

Comprehensive Program Review Report



Program Review - Graphic Design

Program Summary

2021-2022

Prepared by: Marc Acurso, Adam Boggs

What are the strengths of your area?: 1. Student Success- 2020-2021 pass rates in GD averaged 71.9%; this is less than previous years; due to students dropping courses or low enrolled due to COVID.

2. Enrollment - Average enrollment in all GD courses is 17.75 students; this is a decrease from 22.57 in 2018-2019. This low enrollment is also related to COVID.

3. Equity- Disaggregate data indicated the average pass rate was 77.2% for all students the last years; Hispanic students at 75.8%; white students at 80.6%. Although there is a discrepancy, it is relatively small and Dean/faculty will continue to monitor to make sure the gap is eliminated or remains small.

4. The GD program does have a great dedicated lab and classroom at the Tulare campus, but faculty indicate the location may play a role in the lower enrollment trend. This is one reason we are exploring scheduling more online GD courses in order to improve enrollment.

5. Degree completion improved; 6 degree completers in 2020-2021; 4 certificate completers in 2020-2021; for a total of 10 awards in GD.

The COS graphic design program culminates in an AS Degree in Graphic Design which allows students to obtain entry-level employment. It is considered a local CTE AS degree. CTE Certificates motivate students to continue in the program and their completion aides in obtaining employment should they not complete their degree.

The graphic design faculty are all professional graphic designers and/or animators.

The Graphic Design advisory committee is very strong. This group of committed individuals never fail to attend meetings semi-annually where they exhibit passion and support for the COS program. Add dates/times of Advisory meetings; have not been able to meet this past year due to COVID. With the direction of the advisory committee, the faculty have proposed and launched new courses and revised the program awards to address employer expectations and try to increase placement; finally, only updated courses are now being offered in the schedule and listed in the catalog.

A one year only full time faculty member has been hired. It will be collaboration between the Graphic Design and Art Departments to develop a Multi Media CTE certificate to better connect the Fine Arts with our Graphic Design program.

What improvements are needed?: 1. Need a clearer path to transfer in GD. Adam Boggs is meeting with Fresno State Graphic Design to improve the transfer.

2. Location and face to face only instruction may be a barrier to enrollment in GD courses.

3. Employment success is poor; need specific data. Employers do not regularly contact the program for employees. A graphic design website was updated with the new courses; but has very little engagement from potential students. GD website requires too many clicks and is difficult to find for students.

4. Overall program enrollment needs to be increased to prevent having to rotate some courses every other year. Rotating courses slows degree and certificate completion. First-year enrollment needs to be increased to ensure second-year course enrollments are sufficient. Canceling second-year courses slows degree and certificate completion. Students have expressed a

desire to take the Graphic Design classes but conflicts with class scheduling and getting transportation to the Tulare Campus.

5. Open Lab is needed for students to obtain additional coursework assistance and time to complete their work. Currently, faculty supervises Open Lab without compensation. Student Lab Assistants paid through VTEA funding are also utilized. Open Lab is available for graphic design students through the architecture department.
6. Degree completion improved; 6 degree completers in 2020-2021; 4 certificate completers in 2020-2021; for a total of 10 awards in GD.

Describe any external opportunities or challenges.: In Fall 2020 COVID struck which has resulted in the following external challenges:

1. Enrollment has slipped.
2. Several lecture courses are now online.
3. Lab courses require masks and social distancing with regular disinfecting.
4. Open Lab require masks and social distancing with regular disinfecting.
5. Student access to Drafting Stations to complete their coursework has been reduced somewhat.
6. Student access to Computers and Software to complete their coursework has been reduced somewhat.

The city of Tulare has a smaller population than Visalia. This affects enrollment.

The move to Tulare has made it more difficult for Visalia campus students to be aware of the graphic design program. This affects enrollment.

The drive from the Visalia campus to Tulare has discouraged some students from entering the graphic design program. This affects enrollment.

