

Name of Assessment Project: Up&Coming Satisfaction Survey

Name(s) of Person(s) Responsible for Assessment Project: No Roles Selected

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Providing Department:

Other Units/Departments Involved in Assessment Project:

- Program, Service, or Event Related to Assessment Project:**
1. Up&Coming Student Film Festival: Live
 2. Up&Coming Student Film Festival: Online quarterly film festival
 3. Filmatic Selects

- Ease of submission process (es)
- Quality of event (s)
- Quality of feedback on film submission (s)
- Feedback on suggested/new programming

Assessment Project Description: In 2015, in partnership with UCSD TV and the UCSD Academic Media Services Lab, **ArtPower! Film** has expanded its annual **Up&Coming Student Film Festival** to include an online two quarter film festival, an Instagram competition, and an online "Filmatic Selects" component (similar to "Vimeo Staff Picks").

The 2015 Up&Coming Student Film Festival featured work created in the spirit of collaboration through art, science, and technology in the context of the **Filmatic Festival**.

From docudramas to comedies, and animation to experimental shorts, the amount of subscriptions has significantly increased due to the additional Up&Coming programming.

In our satisfaction survey, we aimed to find out if the additional programming increased submissions, and to find out what areas we could improve upon, and asked a few additional questions on potential Up&Coming programming.

Unit/Program Specific Goals and Learning Outcomes: Advance a Plan for Personal, Academic, and Professional Success

Relationship to Student Affairs Learning Outcomes: 5/15/2015

Assessment Project Start: 5/29/2015

Assessment Project End:

Population/Sample: 12/60=20% (80 total submissions)

- 60 students: # of graduate and undergraduate students who submit to Up&Coming
- 12 students: # of those who responded

Type of Assessment: Satisfaction study, Assessment of culture/climate

Other Assessment Type(s):

Assessment Methods:

Other Assessment Method(s):

Data Collection Tools: Google Surveys

Data Analysis Methods: Compile survey results and compare several questions from prior years

- How Your Results Will Be Presented:**
- Results will be presented to staff and interns/student employees
 - Results will be applied to next year programming to improve quality of programming
 - Certain programming may be enhanced or dropped based on responses

Progress: 100%

Link Assessment Project in Campus Labs Baseline :	Name	Source
	No items to display.	

- Summary of Findings:**
- Ease of submission process: **75% YES**
 - Value of Submitting work even if didn't receive award **64% YES**
 - Clear Judging Criteria **82% YES**
 - Fair Judging Criteria and type of judging criteria that students would value **91% YES/45% Discussion and 45% written juried statements**
 - Professional Advancement **73% YES**
 - Quality of films screened **57% said that others' films were better**
 - **NEW** Who would students value as guest speakers (**variety of answers**)
 - **NEW** Inclusion of Alumni submissions to Up&Coming Live? **55% YES**
 - **NEW** Up&Coming Wired awareness & Benefits to submitting **35% highest # Monetary reward**
 - **NEW** Filmatic Selects awareness, content, duration of selections **55% NO/Varied**
 - **NEW** Would student value a membership only community? **34% want industry contacts. Lowest % for networking mixers as benefit**

2013 Findings

Submission Process

- 60% students want more clarity on *how* the films will be screened
- 50% said they wanted more clarity on submission instructions
- 10% more advertising of festival (based on narrative feedback)
- 60% more clarity on number of films a student can submit
- 20% More clarity on how many judges viewed each film

Jury Panel/Curation Process

- 20% more clarity on jury process (more transparency) (Almost same as 2015)
- 60% would like more feedback from jury panel on films

Festival Event

- 60% said they wan to see better technical proficiency in term of presentation
- 60% gained confidence by screening their work at festival

Impact of Assessment:

- Impact:
- Refine submission process
 - Organize Jury panel to discuss films
 - Create workshops/panels to enhance Professional Advancement
 - Organize in demand speaker (s)
 - Possibly include alumni submissions!
 - Create opportunities to include monetary rewards
 - Stratetically market Filmatic Selects
 - Create Up&Coming membership with benefits as per above

Lessons Learned:

- Drill down on certain responses, e.g.:
1. "Did you feel the competition was judged fairly?" 10% said no, so why "no"? This would be to improve sense of equity
 2. Perhaps a focus group to deconstruct responses would be beneficial
2. Work harder to reach students to fill out assessment survey/attend focus groups. Do this by offering more incentives and create feeling of ownership.

Supplemental Information:

 Up&Coming Survey