

## CALIFORNIA STATE UNIVERSITY, EAST BAY

Designation Code: **2007-08 CAPR 13**

Date Submitted: February 21, 2008

TO: The Executive Committee of the Academic Senate  
FROM: Committee on Academic Planning & Review (CAPR)  
SUBJECT: Multimedia Program Interim Report  
PURPOSE: To Address the Concerns of the last Five-Year Program Review for the Graduate Multimedia Program and to Report on the Interim Report by the Program

### ACTION

REQUESTED: For the Information of the Executive Committee

### BACKGROUND

INFORMATION: The Multimedia Graduate Program was discussed at the October 4, 2007 meeting of the Committee on Academic Planning and Resources. Committee members discussed the concerns expressed in the program's last five-year review, namely the apparent lack of Student Learning Outcomes, a method for measuring/collecting data regarding these outcomes, and a method for collecting and analyzing data related to student progress through the program and to program graduates.

In the last five-year review, CAPR recommended acceptance of the program with conditions related to these concerns and asked for another review at the end of two years. In light of various timelines, CAPR chose to ask for an interim progress report and reported on this decision to ExCom in a document dated October 13, 2007. Multimedia submitted the interim report in December, 2007 and a discussion was held at the January 17, 2008 CAPR meeting, with Janet Green from Multimedia and Carl Bellone, who oversees the program, in attendance.

In the report and during the discussion, CAPR was satisfied that Multimedia addressed the issues raised in the previous five-year review. They demonstrated that they have student learning outcomes for the program, methods for collecting and analyzing data on student progress on meeting the student learning outcomes, a system for tracking student progress through the program, and ways of collecting and analyzing data on program graduates.

Multimedia raised a new need for assistance in recruitment. The program holds monthly information sessions and an annual public presentation of graduating students' works. There is a new web site and high quality graphic materials, but the web site is buried in the larger university site and there is no way to distribute graphic materials to target audiences. They require assistance from an appropriate administrative office.

Having met the interim requirements as outlined by CAPR, however, the committee now recommends that the conditions placed on the Multimedia program at its last review be considered satisfied and that the Multimedia program include their December, 2007 report in its self-study as it prepares for its next five-year review. In the meantime, it is hoped that the program can work with administration to resolve their recruitment issues.