Minutes
Assessment Oversight Committee
January 28, 2013
4 p.m.  1510 Ullsvik Hall

1. Present: Shane Drefcinski, Tera Montgomery, Dave Boyles, Mary Rose Williams, Eric Farrell, Joong-Jae Lee, Dan Enz

2. Approval of December 10, 2012 minutes—4:06pm
   Minutes approved as read
   Motion – Mary Rose
   2nd – Tera Montgomery

3. Media Studies—Mary Rose Williams

   The Media Studies department has been revamping the program for years due to an ongoing assessment from the following areas: formal focus groups, informal feedback from former or current students, external assessment by the entire department, an employer evaluation of interns, and an alumni survey.

   **Focus Groups:** Soliciting outside (industry) feedback has been effective; however, it has been difficult to consider all the ideas/topics that are typically generated.

   **Department members:** The department operates under the philosophy of conducting continuous self-assessment. Through this process they have been able to create a new minor with the existing talent in the department without increasing resources. This has been done to tailor the program to the needs or expectations of the students while seeking to provide a program of study that is unique within the UW system.

   **Employer Survey of Interns:** These surveys have been a valuable tool for assessment of the program. Since the feedback is mandatory and every student is required to participate in an internship, the department has been able to assess the program and track the assessment from year to year.

   **Alumni Survey** – This form of assessment typically yields a low response rate (particularly from recent graduates). However, feedback from five year graduates provides the department with great hindsight of the department in terms of work experience and tends to be more sophisticated. The department feels that placement feedback is generally lacking.

4. Adjourn 4:37 pm

   Next Meeting: February 11, 2013 – Criminal Justice – Tom Caywood