📏 Up&Coming Satisfaction Survey

👥 Public

Name of Assessment Project:	Up&Coming Satisfaction Survey

Name(s) of Person(s) Responsible for Assessment Project:

Role
Program and Audience Development Manager (Unassigned)
Director of Marketing & Communication (Unassigned)
Public Events Manager (Unassigned)

Email Address:	rlwebb@ucsd.edu
Phone Number:	
Other Contacts:	
Providing Department:	Art Power!
Other Units/Departments Involved in Assessment Project:	

Program, Service, or Event Related to Assessment Project

ArtPower! Film is expanding its annual Up&Coming Student Film Festival to include two nights of filmmaking, exploration, conversation, networking, and fun. See what (and who) is up-and-coming from UCSD graduate and undergraduate students, UCSD alumni, and high school students mentored by UCSD students. Films are fresh, in some cases raw, but always bristling with energy, originality, and ambition.

The 2013 Up&Coming Festival will also feature cinema created in the spirit of collaboration through art, science, and technology. Participants will have the opportunity to experience a profound shifting of perspective through the utilization of cameras built by UCSD students that can fly and travel where no human can go.

From docudramas to comedies, and animation to experimental shorts, the level of talent is so impressive that even PBS has taken notice. Several films premiered in last year's festival have been selected to screen as part of PBS's internationally distributed Shorts Showcase series.

Described as "excellent and diverse" by KPBS film critic Beth Accomando, the festival is a highly competitive screening event that continues to attract a growing number of submissions and audience members each year.

After Party at The Loft
Join ArtPower! Film and the student filmmakers for a post-screening party at The Loft.

Assessment Project Description

Assess satisfaction of Up&Coming Film Festival Experience
- Ease of submission process
- Quality of event
- Quality of feedback on film submission

Unit/Program Specific Goals and Learning Outcomes

Relationship to Student Affairs Learning Outcomes: Not related to any SALOs

Assessment Project Start: 5/1/2012

Assessment Project End: 6/30/2013

Population/Sample

5/40=12.5%
- 40 students: # of graduate and undergraduate students who submit to Up&Coming
- 5 students: # of those who responded

Type of Assessment: Satisfaction study

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:
- Online survey (Survey Monkey)
- Online Focus Group
- Video
- http://vimeo.com/balestra/artpwr13
- Observation

Data Analysis Methods

use qualitative methods on the open-ended survey results and the focus group results
[survey, focus groups]

Presentation of Findings

- longitudinal study
- presentation to supervisor and ArtPower! colleagues

Progress: ✔ 100%

Link Assessment Project in Campus Labs Baseline

Source Name	Project Name
No items to display.	

Summary of 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)
- 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
- 10% said that HTHMA students should not leave early from the event- leaves a much smaller crowd (based on narrative feedback)

Impact of Assessment

- Confirmed areas of festival that need to be improved (see "Lessons learned")
- Create question on survey to assess the new judging rubric

Lessons Learned

- Provide clear submission guidelines: amount of films, screening context, judging criteria
- Provide more feedback on individual films and increase jury pool per film
- Mandate HTHMA students to stay entire duration of festival
- Create a production schedule to work out any technical glitches well in advance of festival with the production manager
- Provide rubric to jury panel and communicate rubric to students who submit their work to the festival

Supplemental Information

See attachments

- 📄 Focus Group

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