

ANNUAL PROGRAM ASSESSMENT FORM

Name of Program:
Report prepared by:

1) Please list the degree offerings:

BS Comm Tech – Video Production
BS Video/Film Production
Dual-Degree BS Video/Film Production & MBA

2) Progression /Graduation update (NECHE 8)

BS Comm Tech – Video Production = *1 student*
BS Video/Film Production = *61 students*
Dual-Degree BS Video/Film Production & MBA = *no information*

3) Program's Mission Statement (NECHE standard 1):

- 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.

This aligns perfectly with Husson University's mission to prepare students for professional fields.

4) Faculty updates (NECHE Standard 6)

Frank Welch

- Worked with a representative from the FAA to secure a FIRA on the Husson campus. This is only the 2nd approved one in the state, and it will allow us to put a drone up in the air, this close to the airport, without asking for a permit or even permission.
- Consulted with a company working on a Nature documentary and helped them with editing notes and feedback to get it ready for a Film Festival submission.
- Consulted with a company working on a "Unhoused" documentary and helped them with editing notes and feedback to get it ready for a Film Festival submission.
- Produced (recording and editing) videos for a few companies over the year, mostly marketing material and internal message videos

Steve Vachon

- Trained for indoor drone flying with prop guards.
- Became proficient with setup & operation of the following gear: GVM Camera Slider, DJI Ronin 4S Pro, as well as the Fujifilm X-H2 camera.
- Renewed my role as a live camera operator for ESPN sporting events to better help students prepare for those roles.
- Continued shooting and producing commercial productions around the Bangor area. Learned how to photograph large scale scenes with multiple flash units for client GE Vernova. Larry Ayotte advised and assisted me on 2 full-day shoots with multiple flash units.

Bill Finger

- This past Fall I attended Adobe Max - remotely. This was a conference allows attendees

to engage with recent innovations in imaging technology from Adobe. The conference was held in Miami but I do feel it was valuable to attend remotely. The strongest aspect bolstered my knowledge and skills with Photoshop and Premiere pro. This year there was added attention to the developments that have come with AI.

- Recently joined the Maine Film Association. I believe this will allow me to network with local industry professionals and instructors on a State level. This will give me a stronger feel for the local film business market so that I can promote our Program and our Grads.
- Working to expand knowledge base in working with Premiere Pro and DaVinci. Focusing on color grading with DaVinci.
- Solo exhibit of photographic artwork at Punch Projects in Washington State.
- Currently in the research phase of a new body of photographic work based upon the Novel, Moby Dick. This will involve both constructed miniatures and photographing in Maine, New Hampshire, and Massachusetts.

5) Program Goals / Strategic initiatives (NECHE Standard 2, 5):

- *Areas for goals should address such areas as graduation, progression, retention, changes in program/curriculum due to assessment findings, gaining additional professional expertise, recruitment, or another program/university/professional need.*

| Goals from the <u>previous</u> year: | Met / Not Met | Assessment summary: | Action |
|--|---------------|---|--|
| Fill Instructor Positions | Met | All classes are covered | satisfied at the moment |
| Add a Class in Narrative Directing | Met | This ran twice as a test | Will review need moving forward |
| Work with the XR Program to Explore this Technology in Video | Not Met | The XR program isn't ready for us to do this. | table for now |
| Assist Marketing Efforts | Met | Built a Video Youtube and Instagram page | share youtube page with marketing and admissions |
| Work on Retention | in Progress | This will be an ongoing thing, but we had good results outside of the Freshmen flood class. | continue current efforts |
| Continue to Rebuild Intern Program, Post-Covid | Not Met | not as many internship opportunities as | keep trying |

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| | | we'd like to see | |
| Work to Rebuild Live Program, Post-Covid | Met | expanded athletics, nite show performance series | continue collaborations |
| Continue Video Support to the University | Met | There seem to be more and more events/presentations /workshops each year for our VF students to work | Continue providing students with opportunities to support the university |

| Goals for the <u>upcoming year:</u> | Assessment planning: | Notes |
|---|---|--|
| Monitor and support new instructors (Adjuncts & Full-time) | <ul style="list-style-type: none"> Regular meetings which can be tracked Asking students for feedback | We will be losing a full time position to labor cuts, so the need to work with adjuncts will be even more important. |
| Investigate balance of courses between video domains and fields | Do we have the right number of courses between live, film, & video? | a bit too busy this past year to dig into this |
| Assist Marketing Efforts | Continue to grow the VF Prod social media footprint | Prospects, parents, & visitors are encouraged to check on VF social media pages |
| Work on Retention | <ul style="list-style-type: none"> Increase opportunities for younger students to engage in live production Pitching to students in 100-level VF courses on how they can get involved early | VF deposits are up by 6 over 2024 |
| Investigate new avenues for internships | <ul style="list-style-type: none"> Survey VF grads Make connections with companies offering opportunities our students are interested in | It would be helpful if the VF department could dedicate more resources directly to this initiative |
| Work to Rebuild Live Program, Post-Covid | Continue to build on the growth we had in this regard in the last year | Technology updates/change should make it easier for students to do more events even on a smaller scale |
| Continue supporting NESCom Productions | <ul style="list-style-type: none"> Increased number of events Produced a handful of videos for Husson Assessment Office | We want students to have experiential opportunities outside |

