



2014-2015 Assessment Cycle

Key Findings

Finding per Measure

Design and Imaging Technology AAS/AOS Program Outcome Set

Demonstrate effective communication and collaboration skills

Work collaboratively in multidisciplinary teams, formulating and responding to constructive team and individual feedback

▼ **Measure:** Production Workshop [NAIS-292] - Interpersonal/Soft Skills Assessment Rubric
Course level; Direct - Other

Details/Description:

Acceptable Benchmark: Minimum 80% of students sampled will be rated satisfactory or above.

Implementation Plan (timeline): Annual

Data collected in each section of [NAIS-292]. Combined data are analyzed at least every two years beginning AY2014-2015.

Key/Responsible Personnel: Course Faculty, Program Coordinator, and Program Chairperson

Findings for Production Workshop [NAIS-292] - Interpersonal/Soft Skills Assessment Rubric

Summary of Findings: The Production Workshop course includes team-based projects which require a collaborative, multi-disciplinary approach and which comprise a major component of the course grade. In AY 2014-15, 91% of the students received a grade of "B" or better thus indicating a high level of success in demonstrating their interpersonal/soft skills.

Results: Acceptable Benchmark Achievement: Exceeded

Recommendations : This is an improvement over previous year; continue course approach with this level of success

Reflections/Notes :

Communicate effectively with peers, design and production professionals, and clients using design and production concepts

▼ **Measure:** Assessment of Student Performance by Co-op Supervisor
Course level; Direct - Other

Details/Description:

Acceptable Benchmark: Minimum 80% of students sampled will be rated satisfactory or above.

Implementation Plan (timeline): Annual

Key/Responsible Personnel: Course Faculty, NCE, Program Coordinator, and Program Chairperson. Course faculty will collect data. NCE will compile co-op supervisor evaluation data. Program chairperson and program coordinator will analyze the data.

Findings for Assessment of Student Performance by Co-op Supervisor

Summary of Findings: Median scores for questions reflecting student performance by Co-op supervisor show a median score of 4.0 out of 5.0 for evaluation questions

Results: Acceptable Benchmark Achievement: Met

Recommendations :

Reflections/Notes : Follow up with faculty to ensure concepts are communicated through various levels of courses, and used consistently throughout student's academic career

Demonstrate appropriate writing skills and use of technical vocabulary

▼ **Measure:** Employment Seminar [NAIS-201]
Course level; Direct - Student Artifact

Details/Description: Cover letter, resume, and interview assessment rubric.

Acceptable Benchmark: Minimum 80% of students sampled will be rated satisfactory or above.

Implementation Plan (timeline): Annual

Key/Responsible Personnel: Program Chairperson, and Program Coordinator

Findings for Employment Seminar [NAIS-201]

Summary of Findings: The Employment Seminar class requires several assignments which focus on writing skills and use of technical vocabulary: resume, cover letter, business email communications, and short essays on various topics. In AY 2014-15, 88% of the students earned a grade of "C" or better (70% earned "B" or better) thus indicating their acceptable performance in a variety of writing assignments.

Results: Acceptable Benchmark Achievement: Exceeded

Recommendations :

Reflections/Notes : Requiring course students to meet with their employment advisor a minimum of three times during the semester helped significantly and should continue to be a course requirement.

Acquire the knowledge, creative and technical skills for careers ranging from design concept to final production

Exhibit individual competence in graphic design and/or production of professional quality graphic media

▼ **Measure:** Production Workshop [NAIS-292]
Course level; Direct - Student Artifact

Details/Description: Major project assessment rubric.

Acceptable Benchmark: Minimum 80% of students sampled will be rated satisfactory or above.

Implementation Plan (timeline): Data collected in each section of NAIS-292

Key/Responsible Personnel: Program Chairperson, and Program Coordinator

Findings for Production Workshop [NAIS-292]

Summary of Findings: The Production Workshop course includes expectations for students to produce work in their program concentration area (design or production) as well as demonstrate competence and understanding across the entire workflow. Often the work is being produced for real clients and must be of acceptable professional quality. The faculty guide the process and provide direction and feedback for the students and the students complete the design and or production of the jobs. Quality assessment is a major component of the course grade and a student will not earn a grade of "C" or higher if the work is not acceptable. In AY 2014-15 88% of the students earned a grade of "C" or better.

Results: Acceptable Benchmark Achievement: Exceeded

Recommendations :

Reflections/Notes :

Assemble and maintain a collection of completed work that shows technical competence and the qualities needed to effectively compete ...

... in the student's chosen career in the graphic arts industry and is used in the development of appropriate portfolios.

▼ **Measure:** Portfolio Workshop [NAIS-291] - Portfolio Quality Assessment Rubric
Course level; Direct - Portfolio

Details/Description:

Acceptable Benchmark: Minimum 80% of student portfolios sampled will be rated satisfactory or above.

