California State University, East Bay

TO: The Academic Senate

FROM: Committee on Academic Planning and Resources (CAPR)

SUBJECT: Five-Year Program Review for the Graduate Multimedia Program

PURPOSE: For Approval by the Academic Senate

ACTION
REQUESTED: Acceptance of the Five Year Program Review of the Graduate Multimedia Program and conditional approval of the continuation of the program for a two year period. Within the two year period, CAPR requests that the program faculty develop a coherent set of Student Learning Outcomes (SLO's) and a method for measuring/collecting data regarding the SLO's. In addition, the program must develop a method for the collection and analysis of data related to student progress through the program and for data relating to program graduates. At the end of the two year period, a follow-up review of the program by CAPR is requested.

BACKGROUND
INFORMATION/ **Executive Summary**:   The Multimedia Department offers the Master's of Arts Degree in Multimedia. The degree program is designed to enable individuals to develop creative and technical skills using multimedia resources. On November 4, 2004, the Program Director, James Petrillo, met with CAPR members. At this meeting the review process and the submitted report were discussed. Additional information was obtained via interview and the submission of supplementary materials.

This two year, 52 unit program, admits students with a variety of academic backgrounds and technical skills. Students take 44 units of required courses and 8 units of electives. Students may take an additional 8 units of elective courses to develop specialized skills.   Under consideration is a proposal to raise the number of required units from 52 to 60 to incorporate classes for those individuals who enter the program without sufficient technical experience to be successful in the first year required courses.

The first year of the program is organized around a series of twelve required classes to prepare students for the second year group thesis project. The second year of the program is the creation of the group thesis project. However, the second year students utilize the majority of the program resources, including workspace, hardware and software. Thus, few program resources are available for first year students. First and second year students have few opportunities to interact or work together.

The Graduate Multimedia program does not have any resident faculty, rather faculty are on loan from four colleges at CSU East Bay. There are no plans to increase the number of faculty to participate in the program. A request from Director James Petrillo has been made for faculty from other departments to assist students with the development of the required projects.

Every two years the faculty in the Graduate Multimedia Program revise course content to reflect the rapidly changing nature of the technology that drives the field. These revisions enable students to be introduced to the most recent innovations in multimedia development.

While student enrollment in the program is still small, it remains stable. The outside reviewer recommended that the program consider a change in the name of the program to better

reflect its content and attract more students. An additional recommendation was the development of a system to collect data on the types of employment garnered by program graduates.

The outside reviewer also recommended that the Graduate Multimedia Program consider relationships with other departments and programs on the CSUEB campus. A second recommendation was for the Graduate Multimedia Program to strengthen ties with alumni and bay area media enterprises. It is hoped that additional opportunities for students and resources for the program would be acquired as a result of these relationships.

In an attempt to measure student performance outcomes, CAPR has been investigating the use of a proposed guideline suggested by the WASC Academic Review Campus Outcomes Team (COT) called "Student Learning Outcomes Rubric." When this proposed instrument was used by CAPR for this review, the Graduate Multimedia Program scored a total of 25 out of 60 possible points, indicating further development of assessment measures and collection of data is needed. There is considerable inconsistency in the quality of evaluation rubrics provided by faculty. During the fall of 2005 the faculty will develop course-based student learning outcomes for each course and for the program as a whole that can be measured.

CAPR RECOMMENDATION FOR THE CONTINUATION OF THE PROGRAM
CAPR recommends Acceptance of the Five Year Program review of the Graduate Multimedia Program and conditional approval of the continuation of the program for the next two years. A second CAPR review of the program is requested at the end of the two year period. During this two year period of time the following must be developed:
- student learning outcomes for the program
- student learning outcomes for each course in the program
- a system for collecting and analyzing data on student progress in meeting the student learning outcomes
- a system for tracking progress of students through the program
- a system for collecting and analyzing data on graduates of the program

The next CAPR review will be in 2007-08.

Additional Background:

Overview description of the program: The Graduate Multimedia program is designed as a two-year learning engagement to educate the next generation of interactive digital media content creators. The program focuses on the creative and technical aspects of computer technology to create, control, deliver, and present content in a variety of interactive digital forums.

Since the program admits candidates from a variety of backgrounds, the first year is designed to build teamwork skills and to increase production skills through participation in collaborative projects. Content in the first year of the program requires candidates to examine the seminal ideas, influential technologists and creative approaches to the multimedia which have been explored over the years. Second year candidates complete a student research project which serves as the basis for the thesis.

Overview of the documents submitted to CAPR: As required, the report to CAPR included a self study submitted on September 22, 2004 by James Petrillo, Director, Graduate Multimedia Program. Additional hard copy documentation was received February 14, 2005. Further documentation was received via e-mail February 23, 2005.

