📏 Up&Coming Learning Outcomes Assessment

👥 Public

Name of Assessment Project:	Up&Coming Learning Outcomes Assessment

Name(s) of Person(s) Responsible for Assessment Project:	Role
	Public Events Manager (Unassigned)

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Providing Department:	Art Power!
Other Units/Departments Involved in Assessment Project:	

Program, Service, or Event Related to Assessment Project

6th Annual Up&Coming Student Film Festival

Assessment Project Description

Assess learning outcomes for UCSD students (from a variety of disciplines/college level) gained from submitting a film to the Up&Coming Film Festival and or/screening their work at the film festival

Unit/Program Specific Goals and Learning Outcomes

- Gain experience in the film festival submission process
- Get feedback on work to grow as artist
- Gain networking skills
- If selected to screen at the festival, gain confidence presenting work in a public arena

Relationship to Student Affairs Learning Outcomes:	Communicate Effectively, Advance a Plan for Personal, Academic, and Professional Success
Assessment Project Start:	5/1/2013
Assessment Project End:	6/30/2013

Population/Sample

5/40
40 UCSD grad and undergraduate students submitted films to Up&Coming
5 responded=12.5% respondents

Type of Assessment: Student learning outcomes and/or behavioral outcomes

Other Assessment Type(s):

Assessment Methods: Focus Group, Observation, Surveys, Visual Collection (e.g., photos, videos)

Other Assessment Method(s):

Data Collection Tools

Data was collected in the following formats:
- Survey
- Online focus group
- Observation
- Video

http://vimeo.com/balestra/artpwr13

Data Analysis Methods

Data was mined and analyzed based on "inferential statistics" where the sample of respondents represent the whole (survey results are based on multiple choice and narrative responses).

Presentation of Findings

Presentation to
- supervisor
- immediate colleagues

Progress: ✔ 100%

Link Assessment Project in Campus Labs Baseline

Source Name	Project Name
No items to display.	

Summary of Findings

- 100% gained experience in the film festival submission process
- 40% received constructive feedback on their filmwork to grow as artist
- 20% gained networking skills
- If selected to screen at the festival, 20% gained confidence presenting work in a public arena

Impact of Assessment

Analysis provided insight into efficacy of intended Learning Outcomes

Lessons Learned

- 60% want more clarity on submission instructions
- 20% find alternative submission site (current Tumblr site too clunky)
- 10% suggest to notify professors in media department so that class projects serve as an additional goal of submitting to the film festival
- 60% want more feedback from professional media experts
- 10% Intimate panel discussion with students and professionals/jury panel
- 60% More screening opportunities following the festival

- 100% gained experience in the film festival submission process
- Get feedback on work to grow as artist (see above)
- Gain networking skills (see above)
- Of those selected to screen at the festival, 20% gained confidence presenting work in a public arena

Supplemental Information

See attachments

- Focus Group
- talent campus_export (2)
- Up&coming_export (3)

Last modified 8/19/2013 at 5:30 PM by Rebecca Webb
Created 10/16/2012 at 7:23 PM by Rebecca Webb