

2022- 23 & 2023 - 24 General Education Assessment Plan

Department: ECTA

Date: 9/29/22

General Education Committee has selected the following area for the 2022-23 & 2023 -24 assessment cycles:
COMMUNICATION: to demonstrate effective communication skills for personal, academic and professional purposes.

General Education Committee: Background: What factors caused the committee to choose this particular assessment outcome? The committee selected this outcome based upon the emphasis on developing a strong knowledge base in the general education curriculum.

Department: *What student outcome will the department assess that addresses effective communication skills for personal, academic or professional purposes”?*

The student will be able to create well-organized and well-supported argumentation in written, oral, visual, and technological media.

Department: *What specific question(s) are you attempting to answer through assessing this student outcome? What are you trying to find out? There may be more than one question, but no more than three.*

Are students able to persuade the reader about how effectively the film/director uses a cinematic element in a film?

Methodology:

1. *OBJECT** - *What data (i.e. artifact, exam score, detailed description of assignment) will be collected?* Analysis paragraph of film from ECTA 160 Studies in Film class

a. *How does this data address the assessment question?* The assignment aligns directly with the assessment question.

i. *Include/attach a description/example of assessment tool to be used.*

2. *How will data be collected?* The papers will be turned in to the instructor and will be scored on a rubric.

Analysis of Artifacts: PERFORMANCE CRITERIA* - Discuss :

1) How the artifacts will be analyzed (attach rubrics/scoring tools if used):

Rubric

	4	3	2	1	0
Element of Film	Describes element of film observed in complete and effective detail	Describes element of film observed with most of the details	Describes element of film observed with some details.	Describes element of film observed with few details.	Does not describe element of film observed.
Analysis of Element	Effectively analyzes element of film and its connection to the overall theme, mood or meaning	Mostly analyzes element of film and its connection to the overall theme, mood or meaning	Somewhat analyzes element of film and its connection to overall theme, mood or meaning	Rarely analyzes element of film and its connection to overall, theme, mood or meaning	Does not analyze element of film
Clarity of Argument	Presents a clear and concise argument relating to scene analysis	Presents a mostly clear argument relating to scene analysis	Presents a somewhat clear argument relating to scene analysis	Presents an unclear argument relating to scene analysis	Does not present an argument or if one is present, it is very inconsistent.

2) How you will know if it is good (i.e. score required by % of students): The class average on the rubric will be 2.5 or higher.

Submitted by: Lisa Ashby

Date: 9/30/2022

Assessment Committee Reviewed (Date): 11/1/22

Department Chair notified of approval/or additional action needed: Approved 11/1/22