

San Francisco State University  
Inventory of Program Assessment Activities, 2008-2009

Program: BA Radio and Television (BECA Dept.)

College: Creative Arts

Date: November 11, 2009

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
<b>Graduates of the BECA Program should be able to:</b>					
1. Relate mass communication and aesthetic theory to the practice of media production.	See Attached Grid	AY 10-11			
2. Research information and present it in clear written form.	See Attached Grid	AY 10-11			
3. Use fundamental electronic media production methods.	See Attached Grid	AY 10-11			
4. Analyze the social effects and role of the electronic media.	See Attached Grid	AY 10-11			
5. Identify the structure, governance and trends in the electronic media.	See Attached Grid	AY 08-09	Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys.	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. See Attached	Attempted to expand curricular offerings but was unsuccessful in filing three faculty search attempts in this area. Significant discussion at faculty meetings. New curricular proposals (BECA 395).

6. Analyze media content.	See Attached Grid	AY 08-09	Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys.	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. See Attached	The department should develop more curricular exercises that challenge students to engage in mastery-level analyses of media content.
7. Practice ethical standards in a media context	See Attached Grid	AY 08-09	Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys.	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. See Attached	Department should offer advanced undergraduate ethics courses again as soon as budget and staffing allows. This would increase performance at the master level.
8. Communicate effectively using the electronic media (including script writing and production).	See Attached Grid	AY 08-09	Faculty Reports, Internship Performance Reviews, Graduating Senior Surveys.	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. See Attached	Strongest student learning outcome for the department during the review period.

<b>Overall student response to program and teaching effectiveness.</b>	Department exit questionnaire for graduating seniors.	<p>No significant changes over a 4 year period. Please see attached results.</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>
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**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.