

Annual Program Assessment Plan: 2018-2019

Please upload the form for each program in Blackboard by **October 9, 2018**.

| | |
|--|--|
| School | School of Arts and Sciences |
| Department | Performing and Fine Arts |
| Program | Communications Technology – Web Design & Development Concentration |
| Department Chair | Margaret Vendryes |
| Department Assessment Coordinator | Maki Hajikano |
| Program Coordinator | Daniel Phelps |
| Other Contributors | Michael Smith |
| Completed by | Michael Smith |
| Date Submitted | October 9, 2018 |

I. State Program Mission

The York College Communications Technology Bachelor's of Science degree is an interdisciplinary program upon completion:

Students will demonstrate the ability to review, conceive, and design integrated media experiences in a variety of mediums and techniques with an understanding of how it will be engaged by a variety of users. Students will demonstrate the ability to navigate the decision-making process for selecting and implementing methods to create integrated media. Students will demonstrate the ability to communicate with and present work for a particular chosen community of integrated media practitioners which they value.

II. Insert **Program Goals (PGs) & Program Level Student Learning Outcomes (PSLOs)** that will be assessed this academic year

| Program Goal | Program Student Learning Outcomes | Expected Level of Achievement* |
|---|--|---|
| Goal.2 TV – Students will advance their technical skill using industry standard tools in motion based visual storytelling. | Outcome 2.1 TV Articulate visually, proposed story and structure based on modern production and post-production methods | 70% Of students will demonstrate a Mastery (M/4) of the PSLO. Mastery (M/4) is defined in the PG/PSLO Rubrics |
| Goal.3 WEB – Understand the full-stack web development process for front-end and back-end development. With an intermediate level understanding of JavaScript to develop front-end and back-end tools for interaction. | Outcome 3.1 WEB Critique and review of the structure JS documents. | Benchmark to be determined based on analysis of SPR 2018 CT 370 capstone project using rubric. |
| | Outcome 3.2 An understanding of relevant syntax, logic, correctness, clarity, and modularity of the JavaScript language. | Benchmark to be determined based on analysis of SPR 2018 CT 370 capstone project using rubric. |
| | Outcome 3.4 WEB Understanding of the DOM (Document Object Model) to be able to select and manipulate elements for design and user events. | Benchmark to be determined based on analysis of SPR 2018 CT 370 capstone project using rubric. |

*Rate for an accepted level of performance or success as defined by the program faculty

III. **Rationale for the Plan:** Based on prior year assessments; provide a rationale for choosing the PGs/PSLOs and using the curriculum map identify the scale

PG 2 TV – Chosen due to the common nature of the stated goal to the overall Program Student Learning Outcomes. This program goal shares much of its DNA with every other PG/PSLO in the Television Production concentration of the Major. Specifically, by demonstrating "Mastery" of this program goal, a 70% demonstration threshold will allow the program to accurately calculate effectiveness by assessing work in the upper level courses, specifically CT 240 (Basic Studio Television Production) and CT 355 (Cinematography).

PG 3 WEB – In the spring of 2018 students completed CT 370 Web Development 1 in which they were introduced to the JavaScript programming language, the tool for achieving Program Goal 3. The capstone project from this course will be assessed using the PSLO

3.1, 3.2, & 3.4 rubrics. This assessment will create a benchmark to measure capstone projects in Fall 2018 CT 385 Web Development 2 and Spring 2019 CT 370 Web Development 1 during the AY18-19.

IV. Data Collection and Evaluation:

- a. Identify direct measures
- b. Determine sample size based on the following factors:
 - i. number of students in the program to ensure the representativeness of the data;
 - ii. length and complexity of the assignment;
 - iii. number of faculty members who will evaluate the data
- c. Indicate timeline for data collection
- d. Identify the assessment tool (provide rubrics as appropriate)
- e. Indicate which faculty members will be involved in the overall assessment process and how many of them will evaluate, review and interpret the student data.
- f. How the results will be used to support student learning and program improvement.

PG 2 TV – Final projects from CT 240 and CT 355 will provide production assignments, writing samples, and blog post reflections as a way to review program effectiveness. The sample size will be approximately eight creative projects. The final project course assignment for each course is to be, or has been completed the last 6-7 weeks in the Spring and Fall of 2017/2018. The timeline for data collection goes back to the Spring of 2017 where both courses under evaluation ran concurrently. The courses have also been programmed for this semester (Fall 2018) and next AY Semester (Spring 2018). Both courses, past and present, will be used in the evaluation schema. In Fall 2018 the CT 355 final project is completed and iterated over the entire semester, totaling about 13 weeks of coursework. In the Spring of 2018 the final project in CT 240 will use 4-5 weeks of coursework time. Two faculty members, Prof. Michael Smith and Prof. Daniel Phelps will evaluate the data. An analysis of the Spring 2017 final projects using rubrics will be collected by Nov 8, 2019. Data collection for Fall 2018 CT 355 final project will be collected January 2019. Data collection for Spring 2019 final CT 240 project will be collected June 2019. Attached are rubrics for analysis of PSLOs in Program Goal 2. Prof. Daniel Phelps will be the single faculty member involved in the overall assessment evaluation. Results from the assessment may have the opportunity to affect Spring 2019 syllabus for CT 240 and CT 355. Results will affect plans for the majors' proposed curriculum changes drafted and to be completed in AY18-19 for both the Web Development and Television Production Concentrations.

PG 3 WEB – Capstone projects from CT 370 and CT 385 will provide code, comments, and blog post reflections to review. The sample size will be approximately eight capstone projects. The assignment was completed across 4-5 weeks at the end of the semester Spring 2018. In Fall 2018 the capstone assignment is scaffolded across the entire semester, totaling about 5 weeks of coursework. In Spring 2019 the capstone project will again use 4-5 weeks of coursework time. One faculty member, Prof. Michael Smith will evaluate the data. An analysis of the Spring 2018 capstone project using rubrics will be collected by Nov 8, 2019. Data collection for Fall 2018 capstone

project will be collected January 2019. Data collection for Spring 2019 capstone project will be collected June 2019. Attached are rubrics for analysis of PSLOs in Program Goal 3. Prof. Michael Smith will be the single faculty member involved in the overall assessment. Results from the assessment may have the opportunity to affect Spring 2019 syllabus for CT 370 Web Development 1. Results will affect plans for the majors' proposed curriculum changes drafted and to be completed in AY18-19.