

Multi-Year Programmatic Review V/F Film Production

V/F Production Program Coordinator Frank Welch
&
NESCom Academic Director Edward Goguen

1. Please provide a narrative that explains the program history, how the program supports the current or future needs of the given professional area, and the future direction of the program. Also, please discuss the program's alignment with Husson University's mission and the College's strategic planning. (Annual Program Assessment Form 1&3)

The Video/Film Prod. program at Husson University began as a way to train students for careers in broadcast TV and has matured into the multi-faceted program it is today developing diverse skillsets in its students. The program now covers topics from Filmmaking, commercial videography, photography, cinematography, live/studio/remote production, editing, special effects, and more.

The VF program is also expanding into the world of XR and has partnered with Husson's iEX Center on multiple projects and that connection is growing.

Husson Mission Statement:

Husson University seeks to inspire and prepare students for professional careers in current and emerging fields through professional programs informed by the sciences and humanities.

NESCom Mission Statement:

The New England School of Communications inspires and prepares students for professional careers in current and emerging fields in the communications industry by focusing on experiential learning, technology, and work-ready skills.

I think both of these mission statements lineup very well. They both focus on hands-on learning that gives students real world experience in the field(s) they are interested in. The overall goal for both of these statements is to prepare students for the workforce and to give them the tools they need to be successful members of the field they enter.

2. Please identify data sources utilized in this report (Examples may include but are not limited to feedback from consultants, advisory board reports, admissions/retention data, data from student learning assessments, etc.) (Annual Program Assessment Form 2, 4, 5, 6, 7):

| Data source | Date of collection | Description |
|-------------|--------------------|-------------|
|-------------|--------------------|-------------|

| | | |
|----------------------------|--------------|--|
| Program Advisory Committee | 03/05/2024 | A survey VF Coordinator Frank Welch created that was sent out to all PAC Members, potential new members, and recent (5 years) VF grads |
| Enrollment data | AY 2023-2024 | Director Goguen keeps track of NESCom enrollment using a census provided by the office of institutional research |
| Admissions Data | AY 2024-2025 | Director Goguen keeps track of all weekly admissions reports in a spreadsheet |
| Retention Data | AY 2023-2024 | This report is not set up yet. The Office of Institutional Research is still working on the Power BI Map. Some Retention data can be pulled to some degree from the data that Director Goguen tracks |

3. Please identify the programmatic goals that have been worked on since the last review, and provide updates on their current status. (Annual Program Assessment Form 5,7):

| Goal | Evidence | Description | Status (Met, Not Met, Ongoing) |
|------------------------------------|--|---|--------------------------------|
| Fill Instructor Positions | Had to fill 2 full-time positions and a handful of adjunct positions | Two full-time VF Prod. faculty left and needed to be replaced. We were only able to fill 1 spot. And VF always needs adjuncts for VF 100 (intro to video), VF 212 (audio for video), & VF 243 (video compositing and motion graphics). The last 2 courses are incredibly difficult to fill with local masters-level credentialed instructors. They are not courses that are easily taught online. | ongoing |
| Add a Class in Narrative Directing | There was a gap in the curriculum for a class that had a catalog listing but no actual developed course and it's a class that VF | Bill finger worked to develop this new course and taught it for the first time SP 2024. The course still needs refinement but it's off the ground | Ongoing |

