

CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT
Due to SAAC by October 15

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information			
Fall 2017—Spring 2018	Jim Graebner	jgraebner@cnm.edu	5027
Academic Year	Contact Person	Email	Phone Number

Subject of this Assessment Report		
Program: Film Technician <input checked="" type="checkbox"/> Certificate <input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" type="checkbox"/> AAS <small>Film Crew Technician CC; Post Production Technician CC.</small>	Gen Ed Area: _____ Applicable to: <input type="checkbox"/> AA/AS <input type="checkbox"/> AAS	Non-Award, Non-Gen-Ed Discipline Area: _____

PART 2: THE YEAR IN RETROSPECT

Program/Area Highlights (Including, wherever applicable, course completion, job placement, and licensing examination information)
<p>Demand for program’s degree and certificates remains high. Enrollment in the program remains high. Average class fill rate for current term Fall 2017 is almost 72%. The program awarded eleven (11) AAS degrees and ninety (90) certificates from Fall 2016 through Summer 2017.</p> <p>Academically the desired student learning outcomes were achieved by a high percentage of students. At the time final projects are filmed, 83 % of the students were able to break down a shooting script. And 100% of students could list and apply the order of operation and protocols in shooting a movie as well as being able to list and explain the job roles and responsibilities and nomenclature related to electronic media production.</p>

Changes Made in Support of Student Learning
<p>To improve upon students understanding script breakdown we asked for 20 stations made available to use Final Draft screenwriting software and 10 stations available to use Movie Magic scheduling and budgeting software.</p> <p>In the ongoing effort to respond to the demand for degrees in film we are planning to go to CNM’s Curriculum Change Committee with a design for an AA Degree in Film Production.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed <i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>	Classes/Cohorts Assessed
4. Break down a shooting script using industry standard criteria. 5. List and apply the order of operation and protocols for on-set etiquette. 6. List and explain job roles and responsibilities and nomenclature related to electronic media production.	FILM 1015, 1110, 1210, 1220, 1230, 1240 FILM 1001, 1003, 1015, 1110, 1210, 1220, 1240 FILM 1001, 1003, 1015, 1110, 1210, 1220, 1240

Measurement Tool(s) Used <i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>	<i>Enter X’s for type of tool</i>				Initial Achievement Target or Expectation
	Internal	External	Direct	Indirect	
Specific assignments, class projects, exam/class projects.	X		X		100% of students must be able to break down a shooting script, apply the order of operations and protocols, and explain job roles and responsibilities and nomenclature in order to be a crew member. Each class (1001, 1003, 1015, 1110, 1210, 1220, 1230 and 1240) has a designated number of productions where student crews are assigned particular positions (camera, lighting, grip, sound, etc.). Student learning outcomes 3,4, and 5 are introduced in FILM1001 lecture class and are assessed during a final exam. Student learning outcomes 3,4, and 5 are reinforced in subsequent classes and assessed with mid-term and final productions made up of student crews.

Assessment Findings
During the application of assessment tools (thought experiments) for Film 1001, 1015, 1110, 1210, 1220, 1230, & 1240; 83% of the students could break down a script using industry standard criteria. In the mid-term and final movie shoots, 100 % of the students were able to list and apply the order of operation and

protocols. In the mid-term and final exams, 100 % of the students could list and explain job roles and responsibilities and nomenclature related to electronic media production.

Analysis and Interpretation of Assessment Findings

Although early attempts at answering the challenges of the thought experiments were hit and miss, by the end of the term most students understood the order of operations and protocols of shooting a movie and could acceptably break down a script. When the same students began working on the sets of their productions in Film 1015, 1100, 1210, & 1230, they could explain the job roles and responsibilities and nomenclature related to electronic media production.

Action Plan in Support of Student Learning

Students are assessed through thought experiments which require analytical thinking to solve challenges encountered while working on a movie. When presented a thought experiment students go through the script breakdown and order of operations and protocols to determine the best location for a movie shoot. Thought Experiments are presented as a series of take-home questionnaires which are evaluated by peer review to identify the most creative and cost-effective solution.

