

CNM ANNUAL STUDENT LEARNING ASSESSMENT REPORT

Due to the Student Academic Assessment Committee by October 15



PART 1: REPORT INFORMATION

Report Year and Contact Information			
<u>2017-2018</u> Academic Year	<u>Jim Graebner</u> Contact Person	<u>jgraebnr@cnm.edu</u> CNM Email	<u>224-4000 ext. 50207</u> CNM Office Extension

Subject of this Report (Please copy and paste the program identifier from the Program Identifiers spreadsheet without making any changes. Only one program identifier can be included per report.)

AT--FMCTECH_CERT--Construction for Film Certificate

PART 2: CONTEXT IN WHICH THE ASSESSMENT TOOK PLACE

Program/Area Highlights and Successes (Wherever applicable, include course completion rates, job placement outcomes, and licensing examination pass rates. See the program information dashboard at <https://livecnm.sharepoint.com/Sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx> (access restricted to CNM employees) and other reports at <https://www.cnm.edu/depts/opie>.)

Demand for the program's Film Crew Certificate remains high. Enrollment is robust: out of a maximum potential enrollment of 714 in the Fall of 2017, 514 students enrolled; in the Spring of 2018, out of a maximum of 514, 332 students enrolled. The Film Crew Technician Certificate programs had an average 95% retention rate with 92% average C Pass rate for coursework. Industry demand for our graduates is increasing with a higher and higher employment rate for those students pursuing work in New Mexico's film industry.

Changes Implemented During the Past Year in Support of Student Learning

CNM's Curriculum Change Committee accepted the course changes necessary for an AA Degree in Film Production.

An introductory class in Digital Film was included in CNM's BIT college increasing awareness of job possibilities that are taught in AT's Film program.

Classes were added for Documentary Film and Drone Cinematography with encouraging enrollment results.

PART 3: REPORT ON ASSESSMENT OF STUDENT LEARNING

Assessment Method	Type of Assessment Tool	Population or Course(s) Assessed	Graduate Learning Outcome(s) Assessed	Mastery Level (E.g., "Minimum score of 3 on a rubric scaled 0-4" or "Minimum score of 75%")	Targeted % Achieving Mastery	Outcome
Specific assignments, class projects, exam/class projects; Direct	Direct internal	FILM 1003, 1015, 1110	List and demonstrate industry standard safety procedures. These procedures were evaluated by the methods stated under "Assessment Method," i.e. Thought Experiments 1-14, Mid-Term and Final Tests, and the mid-term and final movie shoots. In other words, the outcome was assessed through repetitive observation, perfect scores on safety-related exam questions, and analysis of safety conditions in the Weekly Thought Experiment.	80%	70%	Target met
Final Movie Shoot Project	Direct internal	1015 and 1110	Demonstrate safety awareness and protocols throughout course of project	100%	100%	Target met

Summary of Assessment Findings

An emphasis on safety procedures and protocols was made in FILM 1003, 1015, and 1110 as reflected in lecture presentations, industry testimonials, and testing both written and hands-on in the film lab.

Interpretation of Assessment Findings

Film stresses safety in all courses, but emphasizes final project performance above all else, as students will be moving directly into industry thereafter. In both the mid-term and final shoot of all three terms, safety was a priority with excellent results, i.e., no mishaps - a 100% success rate.

Action Plan in Support of Student Learning (Describe changes to be made that are based at least in part on the assessment interpretation. If the assessment did not yield useful information, describe changes to be made in the assessment methodology and/or criteria.)

Right now the approach to having the students learn and implement safety procedures during film has been a success, so no further changes appear to be necessary.

Please select all of the following that characterize the types of changes described in the above action plan:

- | | | |
|---|--|--|
| <input type="checkbox"/> Assessment criteria revision | <input type="checkbox"/> Assessment methodology revision | <input type="checkbox"/> Assignment revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Change in teaching approach | <input type="checkbox"/> Course content revision |
| <input type="checkbox"/> Curricular Revision | <input type="checkbox"/> Faculty training/development | <input type="checkbox"/> Process revision |

Recommendations, Proposals, and/or Funding Requests	Budget Needed
<p>With the arrival of another major movie studio in Albuquerque (the largest in the world), the demand for below-the-line movie technicians has increased. To meet this demand, we have proposed Perkins' grant money for funding an in-house liaison between CNM's film program and the City Film Office to better meet the needs of the increased local film production. We are also in the process of modifying the Film Crew Certificate to adjust to the film industry needs of the new studio settling in Albuquerque. To get students more union mentorship while learning their below-the-line crafts, we have suggested that part of the Perkins' grant go to fund some short film projects where the union mentors would be paid.</p>	<p>\$ 20,000</p>

PART 4: REMAINING YEARS IN CURRENT ASSESSMENT CYCLE PLAN (including any revisions) – **OR -- UPCOMING ASSESSMENT CYCLE PLAN** (if this was the final year)

Years of Full Cycle	Next Year's Assessment Focus (Describe how the next planned assessment is expected to provide information that can be used toward improving student learning.)
2016-2020	Next year's assessment focus will be on explaining basic levels of below-the-line film craft skills as demonstrated in a standard electronic media production.

Graduate Learning Outcomes to Be Assessed	Years in which Assessment Is Planned	Population/Courses to Be Assessed	Planned Assessment Approach
Demonstrate and explain basic levels of craft skills in electric, grip, sound, soft-art, art department and camera.	Fall 2018/Spring 2019	FILM 1110	Specific assignments, exams, class projects. Direct.
Develop, produce and present an industry standard electronic media production.	Fall 2018/Spring 2019	FILM 1390	Specific assignments, exams, class projects. Direct.
Create industry-standard storyboard for an electronic media project.	Fall 2018/Spring 2019	FILM 1335	Specific assignments, exams, class projects. Direct.