Computer program software is an integral part of the program. Keeping this software current is a challenge. It is expensive.

It is a current challenge to motivate adjunct faculty to promote degrees and certificates.

There may be an opportunity to connect with other outside disciplines, i.e. Business, Art and Computers. A one year only full time faculty member has been hired. It will be collaboration between the Graphic Design and Art Departments for Media Arts.

Overall SLO Achievement: SLO assessments are not completed.

WE need to get this done!!!!

Changes Based on SLO Achievement: ???????

Overall PLO Achievement: Faculty are not satisfied. Students are not demonstrating high level of employment.

College Core Indicator Information for 2020-2021: 2 of 31 are at or above District negotiated levels. Core Indicator 3, Non-traditional Program Enrollment, CTE Cohort & Individuals Preparing for Non-Traditional Fields, State 26, District 23.57, College Performance 54.55, 31.00 Above Negotiated Level

Jonna will go in and confirm this.

See "Document" for attached Core Indicators 103000 Graphic Art & Design 2021-2022.

Changes Based on PLO Achievement: Faculty have developed and launched new courses and program expectations that align with the program advisory recommendations. Additionally, GD faculty routinely meet to collaborate and compare instructional strategies; this is being planned for Nov 2021.

Outcome cycle evaluation: An Outcomes Assessment 3 Year Cycle has been created. All course and program outcomes are completed.

Faculty have been assigned specific courses and programs. This program is entirely staffed by adjunct instructors. Therefore, coordinating and completing SLO & PLO assessment is very difficult.

Action: 2021-2022; Increase enrollment in GD courses with alignment to new Multi media CTE certificate

Develop and implement a new Multi media CTE certificate to increase enrollment in basic/common core GD courses.

Leave Blank:

Program Review - Graphic Design

Implementation Timeline: 2021 - 2022

Leave Blank:

Leave Blank:

Identify related course/program outcomes: GD SLO

Person(s) Responsible (Name and Position): Adam Boggs; Jonna Schengel; Marc Acurso; Kacey Fansett

Rationale (With supporting data): LMI for Multi Media

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Personnel - Faculty - Full time Multi media/GD instructor to build the Multi media CTE Certificate and enhance the enrollment in GD courses. This is a shared faculty request with the Art Department. (Active)
Why is this resource required for this action?: Full time faculty needed to ensure enrollment; develop an online multi medi CTE certificate which will include at least 3 GD courses
Notes (optional): cost of request reflects salary plus benefits
Cost of Request (Nothing will be funded over the amount listed.): 200000

Link Actions to District Objectives

District Objectives: 2021-2025

District Objective 1.1 - The District will increase FTES 2% from 2021 to 2025.

District Objective 2.1 - Increase the number of students who earn an associate degree or certificate (CTE and non-CTE) by 5% from 2021-2025.

District Objective 2.4 - Increase the percentage of CTE students who achieve their employment objectives by five percentage points (job closely related to field of study and attainment of a livable wage) and the number of CTE students who successfully complete 9+ CTE units in a single year by 10% from 2021-2025.

Action: 2021-2022 Increase student success through adequate instructional equipment and supplies (VTEA)

GD will develop a instructional supply and equipment for their courses that will be funded through VTEA

Leave Blank:

Implementation Timeline: 2021 - 2022

Leave Blank:

Leave Blank:

Identify related course/program outcomes: SLO

Person(s) Responsible (Name and Position): Jonna Schengel; Marc Acurso; Kacey Fansett

Rationale (With supporting data):

Priority: Medium

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Equipment - Instructional - Fonts, ??????? (Active)
Why is this resource required for this action?: Need to update fonts
Notes (optional):
Cost of Request (Nothing will be funded over the amount listed.): 2000

Program Review - Graphic Design

Action: Improve Students Success & Enrollment

Request resources to help improve student success and enrollment within the program.