Implementation Plan (timeline): Annual

Key/Responsible Personnel: Program Chairperson, and Program Coordinator

Findings for Portfolio Workshop [NAIS-291] - Portfolio Quality Assessment Rubric

Summary of Findings: In the Portfolio Workshop course, students are guided in the preparation and completion of work for their job application portfolio. Students receive feedback on quality, organization, and the appropriateness of individual work examples as they relate to their career goals. In AY 2014-15 84% of the students earned a grade of "B" or better, indicating that they met or exceeded the course goals.

Results: Acceptable Benchmark Achievement: Exceeded

Recommendations :

Reflections/Notes :

Demonstrate the knowledge, creative and technical skills for careers ranging from design concept to final production

Use appropriate software applications and hardware systems in the design and production of graphic media projects

▼ **Measure:** 1) Co-op Supervisor Evaluation - Student's Overall Performance
Course level; Direct - Other

Details/Description:

Acceptable Benchmark: 80% of students will receive a score of "3" or higher (5-point scale) on the Collop Employer's Evaluation, question #29 (student's overall performance).

Implementation Plan (timeline): Supervisor evaluations are collected at the end of each completed co-op work experience. Combined data are analyzed at least every two years.

Key/Responsible Personnel: Course Faculty, NCE, Program Chairperson, and Program Coordinator. Course faculty will collect data. NCE will compile co-op supervisor evaluation data. Program chairperson and coordinator will analyze the data.

Findings for 1) Co-op Supervisor Evaluation - Student's Overall Performance

Summary of Findings: Student were rated with a mean score of 3.92 and a median score of 4.0 on a 5.0 scale for question #29.

Results: Acceptable Benchmark Achievement: Exceeded

Recommendations :

Reflections/Notes :

▼ **Measure:** 2) Co-op Supervisor Evaluation - Competitive for the Job Market
Course level; Direct - Other

Details/Description:

Acceptable Benchmark: 80% of students will receive a "Yes" response to question #30, "Competitive for the job market"

Implementation Plan (timeline): Supervisor evaluations are collected at the end of each completed co-op work experience. Combined data are analyzed at least every two years.

Key/Responsible Personnel: Course Faculty, NCE, Program Chairperson, and Program Coordinator. Course faculty will collect data. NCE will compile co-op supervisor evaluation data. Program chairperson and coordinator will analyze the data.

Findings for 2) Co-op Supervisor Evaluation - Competitive for the Job Market

Summary of Findings: Summary of Co-op evaluation answers for question #30 showed that 75% of students would be competitive for the job market.

Results: Acceptable Benchmark Achievement: Not Met

Recommendations : Follow up with faculty to review course projects to ensure relevancy to employers' needs and current technical skills and knowledge.

Reflections/Notes : The industry changes rapidly, and academic programs take considerable amounts of time to revise, there is a time lag between need and action. Will need to encourage faculty to keep abreast of current job trends. Advisory board consultation will be needed.

Manage and deliver a quality project from theoretical concept to final product on time, on budget, and in compliance with industry standards

▼ **Measure:** Alumni Survey
Program level; Indirect - Survey

Details/Description:

Acceptable Benchmark: Minimum 80% of alumni sampled will be satisfied with the technical preparation for their first job in the graphic arts industry.

Implementation Plan (timeline): Alumni Survey will be administered and analyzed every two years.

Key/Responsible Personnel: Program Chairperson and Program Coordinator
Program chairperson and program coordinator will develop and administer the alumni survey; and analyze the data.

Findings for Alumni Survey

Summary of Findings: no survey of program alumni was completed

Recommendations :

Reflections/Notes :

Contribute creative and technical abilities in support of communities

Design and produce graphic media for campus and community organizations

▼ **Measure:** Community Service Projects
Course level; Direct - Student Artifact

Details/Description: Participate in class and extra-curricular activities.

Acceptable Benchmark: 40% of all students will participate in community service projects and complete a project assessment rubric.

Implementation Plan (timeline): Annual
Data is collected annually for all students at the completion each project.

Key/Responsible Personnel: Faculty, Faculty Committee, and Department Faculty.
Faculty will collect data at conclusion of each project. Faculty committee will analyze the data. Department faculty will review and discuss analysis and recommend appropriate actions.

Findings for Community Service Projects

Summary of Findings: All of the students in the graphic design sequence participate in projects for non-profit community and/or campus organizations. Many students in the production courses also participate in similar projects.

Results: Acceptable Benchmark Achievement: Exceeded

Recommendations :

Reflections/Notes :

Overall Recommendations

No text specified

Overall Reflection

No text specified

Last Modified: 10/15/2015 09:06:40 PM EST