

Project Name:	Expansion of L&S Faculty Lines in Communication Arts
MIU Round(s):	3
Sponsor(s):	College of Letters and Science
Coordinator(s):	Michele Hilmes
Partner(s):	Gary Sandefur, Nancy Westphal-Johnson
Report Date:	Year 1, July 2012; Year 2, July 2013

Project Goal and Measures

Project Impact Measure(s)	<p>Use MIU funding for faculty and TAs to adequately prepare students to enter their respective fields with the skills to produce, engage with, and understand new and emerging technologies within the context of critical media studies by:</p> <ul style="list-style-type: none"> • Offering a new introductory course introducing core concepts and hand-on training in digital media production to first year students. • Redesigning existing studios in Vilas Hall into digital media production classroom facilities • Upgrade digital video and audio production equipment throughout the Communication Arts production program, including expanding the existing Vilas Hall fiber channel network and storage. • Alleviate bottlenecks in the major, particularly in introductory courses. • Use faculty instructors for large level lecture courses • Provide a capstone learning experience for undergraduate students.
Project Impact Data Source(s)	<p>Communication Arts will evaluate and report on the following:</p> <ul style="list-style-type: none"> • Student evaluations Communication Arts 155 • Student work during and after enrollment in CA 155.
Baseline Measure(s)	Departmental offerings, infrastructure, and staffing prior to the project.

MIU Impact Measures

A	<p>Increased access in bottleneck areas</p> <p>Prior to MIU funding, students complained that they were unable to take production courses they needed to be well-prepared after graduation. Students reported enrolling for additional semesters just so they could take advanced classes in digital media production. The addition of CA 155 will engage students earlier in their academic careers and will provide a strong foundation for advanced and capstone courses.</p>
---	--

Expansion of L&S Faculty Lines in Communication Arts, Page 2

D	Increased student learning and teaching excellence	CA 155 will be a project-based course that incorporates opportunities to evaluate their own and other students' work through structured in-class critiques. Accompanying small-enrollment lab sections will emphasize hand-on, individualized, and interactive learning opportunities
E	More tenured, tenure-track faculty teaching undergraduate courses	CA 155 will be taught by a Communication Arts faculty member.
F	Decreased achievement gaps	CA 155 was not offered prior to MIU funding; therefore no data exists yet on achievement gaps in the course. Communication Arts will monitor course outcomes.
G	Attention to diversity in new hires	Conducted a nationwide search for a media specialist with skills in both digital audio/video production and web-based production. 46 applicants were considered.

Progress Reports

Year 1, 2011-12

- Offered Communication Arts 262 and 272 with faculty instructors.
- Conducted a successful faculty search for a faculty instructor of CA 155.
- Developed curriculum and received approval for Communication Arts 155.
- Redesigned CA 355 to align better with the curriculum of CA 155.
- Developed CA 609 (Essential Digital Media Production for Graduate Students) which will cover advanced material similar to CA 155 and will train the TAs needed for the lab sections of CA 155.
- Converted all CA production classes to HD, replacing equipment that was 12-40 years old.
- Replaced the CA disk arrays for Storage Area Networks, providing more storage space and increasing the bandwidth to allow for HD editing. This backs up all student work and prevents class work from being lost.

Year 2, 2012-13

- Offered the new Communication Arts 155: Introduction to Digital Media Production. This course was piloted to 16 undergraduates in Fall 2012 and scaled to 110 undergraduates in Spring 2013. The course will scale to full capacity (150 undergraduates) in Fall 2013. This course was very well regarded on evaluations with the faculty instructor receiving an average 6.5/7 on evaluations. 44% of students were freshmen, evidence that the MIU goal of increasing course availability to lower level undergraduates is improving.
 - Offered Communication Arts 262 and 272 with faculty instructors. Enrollments have increased since the baseline year of 2009-10 from 215 to 274 in CA 262 and from 194 to 300 in CA 272.
 - Met MIU goal of developing and offering capstone courses. In 2012-13, both Communication Arts 610 and 612 were offered.
 - Assessment: No assessment of student learning outcomes was reported.
-