

Student Learning Outcomes Assessment Summary

Film, B.A.

College of Liberal Arts

2014-2016

Submitted by: Maya Salganek

Contact Information: 474-5950; maya@alaska.edu

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1. Assessment information collected

The UAF film program began in Fall 2011 and was substantially changed into a new degree program beginning in Fall 2016. Therefore, this is the final assessment of the UAF BA in Film. The Film Program 2016 assessment includes both transfer students and students shaped exclusively by this curricular program. All assessment materials utilized for the Film B.A. can be reviewed here:

<https://drive.google.com/a/alaska.edu/folderview?id=0B0FESWxlkegzdW1mdlIhWIZfVU&usp=sharing>

The Alumni Survey for graduates of the Film B.A. can be viewed through our departmental website or directly here:

https://docs.google.com/forms/d/1v1Rc-XrnkHStCbu_HZHJFe1YtxYGa3TZtiWUTftoz48/viewform#start=publishanalytics

a. Student Portfolio “Reel” and résumé with faculty evaluations of the Reel

Sophomores, Juniors, and Seniors in the film program were encouraged to submit a portfolio reel for faculty evaluation and feedback. These reels included highlights from the students' film production work, and have been archived in the department for each year of evaluation. The students presented their reel orally, visually, and most provided a resume to accompany their cinematic reel.

Faculty evaluated the reels according as part of the direct assessment component of the program. Students received feedback on both their reels and resumes as part of career development as well.

As suggested in the SLOA 2014 report, we have created a zero credit “Reel Review” course requirement for our students, (FLPA 289, 389, 489) which became available in Fall 2015 as new courses. This will enable us to register students and track their participation in the assessment process for the department. As this is a new course requirement for

Sophomores, Juniors and Seniors under the 2015-2016 catalog, the program does not require the participation in Reel Review until Fall 2016 for sophomore students.

Term	Participating Soph/Jr/Srs	First Impression	Presentation of Materials	Reel Presentation	Resume
201201	5	6.0	5.3	6.9	optional
201301	5	7.2	7.0	6.5	3.6
201401	4	6.9	8.2	7.9	3.6
201501	9	7	7.2	7.4	5.8
201601	5	7.9	8.3	7.9	3.7

Chart 1: Reel Review

b. Capstone Project and faculty evaluations of the project

Film program assessment includes the opportunity for students to complete a capstone project, including written description of the project, its objectives, procedures employed, and outcome. The capstone project will be completed as the primary objective of an upper division 3-credit course as part of the film program in a major's senior year.

Included in this evaluation are the capstone projects and evaluations of students that graduated in Spring 2014-Winter 2015. Majors that graduated in spring 2016 will be evaluated in future assessments. Faculty evaluations of capstone projects are averaged below.

Area of Study	Capstone Written Description	Capstone Technical Proficiency	Capstone Aesthetic Quality	Essay or Screenplay
Editing	7	9	10	9
Directing	7	9	8	8
Writing/Directing	9	7	8	9
Editing	5	7	7	n/a
Directing	9	7	7	8
Sound	6	8	8	6
Writing/Directing	8	8	8	9
Average	7.3	7.9	8.0	8.2

Chart 2: Capstone Projects

c. Alumni Survey

Ten students completed the Alumni survey since 2014. This survey includes majors that have graduated in 2012, 2013, 2014 and 2015. Some alumni have completed the survey as an update to their current status and impact that the UAF Film program has had on their careers. The detailed information provided in this survey includes evaluation of specific courses, equipment quality and availability, and asks students how many professional and non-professional film productions they were involved in as students.

Of the 14 B.A. Degrees in Film awarded since Spring 2012, half of the degrees were awarded during this current SLOA period. Several striking components of the data include that:

- 85.7% of all Alumni worked on a professional film production while a UAF Film Student
- 42.9% of graduates are currently working in a film-industry related job
- FRAME, hands-on, and department-led film productions are some of the most valuable teaching methods in the department and are highly valued by the alumni.

Conclusions drawn from the information summarized above

a. Student Portfolio “Reel” and résumé with faculty evaluations of the Reel

Participating sophomores, juniors, and seniors in Reel Review continue to improve in their quality of work and presentation. While reels are overall improved, and professional presentation skills are also improving, students continue to need professional development in personal interviews, professional presentation, and resume building.

