct, evaluators would like to see students position work on the uses and effects of the media as evidence of the need for ethical behavior.	Expand the number of faculty teaching BECA 702 (Seminar in Electronic Media Ethics) to provide for multiple perspectives. Ensure that the link between the analysis of media content and its uses and effects is clearly tied to the larger value based claims of ethical practice. Require graduate culminating experience oral review boards to ask students to explain how their code of research or production ethics is manifest in their culminating experiences.
5. Demonstrate skills in effective research and writing as appropriate for project proposals, media scripts, research essays, and other media related written work.	BECA 700, 701, 702, 706, 822	AY 08-09/ AY 15-16	Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.		
6. Understand the skills necessary for advanced level work in media research and criticism, or media production; complete a project of significant length to demonstrate this proficiency.	BECA 700, 701, 702, 706, 822	AY 08-09 AY 15-16	Evaluation of graduate culminating experience: thesis, creative project, or comprehensive exam.		

Number	Name	Prereqs	GE	Relate mass communication and aesthetic theory to the practice of media production	Research information and present it in clear written form.	Use fundamental electronic media production methods	Analyze the social effects and role of the electronic media.	Identify the structure, governance and trends in the electronic media industry	Analyze media content	Practice ethical standards in a media context	Communicate effectively using the electronic media (including script writing and production).
200	Introduction to Broadcast and Electronic Communication Arts	BECA Major Priority	No				Introduced	Introduced	Introduced	Introduced	
201	Life on TV: A Critical View		Yes				Introduced		Introduced		
230	Audio Production I	BECA Major; Department Permission	No	Introduced		Introduced			Introduced	Introduced	Introduced
231	Audio Laboratory	BECA Major; Department Permission	No	Introduced		Introduced			Introduced	Introduced	Introduced
235	Digital Media Basics	None	Yes	Introduced		Introduced			Introduced	Introduced	Introduced
240	Video Production	BECA Major; Department Permission	No	Introduced		Introduced		Introduced	Introduced	Introduced	Introduced
241	Video Laboratory	BECA Major; Department Permission	No	Introduced		Introduced			Introduced	Introduced	Introduced
300	BECA Research	BECA Major Priority, ENG 214 w/ B or better OR ENG 414 w/B or better OR pass JEPT	No		Introduced		Introduced		Introduced	Introduced	
301	Media Literacy in the Electronic Culture	Upper Division Standing	Yes		Introduced		Introduced	Introduced	Introduced	Introduced	
305	KSFS Radio I	Consent of Instructor	No	Introduced		Introduced		Introduced	Introduced	Introduced	Introduced
310	Radio Production	230/1; BECA Major; Consent of Instructor	No	Introduced		Introduced				Introduced	Introduced
321	Critical Study of Popular Culture	Upper Division Standing	Yes		Introduced		Introduced	Introduced	Developed	Introduced	
324	Law and Regulation of the Electronic Media	BECA 200; Junior Standing; BECA Major Priority	No		Introduced		Introduced	Developed		Developed	
327	Broadcast Industry Symposium	Upper Division Standing	No		Introduced			Introduced		Introduced	
330	Audio Production II	230/1; BECA Major; Department Permission; Consent of Instructor	No	Developed		Developed			Developed	Developed	Developed

Number	Name	Prereqs	GE	Relate mass communication and aesthetic theory to the practice of media production	Research information and present it in clear written form.	Use fundamental electronic media production methods	Analyze the social effects and role of the electronic media.	Identify the structure, governance and trends in the electronic media industry	Analyze media content	Practice ethical standards in a media context	Communicate effectively using the electronic media (including script writing and production).
335	Audio for Video	230/1; BECA Major; Department Permission	No	Developed		Developed			Developed	Developed	Developed
340	Media Aesthetics I	Sophomore Standing; BECA Major Priority	No	Introduced	Introduced		Introduced		Introduced	Introduced	
348	Video Editing I	Department Permission; 240/1	No	Introduced		Developed				Developed	Developed
350	Media Performance I	240/1; BECA Major; Department Permission	No	Developed	Developed	Developed			Developed	Developed	Developed
370	Writing for the Electronic Media	BECA 300; BECA Major Priority	No	Developed	Developed				Developed	Developed	Introduced
390	The Age of Information	Upper Division Standing	Yes		Introduced		Introduced	Developed	Introduced	Introduced	
395	Close Up on Electronic Media	Upper Division Standing	Yes	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced
415	Advanced Television Production Workshop	240/1; Department Permission	No	Developed		Mastered			Developed	Developed	Mastered
422	Social Aspects of Electronic Media	Upper Division Standing	Yes		Developed		Developed	Developed	Developed	Developed	
423	Economic Aspects of Broadcasting and Electronic Media	200; Upper Division Standing; BECA Major Priority	No		Developed			Developed		Developed	
425	Television/Video Program Design	200; Upper Division Standing	No	Developed	Developed		Developed		Developed	Developed	Developed
428	Electronic Media Management	BECA Major; Upper Division Standing	No		Developed			Developed		Developed	
430	Advanced Audio Production I	330; BECA Major; Department Permission	No	Developed		Developed			Developed	Developed	Developed
433	Beginning Music Recording Workshop		No	Developed		Developed			Developed	Developed	Developed
435	Aesthetics of Sound	230/1	No	Developed	Developed				Developed		
437	Digital Audio: Theory and Practice	230/1	No	Developed		Developed			Developed	Developed	Developed
440	Media Aesthetics II	240/1; 340; BECA Major	No	Mastered		Developed			Mastered	Developed	Developed
450	Media Performance II	350;	No	Developed	Developed	Developed			Developed	Developed	Developed
460	Introduction to News on Broadcast and Electronic Media	BECA 200	Yes		Introduced		Introduced	Introduced	Introduced	Introduced	

