At the conclusion of the last program self-study performed, the committee provided recommendations for improvement for the department. Please list those recommendations and note your progress to date on implementation.

| Recommendation | Activity | Outcome |
|----------------|----------|---------|
| | | |
| N/A | N/A | N/A |
| | | |
| | | |

The mission of Wichita State University is to be an essential educational, cultural, and economic driver for Kansas and the greater public good.

Explain in 1-2 concise paragraphs)

a. Program Mission (if more than one program, list each mission):

The Wichita State University Bachelor of Applied Arts in Media Arts prepares students to be professionals in media and design. Our instruction focuses on the creative skills and technology required to work in the area of Media Arts. Through our curriculum, students emerge with knowledge, skills, and techniques necessary to succeed in media professions.

Strategic Goals:

- x Support career and professional development
- x Foster leadership in media arts industries
- x Encourage entrepreneurial work
- x Develop awareness of current trends and insights in the media arts industries
- x Provide individualized student attention
 - b. The role of the program (s) and relationship to the University mission:

significantly in the past decade. According to SelectUSA:

The U.S media and entertainment (M&E) industry is the largest in the world. At \$735 billion, it represents a third of the global M&E industry, and it includes motion pictures, television programs and commercials, streaming content, music and audio recordings, broadcast, radio, book publishing, video games, and ancillary services and products. The U.S industry is expected to reach more than \$830 billion by 20

This program, which was predicted to have 25 in it the first year, had over 90. In January 2019, the program has 190 students. This growth has come with little marketing on the part of the university. The significant growth demonstrates the interest in education in these areas. Student work contributes to the culture of the campus, city, and state. In addition, the economic expansion of Media Arts is driving ever upward.

Analyze the quality of the program as assessed by its curriculum and impact on students for each program (if more than one). Attach updated program assessment plan (s) as an appendix (refer to instructions in the WSU Program Review document for more information).

Provide assessment here:

Mean ACT/SAT Composite Scores

<u>Analysis</u>: Determines the extent to which learning outcomes are being achieved and leads to decisions and actions to improve the program. The analysis and evaluation should align with specific learning outcome and consider whether the measurement and/or criteria/target remain a valid indicator of the learning outcome as well as whether the learning outcomes need to be revised.

Provide assessment here:

At the time of writing this, the Media Arts program is at the beginning of its fourth semester at Wichita State University. We will have our first graduate in the program May 2019. We are still formulating what learning outcomes we should have and what items we should assess with our students. After this 2018-19 academic year, our new faculty will have a better idea of student abilities, expectations of the concentration, and how to measure and assess those things. This is also

Provide assessment here:

N/A The program has just begun its fourth semester; May 2019 will complete our second year as a program at WSJ. The first graduate of the program: May 2019.

If yes, please complete the table below and respond to the narrative prompt. If no, skip to the next.

Outcomes:

 \square

hours of work and is targeted student designs the project, recruits other students to the team, and completes the project.

Professional Practices are a one-credit hour, repeat three semesters, courses. Each semester deals with different aspects of professional practices in the Media Arts. Subjects covered: resume, cover letter, website, portfolio, social media, networking, press releases, grant writing, billing, invoices, taxes, researching work opportunities, piracy, freedom of speech in the media arts, copyright, intellectual property, and contracts. These courses are vital for the Media Arts student to understand what is required to live and work as a professional in this field.

Provide assessment here:

- x Student internships Justin Rorabaugh, Director of Shocker Studios, has established internships with the Wichita Police and Fire Departments creating educational and promotional videos. KMUW has also approached Media Arts about internships. This area of our program will grow as more institutions and businesses find out about the program.
- x Student groups The Animation Reel Coalition is the student-created and run group in Animation. The Game Design organization that has been created is called the Shocker Game Oub. Kelly Johnson sponsors the Game Design dub and Timothy Babb sponsors the Animation Reel Coalition.
- x Student award Clara Duarte and Marbella Gonzalez both received a special commendation from the Wichita Police Department for creating a bicycle safety video.
- x Student recruitment In the first semester of the program (Fall 2017), there were approximately 57 students in Media Arts. In the fall of 2018 the Media Arts program had 183 students; spring 2019 the program has grown to 190 students. Estimation is for approximately 250-275 students in fall 2019.
- x Collaboration Across Schools Media Arts students in the Filmmaking concentration provided technical support A Long Story Short. For 2020, the WSU Theatre film project will again collaborate with Media Arts Filmmaking students. In addition, an Audio Production major is scored the music for
- the 2019 WSU film project. × A team of 13 students across animation, game design and audio production, collaborated in a week long
- x A team of 13 students across animation, game design and audio production, collaborated in a week long international competition called the Bracky's Game Jam. They created a short video game experience which received 4th in the overall the graphics rating among 329 entries.