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| | | of the classroom and NESCom Prod is important |
| Revisiting SLO Course Mapping | We did this a little bit ago, but have made some changes to the SLO's and revisiting the course mapping should be a priority this year | Given staff changes, it will be interesting to see if the mapping stays consistent or if opinions vary here |

6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)

- Please review and update the current curricular mapping and ensure syllabi reflect the mapping found at the official Husson Mapping Site ([HERE](#))
- Please update the progress made on specific learning outcomes below. If specific external tools are used (i.e. Praxis, Peregrine, etc.) be sure to include them.

| Student Learning Outcome | Courses mapped to SLO | Summary for the given academic year | Action |
|--|--|--|---|
| PO 1 Students will identify skills and apply knowledge, in multiple roles of a video production workforce. | VF 100 VF 105 VF 212 VF 224 VF 248 VF 441 | From freshmen to seniors we work to make sure that students understand the positions they are learning about and how to be productive in the workforce | This understanding will be behind almost all course work and outside work done by the students. |
| PO 2 Students will utilize current industry equipment and software necessary for video production. | VF 100 VF 105 VF 205 VF 212 VF 224 VF 234 VF 243 VF 312 VF 322 VF 342 | A couple of older SLO's were merged to help access this concept better and to be more clear with students about expectations. | SLO's have been re-written, we may need a year to assess them before adding new actions |
| PO 3 Communicate effectively with peers, clients and consumers for product development. | VF 100 VF 105 VF 205 VF 234 VF 248 VF 312 VF 224 | This was a very important SLO we had, that needed to be re-written in a way that was more | SLO's have been re-written, we may need a year to assess them before adding new actions |
| PO 4 Plan, light, and edit various styles of Video deliverables | VF 100 VF 105 VF 234 VF 312 VF 322 | This combines a couple of SLO's from before to be more efficient with the practical skills being taught | SLO's have been re-written, we may need a year to assess them before |

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| | | | adding new actions |
| PO 5 Manage data across multiple formats and platforms & deliver a product | VF 100 VF 105 VF 205 VF 243 VF 322 VF 342 | Multiple projects and class related work will go into every part of this SLO, it is one of the bases of what we do, gather, manage and deliver content. | This SLO was pretty much the same from before. We continue to access make sure that students understand workflow and delivery |
| PO 6 Evaluate quality of work based on traditional artistic and technical theories. | VF 100 VF 105 VF 205 VF 212 VF 312 VF322 | Combining artistic and technical together, allows us to show the students how the two can work off one another to create better outcomes for clients | SLO's have been re-written, we may need a year to assess them before adding new actions |
| PO 7 Assess production difficulties and troubleshoot to reach solutions. | VF 100 VF 105 VF 135 VF 224 VF 234 VF 239 VF 243 VF 248 VF 312 VF 322 VF 338 | Troubleshooting has been something that we feel strongly about since the creation of this program, it can not be supported with all of the above skills. It is what separates someone who memorizes skills from someone who learns them | SLO's have been re-written, we may need a year to assess them before adding new actions |

7) Executive Summary:

Progress was made on a number of goals over the past 12 months, including rebuilding the Live Production focus of the program and the evaluation of our classes, in regards to how they fit into making our graduates successful. Our numbers are holding relatively steady, with a small increase in applicants and at this point we have been able to fill all teaching needs.

In the last assessment we stressed a need to push for advancing the live program, this came from a trend we have seen in student placement after graduation into quality positions in the field. With the advance in AI technology this will continue, especially if we can move towards more engineer-like skills for the same positions. Recent successes were a remodeled studio to teach in, a new switcher, and a new person taking point over the number of live events we can accomplish. The goal was moved onto this next assessment as well, because we want to keep the momentum going. This year we will be adding a new class to support this and working to develop a second new class to branch the entry level skills and make the foundation of this focus stronger.

A couple of semesters ago we had a bad flood in the communications building and it caused us to have a very rocky semester with our incoming freshmen. From that group we lost a lot of students, which made our retention of these next few classes even more important. The hole that was left from the group that did not stay has been causing a ripple of cancelled classes, but I think we are almost over it and ready to run things at full capacity again.

Due to our numbers being smaller than they were 8-10 years ago we are working with fewer resources now and a stricter budget. We will also be losing one full time teacher from the team at

the end of this semester as we cut back to a more effective core. This could lead to a few changes in course offerings and workloads, but we are making plans to make the change seamless for students.

The report also reminded me that we have updated our SLO's recently and revisiting course mapping would be a good goal for this year. This may bring an opportunity for new eyes to analyze the individual course structure of our core and see if changes are needed to stay up to date with the industry and our goals.