

**Annual Key Assessment Findings and Curricular Improvements
School of Arts and Sciences
Department of Media Studies
Undergraduate B.A. Program in Media Studies**

Key Assessment Findings

**Table of Results
Student Learning Assessment Rubric
Department of Media Studies
Senior Comprehensive Exam
AY2009-2010**

Trait	Level						Mean	SD	Total N
	Exceeding Expectations (3pts)		Meeting Expectations (2pts)		Below Expectations (1pt)				
	N	%	N	%	N	%			
1) Critical analytical skill applied to interpretation of audiovisual text	3	8%	29	78%	5	14%	1.95	0.47	37
2) Knowledge of critical and production terminology	4	11%	31	84%	2	5%	2.05	0.40	37
3) Ability to demonstrate, via essay, comprehension of & engagement with a work of contemporary scholarship	6	16%	23	62%	8	22%	1.95	0.62	37

Note: 1) The "N" represents the number of students at each level of performance for each trait.

2) The "%" represents the percentage of the number of students falling at the level performance for each trait against the total number of students.

3) The mean is the average of all scores across the levels within the trait.

4) The standard deviation (SD) is the measure of the variability of the data set, indicating how "spread out" these data are from the mean value.

The Media Studies faculty discussed the outcome of the Senior Comprehensive Exam at its meeting of September 16, 2010. There results occasioned no particular surprise: the outcome was fairly typical, with the great majority of students meeting expectations, a few exceeding, and a few falling short. Those exceeding were, not surprisingly, among the strongest students academically in the major; those failing, among the weakest. It

was generally acknowledged that the exam is rigorous and challenging, and that students who pass are demonstrating strong competence across the traits tested.

It was noted that the overall failure rate on the first attempt was typical. Three students fell below expectations on two or more sections of the exam, thus failing on their first attempt. All three subsequently passed those sections on the retake given three months later. (It is not possible to earn “pass with distinction” on the retake.) Table II below records the total attempts at taking the exam. The results are comparable to previous years.

Table of Results - II
Department of Media Studies
Senior Comprehensive Examination Attempts
AY2009-2010

	Fail		Pass		Pass with Distinction		TOTAL
	#	%	#	%	#	%	
Major	3	7.5%	35	87.5%	2	5.0%	40

Curricular Improvements

The faculty expressed general satisfaction with the exam and the results, and did not feel that they warrant significant change in the exam or in the curriculum. It was lamented that the department does not have the faculty resources to hold more elective courses that might help prepare students for examination across a wider area of subjects, such as video game studies or international cinema.

There was discussion of whether creating greater integration between parts of the exam might improve it. There was consensus that greater integration might improve the results in terms of numbers of students passing or exceeding expectations on more parts of the exam, but there was also a view that integration could limit the scope of the exam as an assessment tool.

The faculty discussed one unprecedented event in the administration of the exam: two students came and took the first part of the exam (the terminology section) and then departed. Both were immediately contacted while the exam was ongoing and reminded of the well-publicized policy that students who fail to sit for the entire exam at its first administration are not eligible to take the retest in April, thereby forfeiting the possibility of graduation that spring. Neither student elected to return to the exam, and both will retake it in January of 2011. The faculty agreed that in the future, the policy will be re-announced at the administration of the exam each January.