Beyond the formatting of the resume, we have examined the *content* of the resumes and have determined the following new data. (Chart 3) “Professional credits” on a students' resume is for paid work by a professional organization. “Student credits” are for unpaid work or film pieces that are created in conjunction with a University course or thesis project. In terms of assessing the value of our program, being able to determine the professional development of students while at UAF is an important piece of our assessment. All of the students are developing professional contacts and reflecting those in their resumes. In all the years reflected, only one student did not have a professional credit on their resume at the time of Reel Review. Providing more opportunities and incentives for students to direct and produce their own work will add to the number of student films each major participates in.

Resume evaluation	Term	Student Standing	Professional Credits	Student Credits
Student 2	201301	Soph.	1	4
student 4	201301	Soph.	3	4
student 6	201301	Jr.	3	14
Student 1	201301	Jr.	6	5
Student 3	201301	Jr.	1	0
student 5	201301	Sr.	12	8
AVERAGE	201301		4.3	5.8
Student 2	201401	Jr.	5	5
Student 1	201401	Sr.	13	7
AVERAGE	201401		9	6.0
Student 1	201501	Soph	19	0
Student 2	201501	Soph	6	1
Student 3	201501	Soph	4	1
Student 4	201501	Sr.	11	3
Student 5	201501	Sr.	2	0
Student 6	201501	Sr.	0	1
AVERAGE	201501		7	1.0

Chart 3: Film major Resume evaluations

b. Capstone Project and faculty evaluations of the project

One impact of the capstone projects is seeing the rate of improvement over the course of the past four years. Students have demonstrated overall increases in their written, technical, aesthetic, and structural capacity as filmmakers. Chart 4 shows the rate of change in percent from SLOA 2012 to 2016 for film majors according to the evaluation matrix.

	Capstone Written Description	Capstone Technical Proficiency	Capstone Aesthetic Quality	Essay or Screenplay
SLOA 2012 AVERAGE	7	5.4	3.94	6.25
SLOA 2016 AVERAGE	8.7	12.8	18.3	11.0
% change	24%	136%	365%	75%

Chart 4

c. Alumni Survey

The alumni survey provided some excellent assessment course by course as required and elective for film majors. Courses of the major degree program received an Excellent or Important rating for the most part. Advanced levels of editing have been added to the new FLPA degree program, and will address some of the wishes expressed by the Alumni. Another recurring need is for advanced courses to be offered more frequently, and this too should be remedied by the new curriculum.

Students feel prepared for graduate school, confident about their ability to analyze a film, and feel prepared to work both inside, and to a lesser extent, outside of Alaska. Alumni on average have been working on 10-20 film productions while at UAF. Students believe that their work on professional film sets, internships, and opportunities in classes have been "Extremely important" to their education at UAF.

Individual film courses are all evaluated as Useful, Important, or Extremely Important by students that enrolled in them, however many courses were never taken by the graduates, which devalues the course overall. With the loss of the film criticism professor, Karen Grossweiner, in English, faculty sabbaticals, and the inability to hire dependable adjuncts in film, our program suffers with only a handful of courses being offered any given semester. Program requirements are offered at a more frequent rate and advanced students express a lack of opportunity for more diverse offerings of upper-division courses on a regular basis.

2. Curricular changes resulting from conclusions drawn above

- 1) Reel review is now offered as a zero credit course in order for majors to participate in the process.
- 2) Advanced courses in editing have been developed and offered beginning in Spring 2016.
- 3) Upper division courses will be offered with more frequency.
- 4) Special topics course (FLM/FLPA 481) has been developed to meet more student demand for various knowledge sets.
- 5) Cinematography should be made into a regular course and offered consistently.
- 6) FRAME has become a required course for FLPA majors and should be offered at the 200/400 level.

3. Identify the faculty members involved in reaching the conclusions drawn above and agreeing upon the curricular changes resulting

The faculty of Theatre and Film Department collaboratively developed a major curricular revision as part of "Special Program Review" and the resulting "Improvement Plan." This new curriculum has been accepted and will be put forward in Fall 2016 to offer a new degree in Film and Performing Arts (FLPA), which synthesizes the best of the Film degree and Theatre degree programs. This revised degree program will concentrate all of the required courses back into the department of Theatre & Film, and allow our students to retain interdisciplinary offerings from other departments such as Art, English, Journalism, History, etc. SLOA materials for FLPA are included here.

This plan has been shared and agreed with:

Theatre & Film Department Chair, Carrie Baker, and Professor Kade Mendelowitz.

Written and Prepared by Maya Salganek, Asst. Professor.