Number	Name	Prereqs	GE	Relate mass communication and aesthetic theory to the practice of media production	Research information and present it in clear written form.	Use fundamental electronic media production methods	Analyze the social effects and role of the electronic media.	Identify the structure, governance and trends in the electronic media industry	Analyze media content	Practice ethical standards in a media context	Communicate effectively using the electronic media (including script writing and production).
462	The Television Documentary in the United States	BECA Major; Department Permission	No	Developed	Developed		Developed	Developed	Developed	Developed	
470	Dramatic Writing for Television and Electronic Media	370;	No	Developed	Developed				Developed	Developed	Developed
485	Women and Media	Upper Division Standing	Yes		Developed		Developed	Developed	Developed	Developed	
487	Children and Television	Upper Division Standing	No		Developed		Developed	Introduced	Developed	Developed	
488	Asian Media	Upper Division Standing	No		Developed		Developed	Developed	Developed	Developed	
490	Television and Social Change	Upper Division Standing	Yes		Developed		Developed	Introduced	Developed	Developed	
495	Exploration in BECA	Upper Division Standing	No	Developed	Developed	Developed	Developed	Developed	Developed	Developed	Developed
500	International Broadcasting		No		Developed		Developed	Developed	Developed	Developed	
502	Environmental Communication on the Electronic Media	Upper Division Standing	Yes		Developed		Developed	Developed	Developed	Developed	
505	KSFS Radio II	305;	No	Developed		Developed			Developed		Developed
510	Music Performance Recording and Production	230/1; BECA Major; Department Permission	No	Mastered		Mastered			Developed	Mastered	Mastered
515	Television Center Crew	240/1; BECA Major; Department Permission	No	Developed		Developed				Developed	Developed
516	Television News Crew	240/1; BECA Major	No	Developed		Developed				Developed	Developed
523	Electronic Media Distribution and Operations	BECA 200; BECA Major Priority	No	Developed		Developed		Developed		Mastered	Ma
530	Advanced Audio Production II	430; BECA Major; Department Permission	No	Mastered		Mastered			Mastered	Mastered	Mastered
533	Advanced Music Recording Workshop	430 or 433;	No	Mastered		Mastered				Mastered	Mastered
535	Advanced Audio for Video	335; BECA Major; Department Permission	No	Mastered		Mastered			Mastered	Mastered	Mastered
536	Creativity and Problem Solving	Department Permission	No	Developed	Developed				Developed	Developed	
541	Television/Video Lighting Design	240/1; BECA Major; Department Permission	No	Developed		Developed			Developed		Developed

