



Texas Southern University
Assessment Plan 2010-2013

Unit Assessment Plan

School of Communication

Bachelor of Art in Radio, Television & Film

Introduction

Texas Southern University's Mission

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

In order to achieve this mission, Texas Southern University provides:

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

Texas Southern University's Vision

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

Accreditation Standards

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5th edition

Goal 1 Assessment Plan 2010-11 to 2012-13**1 Goal Description**

Goal 1.

Students will demonstrate knowledge in electronic media production.

2 SLO Student Learning Outcomes/Objectives

SLO 1.1

Students will write a video or radio treatment and script, prepare a budget, record and edit video or audio.

SLO 1.2

Students will prepare a cost analysis for a project production.

3 Metric

Metric 1.1

Final media master project production rating with embedded skill requirements related to the cost analysis.

Metric 1.2

Final media master project production with embedded skill requirements.

4 Target 2010-11

Target 1.1

80% of student master project portfolio(documentation include concept, treatment, script and budget analysis) demonstrate proficiency.

Target 1.2

80% of students will score 80% or better on master project(master DVD).

5 Findings 2010-11

Findings 1.1

8 of 12 or 66.7% of student master project portfolios demonstrate proficiency.

-Target Not Met

Findings 1.2

8 of 12 or 66.7% of students scored 80% or higher on master project.

-Target Not Met

6 Action Plan 2010-11

Action Plan 1.1

Based on 2010-2011 Findings

Increase new technology in production and expand student access. Students will continue using writing and speech labs.

Action Plan 1.2

Based on 2010-2011 Findings

Increase new technology in production and expand student access. Student will continue using writing and speech labs.

7 Target 2011-12

Target 1.1

85% of student master project portfolio (documentation include concept, treatment, script and budget analysis) demonstrate proficiency.

Target 1.2

85% of students will score 80% or better on master project (master DVD).

8 Findings 2011-12

Findings 1.1

19 of 23 or 82.6% of student master project portfolios demonstrate proficiency.

-Target Not Met

Findings 1.2

19 of 23 or 82.6% of students scored 80% or higher on master project.

-Target Not Met

9 Action Plan 2011-12

Action Plan 1.1

Continue to increase new technology in production and expand student access. Introduce the new courses that are intended to accommodate new technology.

Action Plan 1.2

Continue to increase new technology in production and expand student access. Introduce the new courses that are intended to accommodate new technology.

10 Target 2012-13

Target 1.1

90% of student master project portfolio demonstrate proficiency.

Target 1.2

90% of students will score 80% or better on master project.

11 Findings 2012-13

Findings 1.1

18 of 28 or 64.3% of student master project portfolios demonstrate proficiency.

-Target Not Met

Finding 1.2

18 of 28 or 64.3% of students scored 80% or better on master project.

-Target Not Met

12 Action Plan 2012-13

Measure to take to improve outcome target:

Revisit performance objective of the pre-requisite courses and analyze the lesson plans that may increase students' production skills.

Courses to examine and revise their performance objective, if necessary:

1. RTF 335
2. RTF 341
3. RTF 365
4. RTF 368
5. RTF 465
6. RTF 468

13 Additional Reference Documents

R1

Summary of Master Project portfolio

[RTF 499 Master Projects doc FALL 2012 SPRING 2013 SUMMER 2103 \(2\)](#) [DOC 35 KB 10/25/13]

Goal 2 Assessment Plan 2010-11 to 2012-13

1 Goal Description

Goal 2.

Students will demonstrate readiness for professional work.

2 SLO Student Learning Outcomes/Objectives

SLO 2.1

Students will demonstrate good work habits, professional attitudes and effective communications.

SLO 2.2

Students will demonstrate ability as an independent content producer.

3 Metric

Metric 2.1

Internship evaluation rating.

Metric 2.2

Internship evaluation rating.

4 Target 2010-11

Target 2.1

80% of students will score 80% or better in internship evaluation.

Target 2.2

80% of students will score 80% or better in internship evaluation.

5 Findings 2010-11

Findings 2.1

13 of 15 or 86.7% of students scored 80% or higher in internship evaluation.

-Target Met

Findings 2.2

13 of 15 or 86.7% of students scored 80% or higher in internship evaluation.

-Target Met

6 Action Plan 2010-11

Action Plan 2.1

Increase new technology in production and develop student entrepreneurship. Students will continue to develop aptitude as independent content producer.

Action Plan 2.2

Increase new technology in production and expand student access. Students will continue using writing and speech labs.

7 Target 2011-12

Target 2.1

85% of students will score 80% or better in internship evaluation.

Target 2.2

85% of students will score 80% or better in internship evaluation.

8 Findings 2011-12

Findings 2.1

30 of 33 or 90.9% of students scored 80% or higher on internship evaluation.

-Target Met

Findings 2.2

30 of 33 or 90.9% of students scored 80% or higher on internship evaluation.

-Target Met

9 Action Plan 2011-12

Action Plan 2.1

Based on 2011-2012 Findings

Continue to increase new technology in production and develop student entrepreneurship. Students will continue to develop aptitude as independent content producer. Introduce the new courses that accommodate new technology.

Action Plan 2.2

Based on 2011-2012 Findings

Continue to increase new technology in production and expand student access. Students will continue using writing and speech labs. Introduce the new courses that accommodate new technology.

10 Target 2012-13

Target 2.1

90% of students

will score 80% or better in internship evaluation

Target 2.2

90% of students

will score 80% or better in internship evaluation

11 Findings 2012-13

Findings 2.1

22 of 25 or 88% of students scored 80% or higher in internship evaluation.

-Target Not Met

Findings 2.2

22 of 25 or 88% of students scored 80% or higher in internship evaluation.

-Target Not Met

12 Action Plan 2012-13

Action Plan 2.1

CM 330- Professional Development and Ethics- has been introduced in the new curriculum. CM 330 is a preparatory course for entering into the job market and will prepare students for internship.

Action Plan 2.2

Continue to increase new technology in production and expand student access. Students will continue using writing and speech labs. New courses that accommodate new technology have been introduced in the new curriculum.

13 Additional Reference Documents

R2

Internship

Evaluation

Form and summary results

[Internship Evaluation form](#) [PDF 168 KB 7/15/14]

