

## CTE Annual Assessment Report Template

The purpose of CTE program-level assessment at PCC is to look at student achievement of degree and certificate-level outcomes and to help faculty focus on how to improve student learning based on assessment.

Please choose **one** of the degree and/or certificate outcomes that was part of this year's Summary Data Report, and provide a more in-depth explanation of your assessment process, results and how this might be used to enhance teaching and learning.

This form to be used for both assessments (first time the outcome is assessed) and for re-assessments (a follow-up for the initial assessment of the same outcome).

On completing the form, please e-mail it to [learningassessment@pcc.edu](mailto:learningassessment@pcc.edu).

SAC Assessment Contact(s):

<i>Name</i>	<i>e-mail</i>
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1. Which SAC do you represent?

Multimedia

2. Which outcome is reported here? (Please provide the text of the outcome, and the degrees/certificates to which it applies).

AAS - Multimedia AAS Degree	Prepare and present a multimedia portfolio containing hard copy and electronic media that demonstrates multimedia and problem-solving skills and includes designing a personal marketing plan based on analysis of employment availability and trends in the multimedia industry.	<ul style="list-style-type: none"> <li>• Critical Thinking and Problem Solving</li> <li>• Professional Competence</li> </ul>
AAS - Video Production AAS Degree	Prepare and present a portfolio reel containing hard copy and electronic media that demonstrates preproduction, principle production, and post production skill development along with problem-solving skills and includes designing a personal marketing plan based on analysis of employment availability and trends in the video production and/or film industry.	<ul style="list-style-type: none"> <li>• Critical Thinking and Problem Solving</li> <li>• Professional Competence</li> <li>• Self-Reflection</li> </ul>
ACERT1 - Multimedia One-Year Certificate	Prepare and present a multimedia portfolio containing hard copy and electronic media that demonstrates multimedia and problem-solving skills and includes designing a personal marketing plan based on analysis of employment availability and trends in the multimedia industry.	<ul style="list-style-type: none"> <li>• Critical Thinking and Problem Solving</li> <li>• Professional Competence</li> </ul>

3. Please share **how** this outcome was assessed to help us understand your process for assessment. Please attach a rubric, sample score sheet, or other assessment tool.

Students take required MM250. Students build their portfolio website and demo reel using artifacts produced in their previous courses. With each artifact a short summary is required explaining the sample. What were the objectives of the project, what was challenging, how they overcame the challenge. And what they are most proud of about the sample.

Projects are reviewed by instructors, staff and fellow students, and industry professionals.

Grading is subject to rubric. (MM250 syllabus included in folder)

4. Please include information about your benchmark (the score that indicates successful attainment of the outcome), and how it was determined.

rubric

By the time students register for MM250 we expect student to have a basic foundation in digital media production including but not limited to: technical ability, professionalism and communications, documentation and record keeping, design and presentation. All of these criteria are covered in all of the multimedia courses. So how we determine our bench mark in these areas are as follows: observation (see how the student works), challenges (we question the student about their choices or decision-making process), critic (does the student understand and empathizes the critic) and responses (how the student responds to critic).

We have just started using a student questionnaire regarding their perceived skills and knowledge in MM160 and then again in MM250. (questionnaire in folder)

5. Please provide data collected in the assessment of this outcome (including score distribution and percent of students meeting benchmark). Summarize your findings in the box below. Attach supplemental information or appendices. For this report, **please do not include student identifying information**, but you can assign an arbitrary identifier, especially if you wish to reference individual scores in your discussion.

We weren't able to execute the questionnaire in MM160 and MM250. No data acquired.

6. Please discuss your overall findings regarding student learning. (What did you learn from this assessment? Were there any surprises? Do the data make sense? How do the data relate to student learning?)

7. Please reflect on the entire project and share how your CTE SAC will use the results to improve student mastery of this outcome. Are there changes that need to be made to improve teaching and/or learning?

8. What changes do you plan to make to your assessment of this outcome in the future?

Both courses have included this process in their term schedules for better security in execution.

**Has the outcome been assessed before? (If not, skip this question).**

9. Were any modifications to instruction implemented between the prior assessment and this one? How did the assessment methods and results compare with the prior assessment?

no

**To help us understand your SAC's overall processes, please complete these additional questions.**

1. Was the SAC able to include Part-Time (PT) and Full-Time (FT) faculty for this assessment? If PT faculty did not participate, please explain any barriers that might account for this fact.

Industry and faculty members review final MM250 projects. Barriers that are in place for evaluation is not having enough time for evaluations.

2. How do you plan to share this information with all members of your SAC?

We share how our students are progressing, where students are working, and what projects student are doing, in our In-service session in the Fall and Spring. We also use email and shared documents to adjust and updates strategies due to trends and software/hardware changes.

3. Are there any areas that you might want help with from your CTE coach? Please let us know.

no

4. Is there anything else you would like to share with us? Please let us know.

So much to do. So little time. Cut budgets and personnel. We will try harder for better results this next year.

*CTE Annual Assessment Report Template*

Thank you for completing this report!

We hope this has been a useful project to help your CTE SAC assist your students!