Five-Year Program Review/Self-Study (AY 1999 - 2004)

- Summary of specific areas of the Self Study
  - Curriculum is constantly revised to reflect changing nature of technology of field
  - Under consideration is proposal to increase program from 52-60 units to incorporate classes for students who enter program without extensive background in field
  - First year of the program is designed to prepare candidates for the second year group thesis project.
  - Program staff includes one full time coordinator and one half-time technician Program has no additional resident faculty beyond the program coordinator. Participating faculty are members of other Colleges: Business and Economics, Education, Science, Arts, Letters and Social Science.
  - Faculty, from other departments are needed to serve as thesis project advisors.
  - Available space for first year students to complete projects is minimal. Second year students require program resources to complete thesis projects.
  - Enrollment has been small but stable. Program had 20 full time and 13 part time students in the 2004-2005 academic year.
  - Twenty-one master's degrees were awarded in 2002-2003; 2 master's degrees were awarded in 2003-2004.
  - Assessment plan is in developmental stage. At this time there are few student learning outcomes that can be measured. During the fall quarter 2005 faculty will be meeting to design measurable student learning outcomes for the program as a whole and for each course in the program.

- Summary of supporting data:
  - Data chart submitted included enrollment and graduation data through 2002-2003
  - Data on employment of alumni is not included
  - Data on number of students advancing to second year of the program for each of the academic years 1999-2004 is not included
  - Course assessment data is minimal

Outside Reviewer's Comments and the Department's Response
On April 6-8, 2004, Dr. Keith Muscutt, Assistant Dean of the Arts, University of California Santa Cruz reviewed the Graduate Multimedia Department and submitted a detailed twelve page report. The outside reviewer's observations include the following points:

- o Refine vision, program and course content to reflect the state of the field with appropriate technical support staff
- o Consider renaming the program to reflect the depth and range of work i.e. digital and electronic arts
- o Create a sequence of undergraduate preparatory classes for those individuals who enter the program with little technical experiences
- o Strengthen the curriculum to enable candidates to develop greater proficiency in programming language skills
- o Develop adequate creative/research/physical project space and lab facilities for both first year and second year candidates
- o Develop opportunities for communication and/or collaboration among first and second year students
- o Develop a state-of-the-art web presence as well as stronger communication ties with prospective students, alumni and donors.
- o Explore collaborative relationships with other departments throughout the campus
- o Support faculty in terms of time, space, research support and additional financial resources to maintain a presence in the field
- o Allocate the program director more control over the core program

•The department responded to each of the reviewer's recommendations by stating:

- o Increased resources will be needed to implement recommendations. Completion of Business and Technology center should create space for program enabling both first and second year students to have studio space.
- o Faculty will design syllabi to include student learning outcomes and assessment rubrics.

Program's Five-Year Strategic Plan (2004-2009)
The success of the graduates of the Graduate Program in Multimedia is essential for the continued recognition and future development of the program. As other Bay Area institutions develop graduate programs in multimedia, digital and electric arts, the challenge will be for CSU East Bay's to retain its eminence in the face of growing competition and resources.

- o Updated curriculum will be implemented in fall 2004.
- o Consider a sequence of courses from those in the catalogue as prerequisites for candidates who lack technical skills.
- o Increase the number of students in program.
- o Utilize space in the new Business and Technology Building and the Arts and Education Building for studio projects.
- o Develop relationships with faculty from other departments willing to serve as thesis advisors. In 2004, Ray Mitchell from the College of Letters, Arts, and Social Sciences became a regular thesis advisor for second year students.
- o Develop and fund a plan for program promotion and recruitment.
- o Request an increase in financial support from the university
- o Develop a strategy for increasing financial support from outside sources.

CAPR Analysis of the Program's Five Year Review

• Program changes and challenges

CAPR appreciates the attention that the Graduate Multimedia Program has given towards the implementation of the outside reviewer's comments and suggestions. However, we see the following as remaining challenges facing the Graduate Multimedia program:

- o There is a need for continued development of a rigorous state of the art curriculum to prepare individuals for employment in the field. There are numerous public university and private programs in the area that offer certificates and/or degrees in the fields of multimedia and electronic arts.
- o There are few measurable student learning outcomes for the courses or the program as a whole and no demonstrated vision for measuring and presenting trends in these outcomes over time.
- o There is little mention of collaboration with other departments and programs to improve the positioning of the program at the University.
- o There is no apparent plan for developing relationships with outside constituents including multimedia professionals in business and industry.
- o There is no apparent recruitment strategy in place or a plan for raising the visibility of the program within the bay area community.
- o There is no stated process for the modification of course content to reflect current and emerging trends in the field.
- o There is no formal rubric for determining the readiness of program candidates for first year coursework. Readiness is considered on a case by case basis.
- o There is a lack of data on graduates of the program.
- o There is no mention of the relationship between the undergraduate programs in Multimedia available through the Art Department and the Graduate Multimedia Program.

•Resource challenges and needs

- o We agree that resources are tight and that the Graduate Multimedia Program is striving to deliver a high quality program with the current resources.
- o We wonder whether the development of enrollment targets and the monitoring of student progress would enable the program to create a stream of candidates progressing through the program within the 2-3 year time frame of the program.
- o We wonder whether the Graduate Multimedia Program has considered recruiting candidates from the undergraduate majors in Art with a Multimedia Option or Multimedia Minor.
- o We wonder whether a plan is being drafted for the development of additional resources for the program beyond the acquisition of space in the new Business and Technology Center.