**Continuous Improvement Plan**

Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource, or professional development goals, as needed.

**Date:** July 18, 2021 **Name of Program/Unit: Video Production**

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**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**  Results expected in this unit  (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used to measure results  (e.g. survey results, exam questions, etc.) | **C. Target(s)**  Level of success expected  (e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| 1. Accurately identify all Video Production majors. | Identify and confirm all Video Production majors by having all students in their first semester courses fill out a survey to confirm what program they are enrolled in. | 100% |
| 1. Increase completers in Video Production program. | Awards issued | An increase of 20% completers each year. |
| 1. Increase course offerings directly related to the Video Production program. | The number of offerings each semester and academic year. | Increase offerings by 25% (currently offering 05 production centered courses). |
| 1. Students in RTVB 1329 Screenwriting will demonstrate competence using screenwriting formatting rules. | Will measure by grading the final script in the class. | Success rate of < 75% |

**Description of Fields in the Following CIP Tables:**

* **Outcome(s)** -Results expected in this program (e.g., Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).
* **Measure(s)** -Instrument(s)/process(es) used to measure results
* (e.g., results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)
* **Target(s)** -Degree of success expected (e.g., 80% approval rating, 25 graduates per year, increase retention by 2% etc.).
* **Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?
* **Results Summary** - Summarize the information and data collected in year 1.
* **Findings** - Explain how the information and data has impacted the expected outcome and program success.
* **Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**   Accurately identify all Video Production majors. | |
| 1. **Measure (Outcome #1)**   Identify and confirm all Video Production declared majors | 1. **Target (Outcome #1)**   100% of the student enrolled in ARTC 1325, ARTV 1371 and ARTC 1305. |
| 1. **Action Plan (Outcome #1)**   Identify Video Production majors in their foundational courses (ARTC 1325 Introduction to Computer Graphic, ARTV 1371 Storyboard, and ARTC 1305 Basic Graphic Design). We will distribute a survey to students in the foundational courses to find students who declared Video Production their major. | |
| 1. **Results Summary (Outcome #1)**   The Video Production updated their curriculum offerings in 2020 and 2021. The program no longer requires students to take ARTC 1325 Introduction to Computer Graphics, ARTV Storyboard, or ARTC 1305 Basic Graphic Design | |
| 1. **Findings (Outcome #1)**   The program was unable to assess this outcome because of the curriculum change. | |
| 1. **Implementation of Findings**   The Video Production program will create a new outcome to assess. | |

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| 1. **Outcome #2**   Increase completers in the Video Production program. | |
| 1. **Measure (Outcome #2)**   Awards issued | 1. **Target (Outcome #2)**   Increase total completers by 20% each year. |
| 1. **Action Plan (Outcome #2)**   Using identified majors list, faculty and workforce Career Coach will work collaboratively to follow up with each major, each semester to ensure they are on a path to success and develop individualized strategies, as necessary. | |
| 1. **Results Summary (Outcome #2)**   **2018 –** 3 completers  **2019 -** 17 completers  **2020 –** 17 completers | |
| 1. **Findings (Outcome #1)**   In our first year, we increased completers from three to seventeen. This increase is a more than a 500% uptick in completers. In 2020, the program produced 17 completers equal to the year before. | |
| 1. **Implementation of Findings**   The program was successful in increasing program completers. | |

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| 1. **Outcome #3**   Increase course offerings directly related to the Video Production curriculum. | |
| 1. **Measure (Outcome #3)**   The number of course offerings each semester and academic year. | 1. **Target (Outcome #3)**   Increase course offerings by 25% |
| 1. **Action Plan (Outcome #3)**   At the Spring Creek (Plano) campus, we will work with the administration to acquire more Communication Design labs. By doing this, it will free up specialized K130 lab for more Video Production courses. College-wide we will work with the administration to develop more Video Production labs and classrooms. | |
| 1. **Results Summary (Outcome #3)**   In the fall of 2021, the Video Production program moved from the Plano campus to a state-of-the-art building on the Frisco campus. The new building allowed for the program to add new classes. | |
| **F. Findings (Outcome #2)**  The program increased course offerings more than 25%  2019 – 2020 – 5 course offering  2020- 2021 – 8 course offerings  2022 – 10 course offerings | |
| **G. Implementation of Findings (Outcome #2)**  The Video Production Program will now offer 10 courses for students enrolling in the fall of 2021. | |

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| 1. **Outcome #4**   Students in RTVB 1329 Screenwriting will demonstrate competence using screenwriting formatting rules. Formatting in screenwriting includes knowing when to indent certain parts of the story, how to create new paragraphs, and how to label new scene headings. | |
| **N. Measure (Outcome #2)**  Grading the last film script at the end of the course. | **O. Target (Outcome #2)**  Students will earn a grade of 75% or higher. |
| **P. Action Plan (Outcome #2)**  Usually the screenwriting class spends two weeks on the fundamentals of formatting. We changed that methodology and built in formatting instruction and review in most assignments and in all screenplays. This gives students multiples attempts to demonstrate competence in formatting. It also gave instructors a chance to a chance to stop poor formatting earlier in the semester. | |
| **Q. Results Summary (Outcome #2)**  Out of 29 students, 26 students earned a 75% or higher on their final script. | |
| 1. **Findings (Outcome #2)**   Using more directed lesson plans on formatting resulted in higher grades and completion for screenwriting students. | |
| 1. **Implementation of Findings (Outcome #2)**   The action plan was successful. | |