

**Qualification Title:** New Zealand Certificate in Communications Media (Level 4)

**Qualification number:** 3206

**Date of review:** 26 November 2019

This report refers to graduates awarded this qualification prior to: **31 December 2018**

**Final decision on consistency of the qualification: National consistency is confirmed**

**Threshold:**

The threshold to determine sufficiency with the graduate profile was determined as evidence of graduates who have the skills, knowledge and ability either to contribute, under supervision, in the communications media industries, or to progress to higher level study in a related discipline.

They can:

- Analyse career pathways in communications media industries to support their own career development pathway.
- Apply an understanding of the role of communications media in society, in a media production context.
- Apply a broad range of verbal, visual and written communication skills across communications media contexts and environments.
- Collaborate and contribute to the production of communications media content across a variety of interactive communications media publication platforms.
- Demonstrate the importance of sound legal and ethical practice in communications media contexts and environments.

**Education Organisations with sufficient evidence**

The following education organisations have been found to have sufficient evidence.

Education Organisation	Final rating
Ara Institute of Canterbury	Sufficient
Eastern Institute of Technology	Sufficient
Toi Ohomai Institute of Technology	Sufficient

**Introduction**

This Level 4, 60 credit qualification is designed for those considering a career in communications media. Graduates will be recognised as having the skills, knowledge and ability to contribute, under supervision, in the communications media industries.

Graduates with this qualification can operate in the media communications industry in entry level roles in radio, screen, print and digital media.

## Final Consistency Review Report

The qualification may lead to the New Zealand Diploma in Radio Broadcasting (Level 5) [Ref: 3210] or the New Zealand Diploma in Screen Production (Level 5) [Ref: 3212].

Competenz is the qualification developer and a representative attended the consistency review meeting in this capacity via Zoom.

Three education organisations had reported graduates for this qualification, and representatives from each attended and presented at the review meeting.

### Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes (GPOs).

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation.
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency.
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification.

Evidence provided for this review included:

- Confirmation that the education organisations had coherent programmes of study which ensured that learning outcomes led to the graduate profile outcomes.
- Graduate, employer, and next-level tutor surveys and interviews which confirmed that graduates had gained, and were using, the skills and knowledge outlined in the graduate profile.
- Destination data supporting that graduates were working in roles that required the application of skills and knowledge required by the graduate profile or had progressed to further study in a related discipline.

### **How well does the self-assessment and supporting evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?**

The education organisations submitted a range of evidence that could be triangulated to demonstrate that graduates match the graduate outcomes at the appropriate threshold. This included: moderation evidence; programme alignment; graduate, next-level tutor, and employer feedback; and destination data.

The education organisations provided good evidence related to the alignment of their approved programmes with the GPOs, and of the quality and suitability of the programmes in terms of supporting graduate consistency with the graduate outcomes.

Evidence relating to moderation was sound, demonstrating good moderation processes.

The education organisations also presented useful feedback from graduates that was directly aligned to the GPOs. They provided positive evidence from next-level tutors that graduates were using valuable skills and knowledge consistent with the GPOs. Confirmation that graduates were working in related roles was viewed as good evidence.

## **Final Consistency Review Report**

Overall, the self-assessment and supporting evidence supplied demonstrates that graduates meet the graduate outcomes at the determined threshold.

### **Special Focus**

None.

### **Examples of good practice**

The education organisations presented well-organised, relevant, and suitably analysed evidence that included programme information, graduate destination and feedback data, and data from employers and next-level tutors. Clear and focussed evidence presented in this way provides a concise and convincing case for consistency.

### **Issues and concerns**

None.

### **Recommendations to Qualification Developer**

Discussions during the review meeting included the suggestion to consider increasing the qualification's credit value from 60 to 120 at review. It was suggested that this could be achieved by incorporating content from the as-yet unused New Zealand Certificate in Journalism (Level 4) [Ref: 1871].