| | | | |
|--|--|--|-----------------|
| | students wanted | | |
| Work with the XR Program to Explore this Technology in Video | With the iEX Center in it's 3rd year the opportunities for collaboration are almost endless. | The VF program worked with XR workstudy students o projects in the iEX Center this past year | Met but ongoing |
| Assist Marketing Efforts | With enrollment & recruitment down it's necessary for departments to take an active role in the marketing of their programs. | NESCom departments have always worked hard to assist husson marketing with approval of road-pieces, brochures, one-sheets, website, etc. | |
| Work on Retention | We need a target number for this goal. While the intent of this goal is just improving retention, period. We need to investigate what increase is best aligned with our resources and what initiatives lead to that increase | This also could be broken down by gender and other demographics. It's also necessary to see if there are 'points' in the program where retention is more of an issue. Should VF target first to second year or does the program get more difficult/rigorous at another point where retention efforts would be best served. But the intent of this goal is understood and efforts have been made across the program to increase overall retention | ongoing |
| Continue to Rebuild Intern Program, Post-Covid | COVID hit all husson programs. NESCom has begun to recover but there are other avenues for internships that can be emphasized. | Filmmaking is an area where efforts can be aimed and reestablishing connections we already have with TV stations and other broadcast outlets will benefit students | ongoing |
| Work to Rebuild Live Program, Post-Covid | COVID hit all husson programs. NESCom has begun to recover but there are other avenues for live production that can be targeted. | NESCom is strengthening it's partnership with Husson athletics to broadcast/stream more games and we've hired two new IT folks to assist our own IT/engineering team with this initiative. | Met |
| Continue Video Support to the University | NESCom Productions helps serve the university needs for AV support | We have anywhere from 6-12 students that serve as workstudies through NESCOM Productions which acts as the AV support staff | Met |

| | | | |
|--|--|---|--|
| | | for husson events that need audio, video, lighting, and streaming support | |
|--|--|---|--|

4. Please provide an evaluation of curricular effectiveness, including at least one direct and indirect measure of student learning. Within this analysis please incorporate rates of retention and graduation and factors of alumni success. (Annual Program Assessment Form 5,6,7)

| Student Learning Outcome | Assessment Tool & Results | Notes |
|---|---|--|
| Direct: Retention 1st year to 4th year | Weekly Admission Reports, Director Goguen's Census, & Office of Institutional Research (Power BI Map) The VF class of 2024 (17 students) came in as a cohort of 24 students in the Fall of 2020. That's a retention of 71%, higher than the university (60%) over the same period | This information had to be pulled from 3 different sources and it's important to note that retention data (from Husson IR) ignores students that changed majors but were retained at Husson. However, the enrollment reports do include students that transferred into your programs |
| Indirect: Graduate satisfaction with program | The number of grads that participated in and responded to Frank Welch's survey of the VF program highlights their satisfaction with their education and their own personal success in the industry post graduation, which they attribute to the program. Their comments were thorough and detailed, which also denotes they care about Husson and NESCom, highlighting their regard for the program and school. | The VF department should take a closer look at other indirect measures to see what might be useful to track. |

Approved Template: Deans Council 7-20-22 Page: 1

5. Please describe future programmatic goals such as experiential, interdisciplinary, competency based, JDEI, or other relevant programmatic initiatives. (Annual Program Assessment Form 3, 7)

The VF program is continuing to refine its curriculum and focus. The advances in XR will assist the program in moving forward and retaining its position on the cutting edge.

Our strengthened relationship with Husson Athletics will immerse more VF students in the skills necessary for broadcasting live sports and those opportunities will only increase.

Enrollment and recruitment is a problem that has no easy answer. The younger population of Maine is decreasing, which means the VF program must target recruitment efforts outside of Maine and nationally. The VF faculty have always been willing to go the extra mile in assisting admissions and marketing any way they can

6. Please provide a summary of findings and recommendations based on this self-study.

Outside of recruitment and enrollment, the VF program is in a great position. Our budget process allows us to stay on top of technology and to take advantage of what capital we have and to leverage our existing infrastructure. Our relationships with our vendors & equipment manufacturers (EVS for example) gives us the ability to keep state of the art technology in our students hands. We have great relationships with our key partners in the industry that hire our grads and we're careful about where we place students and grads so wherever they go it's the right fit. This report is in line with that. The major area of concern that must be addressed is recruitment and enrollment. But our faculty are willing to do whatever outreach is necessary to assist in that.