Number	Name	Prereqs	GE	Relate mass communication and aesthetic theory to the practice of media production	Research information and present it in clear written form.	Use fundamental electronic media production methods	Analyze the social effects and role of the electronic media.	Identify the structure, governance and trends in the electronic media industry	Analyze media content	Practice ethical standards in a media context	Communicate effectively using the electronic media (including script writing and production).
545	Television Directing I	240/1; BECA Major; Department Permission	No	Developed		Developed				Developed	Developed
546	Electronic Field Production I	240/1; BECA Major; Department Permission	No	Developed		Developed				Developed	Developed
547	Digital Video Editing I	240/1; BECA Major; Department Permission	No	Developed		Mastered				Mastered	Mastered
549	Motion Graphic Design for Electronic Media	240/1; BECA Major; Department Permission	No	Developed		Developed				Developed	Developed
550	The Broadcast Interview	240/1; Department Permission	No	Developed	Developed	Developed			Developed	Developed	Developed
555	Directing Actors for Television and Video	555; BECA Major; Audition	No	Mastered		Mastered				Mastered	Mastered
559	Sports Reporting for Television	560; 546;	No	Developed	Developed	Developed			Developed	Developed	Developed
560	Radio and Television News Writing	BECA Major; Department Permission	No		Introduced		Introduced		Introduced	Introduced	Introduced
561	News Reporting for Television	240/1; 560; BECA Major; Department Permission	No		Developed	Developed	Developed			Developed	Developed
562	Television/Video Documentary Production	462; 546; BECA Major; Department Permission	No	Mastered	Mastered	Mastered				Mastered	Mastered
563	Ethics for Electronic Journalists	BECA Major; Department Permission	No		Developed		Developed	Developed	Developed	Developed	
570	Writing for the Electronic Media Genres	370; 470 or Consent	No	Mastered					Mastered	Mastered	Mastered
576	Internship In BECA	BECA Major; Department Permission; Upper Division Standing	No	Developed	Developed	Developed	Developed	Mastered	Developed	Mastered	Developed
580	Media in Community Service	546;	No		Mastered		Mastered		Mastered	Mastered	Mastered

Number	Name	Prereqs	GE	Relate mass communication and aesthetic theory to the practice of media production	Research information and present it in clear written form.	Use fundamental electronic media production methods	Analyze the social effects and role of the electronic media.	Identify the structure, governance and trends in the electronic media industry	Analyze media content	Practice ethical standards in a media context	Communicate effectively using the electronic media (including script writing and production).
590	New Electronic Communication Technologies	HTML or equivalent; BECA Major; Department Permission	No	Developed		Developed			Developed	Developed	Developed
591	On-Line News	560; Department Permission	No	Developed	Developed	Developed			Developed	Developed	Developed
593	Interactive Electronic Media Workshop	BECA Major; Department Permission	No	Developed	Developed	Developed			Developed	Developed	Developed
594	Mobile Electronic Media	BECA Major; Department Permission	No	Introduced	Developed		Developed	Mastered	Developed	Developed	Developed
595	Explorations in BECA Production	Department Permission	No	Developed	Developed	Developed	Developed	Developed	Developed	Developed	Developed
600	Senior Seminar	Senior Standing	No	Mastered	Mastered	Mastered	Mastered	Mastered	Mastered	Mastered	Mastered
623	Ethics and Responsibility in the Electronic Media	Upper Division Standing	Yes		Mastered		Mastered	Mastered	Mastered	Mastered	
626	Corporate and Institutional Media Production	546; Consent of Instructor	No	Mastered		Mastered				Mastered	Mastered
640	Television/Video Production Planning	240/1; BECA Major; Department Permission	No		Mastered			Mastered		Mastered	Mastered
646	Electronic Field Production II	546; BECA Major; Department Permission	No	Mastered		Mastered				Mastered	Mastered
647	Advanced Video Production	546; BECA Major; Department Permission	No	Mastered		Mastered				Mastered	Mastered
648	Digital Video Editing II	547; BECA Major; Department Permission	No	Mastered		Mastered				Mastered	Mastered
650	TV Center Sports I	240/1; 546; 370	No	Mastered	Mastered	Mastered				Mastered	Mastered
651	Play-by-Play Sports Production	240/1; BECA Major	No	Mastered	Mastered	Mastered				Mastered	Mastered
655	Television Dramatic Production	240/1; BECA Major; Department Permission	No	Mastered		Mastered				Mastered	Mastered
660	Television Center News	560; 561; BECA Major; Department Permission	No	Mastered	Mastered	Mastered			Mastered	Mastered	Mastered

Number	Name	Prereqs	GE	Relate mass communication and aesthetic theory to the practice of media production	Research information and present it in clear written form.	Use fundamental electronic media production methods	Analyze the social effects and role of the electronic media.	Identify the structure, governance and trends in the electronic media industry	Analyze media content	Practice ethical standards in a media context	Communicate effectively using the electronic media (including script writing and production).
665	News Reporting and Producing for Radio	560; Department Permission	No	Mastered	Mastered	Mastered			Mastered	Mastered	Mastered
670	Writing for Interactive Electronic Media	370; Department Permission	No	Developed		Developed			Developed	Mastered	Mastered
685	Projects in the Teaching of BECA	BECA Major; Department Permission; Consent of Instructor	No		Mastered				Mastered	Mastered	
693	Interactive Electronic Media Workshop II	593; BECA Major; Department Permission	No	Mastered		Mastered			Mastered	Mastered	Mastered