To move students to proficiency performing technical crafts on a movie set, instructors fill out a checklist of student performance on hard and soft skills that pertain to the particular job duty. The instructor meets with the student afterwards to review areas that need improvement.

With the acquisition of software that can implement script breakdowns (Final Draft, and Movie Magic Scheduling and Budgeting), we will be able to use industry standard tools to help students understand the script breakdown process.

Please indicate with an X all of the following that characterize the types of changes described in the above action plan:

- | | | | |
|--|---|---|---|
| <input checked="" type="checkbox"/> Pedagogical change | <input type="checkbox"/> Course revision | <input type="checkbox"/> Process revision | <input type="checkbox"/> Curricular revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Faculty training/development | <input type="checkbox"/> Assessment criteria revision | <input checked="" type="checkbox"/> Assessment methodology revision |

Recommendations, Proposals, and/or Funding Requests

Since employment in the movie industry is notoriously peripatetic, we want to take advantage of CNM's Global Initiative and offer film students exposure working on movies in other countries where they can share their learned technical expertise. We are currently working on an agreement with the Seattle Film Institute that will offer exchange programs for students and instructional classes held by CNM instructors.

Since there is also an increasing demand for upper level degrees in film, we are working on providing a path to getting a Master's Degree in Film Production by having our AA Degree in Film align with the Seattle Film Institute's BA in Film.

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PART 4: ASSESSMENT CYCLE PLAN UPDATE (Copy and paste from original plan if unchanged)

Cycle Years	Description of Changes Made (if applicable)

Student Learning Outcomes	When Measured	Where Measured	How Measured
1. Explain the work flow process and steps for electronic media production.	Year 1 (Fall 2015/Spring 2016)	FILM 1001, CIS 1310	Specific assignments, exam; Direct 80% of assessment related to production work product, 20% related to student's ability to relate their process clearly and completely.
2. Explain the location scouting and management process and procedure.	Year 1 (Fall 2015/Spring2016)	FILM 1015, 1110, 1210, 1220, 1230, 1240	Specific assignments, class projects, exam/class projects; Direct
3. Explain the contents and origins of call sheet information and produce an industry standard call sheet and time card.	Year 1 (Fall 2015/Spring 2016)	FILM 1015, 1110, 1210, 1220, 1230, 1240	Specific assignments, class projects, exam/class projects; Direct
4. Break down a shooting script using industry standard criteria.	Year 2 (Fall 2016/Spring2017)	FILM 1015, 1110, 1210, 1220, 1230, 1240	Specific assignments, class projects, exam/class projects; Direct
5. List and apply the order of operation and protocols for on-set etiquette.	Year 2 (Fall 2016/Spring2017)	FILM 1001, 1003, 1015, 1110, 1210, 1220, 1230, 1240	Specific assignments, class projects, exam/class projects; Direct
6. List and explain job roles and responsibilities and nomenclature related to electronic media production.	Year 2 (Fall 2016/Spring2017)	FILM 1001, 1003, 1015, 1110, 1210, 1220, 1230, 1240	Specific assignments, class projects, exam/class projects; Direct

7.	List and demonstrate industry-standard safety procedures	Year 3 (Fall 2017/Spring2018)	FILM 1003, 1015, 1110, 1210, 1220, 1230, 1240	Specific assignments, class projects, exam/class projects; Direct
8.	Create a basic business plan and response to an RFQ	Year 3 (Fall 2017/Spring2018)	FILM 1230, 1240	Specific assignments; Direct
9.	Create an industry-standard resume.	Year 3 (Fall 2017/Spring2018)	FILM 1240	Specific assignments; Direct
10.	Demonstrate and explain basic levels of craft skills in electric, grip, sound, soft-art, art Department and camera.	Year 4 (Fall 2018/Spring2019)	FILM 1110	Specific assignments, exams, class projects; Direct