

Academic Assessment Plan

College: College of Arts and Sciences

Program(s): OEC Event Production

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Mission Statement

The Occupational Endorsement Certificate (OEC) in Event Production is a program that develops high quality instruction to Alaskans in specialized fields of technical theatre and event production developing a well-rounded and skilled event production workforce to safely and effectively serve performance venues of all kind around the state.

Program Overview

An OEC in Event Production at UAA will provide students with a very specific skillset in order to meet the urgent and growing need for trained and certified workers in the event production field. Event production is a term that covers many areas of the technical and support areas in the performing arts such as audio mixers and engineers, lighting technicians and electricians, theatrical rigging and fly crew, costume sewing and wardrobe crew, carpentry, props, and video production to name a few. The OEC in Event Production is a 9 credit program in partnership with the Anchorage Center for the Performing Arts (ACPA), Local 918 IATSE (International Alliance of Theatrical Stage Employees), and numerous smaller Theatre and Dance companies in the Anchorage area. This Certificate will consist of 5 1 credit classes, and two 2 credit classes, and will cover 7 of the areas of event production. Upon completion of each class, students will be able to successfully complete and exceed the requirements set forth by the ACPA and IATSE to be “qualified” in each area. Students will train primarily at UAA in its variety of performance spaces, while supporting a wide variety of events hosted by the UAA Department of Music, and many community organizations producing work within the UAA Fine Arts Building. Additional training locations will be the ACPA and selected theatre companies in the community.

Program Outcomes

At the completion of the OEC in Event Production, students will be able to:

1. Identify and demonstrate safe practices and safety-related issues in a fast-paced backstage or event production environment.
2. Demonstrate skills used by stagehands, or event technicians in multiple disciplines.
3. Demonstrate critical thinking and problem-solving skills related to the different areas of technical theatre such as lighting, audio production, rigging and fly, and grip work.
4. Demonstrate the ability to effectively communicate and coordinate cross-departmentally with the many different subsets in the production process.

Assessment Measures

The OEC in Event Production focuses on skills acquisition and knowledge in specialized fields. To assess achievement in each outcome the department will use both direct and indirect assessment measures. Because this OEC is aimed at developing a workforce for the community and the state, department faculty will collaborate with industry professionals, members of the ACPA production, and the IATSE leadership to help assess the program and its students.

Because the OEC in Event Production deals primarily with skills acquisition as its primary focus, the assessment of this OEC will reflect measures that focus on how effective the classes are, and to use those results to help shape the classes to make sure that we are meeting the needs of the workforce. Student learning outcomes 1 and 2 reflect the capacity to work in a range of technical capacities in a production with an understanding of how those various elements work collaboratively with each other. Evaluation of this outcomes will focus on how specific skills

along with the knowledge of how that area of production interfaces with the full scope of the production.

Department faculty will assess skills acquisition artifacts with an eye toward the following, evaluating those artifacts in relation to the standards put forth by the ACPA and IATSE departmental standards. This assessment will come from a survey of the students work in practical application by the production supervisor, or department lead. Evaluations will be obtained using six-point scales with regard to whether expectations appropriate to the course level are met (*does not meet, approaches, marginally meets, meets, firmly meets, exceeds, exemplary*).

- 1. Identify and demonstrate safety practices and safety related issues in a fast paced backstage or event production environment.**
 - a. Direct assessment measure: Written exams, Course grades from classes in OEC
 - b. Indirect assessment measure: Feedback from department lead or production supervisor. Course pre/post surveys.
- 2. Demonstrate skills used by stagehands, or event technicians in multiple disciplines.**
 - a. Direct assessment measure: Written exams with practical application of skills.
 - b. Indirect assessment measure: Final course grades. Course pre/post surveys.
- 3. Demonstrate critical thinking and problem-solving skills related to the different areas of technical theatre such as lighting, audio production, rigging and fly, and grip work.**
- 4. Demonstrate the ability to effectively communicate and coordinate with the many different subsets in the production process.**

Assessment Process

Since we are focusing the assessment on the skills based learning outcomes the Department's Assessment Coordinator will conduct an annual assessment, collecting data from Department faculty teaching the various courses making up the Occupational Endorsement Certificate curriculum. Evaluations will be obtained using six-point scales with regard to whether expectations appropriate to the course level are met (*does not meet, approaches, marginally meets, meets, firmly meets, exceeds, exemplary*).

Selected program learning outcome will be evaluated annually.

Modification of the Assessment Plan

When the faculty review the collected data from each year's assessment process, they may decide—separately from any decisions about the program itself—to alter the assessment plan. Changes may be made to any component of the plan, including the outcomes, assessment measures, or any other aspect of the plan. In such an eventuality, the changes will be approved by the faculty of the program, after which the modified assessment plan will be forwarded to the office of the Dean of the College of Arts and Sciences and the Office of Academic Affairs.