Analyze the student need and employer demand for the program/certificate. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

| | | • | | | | | 1 8 | | |
|---------|-----------------------|-------------------------------|------------------------------|------------------------------------------|---------------------------------------|-------------------------------------------------------------|------------------------------------------------|--|--|
| Employr | Employment of Majors* | | | | | | | | |
| | Average Salary | Employ- ment % In state | Employment % in the field | Employment: % related to the field | Employment: % outside the field | No. pursuing graduate or professional education | Projected growth from BLS** Current year only. | | |
| Year 1 | | | | | | | | | |
| Year 2 | | | | | | | | | |
| Year 3 | | | | | | | | | |
| Year 4 | | | | | | | | | |

Utilize the table below to provide data that demonstrates student need and demand for the program.

Provide assessment here:

The Media Arts field is a popular one, not only in our society, but globally. People consume large amounts of media every day: internet, music, film, podcasts, video games, streaming, and television.

According to trade.gov:

9 trillion in revenues in 2016, according to the 2016-2020 Entertainment & Media Outlook by PricewaterhouseCoppers (PwC), and is expected to expand by nearly five percent to reach just under \$2 trillion in 2017. In 2016, China (\$190 billion) became the second largest market after the United States (\$712 billion), followed by Japan (\$157 billion), Germany (\$97 billion) and the United Kingdom (\$96 billion). France came in sixth, at \$69.3 billion (2016). In contrast, the six largest Latin American M&E markets grew to \$96 billion combined in 2016. Demonstrating major contributions of uniquely American culture, the United States boasts the largest global share of M&E earnings for filmed entertainment, music, book publishing, and video games. The M&E industry consists primarily of small businesses or Indies but large corporations, often diversified with the

Communication, entertainment, transfer of information, education, and other areas are rooted in media arts technology. This is an ever-expanding field with motivated, creative, and skilled workers needed to supply the demand. The WSU Media Arts program is positioned to provide workers in the media arts.

The swift growth of the Media Arts program at WSU demonstrates its popularity with students. In its fourth semester, the program has 190 majors. The prediction is that in the fall of 2019 there will be 250-275 students.

Filmmaking and audio production students can book work currently in the Wichita area; however, it is more difficult for animation and game design students. If these students want to find work, a move to another part of the country will be required. Videographers can get full-time employment in Wichita, or find several positions along the I-35 corridor. Audio production work is also more available along the I-35 corridor. Animation and game design is more difficult, but with relocation, or being able to provide work electronically, students can find jobs or positions available.

As media arts continues to grow in importance to our society and globally, the need for trained professionals will be required. The WSU Media Arts program is a part of that.

For each graduate program, summarize and reflect on the progress you have made toward your GEM plan following the (a)-(e) template.

Provide assessment here:

For each undergraduate program, summarize and reflect on the progress you have made toward your colleges enrollment goals.

- a. Program name:
- b. In 2-4 sentences, summarize how the department and faculty have engaged in strategic enrollment management,
- c. Discuss how faculty have been engaged in recruitment and retention activities.
- d. Provide an assessment of successes, challenges, and deficiencies with departmental activities.

Provide assessment here:

Media Arts.

Ourrently, the department and faculty have not engaged in systematic enrollment management. In the first year of the program, there was one full-time faculty member associated with the program. The second year added two more full-time faculty who are non-tenure track instructors. Little finances have been invested in enrollment as well. The growth has -of-

The faculty have attended a few recruiting events that have been set up by the university. Our main asset in recruitment is the Shocker Studios facility. We encourage campus visits to all interested students, with emphasis on receiving a tour of Shocker Studios. Students who visit are enamored with the facility and look seriously into attending WSU. As the program

from the third to the fourth semesters.

This program, which was predicated to have 25 in it the first year, had over 90. In January 2019, the program has 190 students. This growth has come with little marketing on the part of the university. The significant growth demonstrates the interest in education in these areas. Student work contributes to the culture of the campus, city, and state. In addition, the economic expansion of Media Arts is driving ever upward.

The success of the program is demonstrated in the quick growth and in many of our students already booking work in their area of interest. It is good to see students behaving as professionals in their respective field while still a student, and not just after graduation.

The challenges of the program are evident in our limited number of full-time faculty. There are three, with one still an active member of another school within the College of Fine Arts. The current teacher to student ratio is 1:63. At this stage, it is a challenge to offer the curriculum and have instructors to cover the courses in a reasonable rotation. If the program continues to grow, this will reach a point where it will be unmanageable. This also means that any project-oriented work outside of class is extremely limited. For the program to be successful, media arts projects need to be part of the academic year, such as a series of podcasts, music production, short films being made, and video games designed. to occur until there are more faculty for the program.

Provide assessment here:

x Strengths of the Media Arts Program - student interest is strong; the numbers started off high for the

situations in and out of the classroom. Many of our students are already working in the Media Arts industry either in full or part-time capacities, as well as freelance work. There is a practical and immediate

Media Arts program, it also contributes to the cultural dimate of the Wichita and state communities. In addition, this program is unique in the Midwest providing instruction that usually would require students to move to one of the coasts to receive an education in Media Arts. This positions the WSU Media Arts program into a position to contribute to the artistic, economic, and cultural environment in the state of Kansas.

x Concerns with faculty