Up&Coming Satisfaction Survey

Name of Assessment Project: Up&Coming Satisfaction Survey

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

Email Address: rlwebb@ucsd.edu
Phone Number: 8585341015
Other Contacts: Art Power!

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 Start:
- 5/29/2015 End:
- 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:
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:

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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)
- 20% More clarity on number of films a student can submit
- 60% more clarity on number of films a student can submit

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

Impact of Assessment:

- 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
- Strategically 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

- 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

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