Leave Blank: Continued Action

Implementation Timeline: 2020 - 2021

Leave Blank: 10/15/2021

Leave Blank:

Identify related course/program outcomes: This action affects ALL course outcomes.

Person(s) Responsible (Name and Position): GD Adjunct Faculty

Rationale (With supporting data): In order to ensure continued and sufficient enrollment in the graphic design program, high school recruiting to attract and attract potential students are necessary. Data: Scheduling clearly shows low enrolled graphic design courses are canceled. Scheduling clearly shows second year graphic design courses are sometimes cancelled.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation: No

Update on Action

Updates

Update Year: 2021-2022

09/21/2021

Status: Action Completed

Funding has been provided through VTEA

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2020 - 2021

09/23/2020

Status: Continue Action Next Year

Action is partially completed. The request for a full-time instructor was not approved. This continues to be a struggle for the department and the position will continue to be requested for the foreseeable future. Bulletin boards were added to the classroom as requested and funds were available for recruiting materials though no materials were developed. There was no progress made on providing funding for instructors to recruit in local high schools.

Impact on District Objectives/Unit Outcomes (Not Required): The absence of a full-time instructor continues to negatively impact enrollment (DO 1.1).

Resources Description

Faculty- New/Replacement - New Faculty Replacement RANK #1 (Active)

Why is this resource required for this action?: Without this funding compensation for the new full time faculty member will not be available.

Notes (optional): Salary: \$95,582.04 - (Salary Placement III/6 = \$79,735.82 x 19.8734 (STRS/MEDI/SUI/W/C Taxes)

Benefits: \$18,670.20

TOTAL COST, Year 1: \$114,252.24

Cost of Request (Nothing will be funded over the amount listed.): 114252.24

Related Documents:

[New Full Time Graphic Design Instructor Rationale.docx](#)

Non-instructional equipment - Funding to compensate adjunct faculty for recruiting at high schools. RANK #3 (Active)

Why is this resource required for this action?: Currently adjunct faculty compensation for high school recruiting does not exist.

Notes (optional): 10 high schools x 2 hrs. each = 20 hrs.

20 hrs. x \$53.35/hr. (Lab Rate for R. Gonzalez) = \$1,067

Cost of Request (Nothing will be funded over the amount listed.): 1067

Program Review - Graphic Design

Facilities - Storage Cabinets RANK #1 (Active)

Why is this resource required for this action?: The lack of appropriate storage has created a mess. Additionally, items are getting broken due to the inability to securely arrange and store within relatively close proximity.

Notes (optional): Facilities and the Provost have advised on this conversation. The estimated cost was provided by Byron on 9/16/19.

Cost of Request (Nothing will be funded over the amount listed.): 5000

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.

District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

District Objectives - 2.4 - Increase Career Technical Education course success rates and program completion annually.

Action: Improve Student Success & Quality of Skills Attained

Request resources to help improve student success and quality of skills attained within the program

Leave Blank: Continued Action

Implementation Timeline: 2020 - 2021

Leave Blank: 10/15/2021

Leave Blank:

Identify related course/program outcomes: This action affects All course outcomes.

Person(s) Responsible (Name and Position): GD Adjunct Faculty

Rationale (With supporting data): Industry demands that students be knowledgeable in the most current graphic design software versions. Data: When employers complete the Employment Opportunity Flyer the demand knowledge of the most recent computer program software versions. See "Documents".

Students who spend additional time in Open Lab greatly increase their coursework success. Data: For students who participate in Open Lab final grades are higher.

We currently have 2 drawing pads to use in the Graphic Design lab, purchasing an addition 4 would help in the Photoshop class for students to attain addition technical, drawing and painting skills by using a pressure sensitive drawing pad.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation: Industry demands the most recent computer program graphic design software knowledge

Update on Action

Updates

Update Year: 2021-2022

09/21/2021

Status: Action Completed

Funding resources through VTEA.

Impact on District Objectives/Unit Outcomes (Not Required):

Program Review - Graphic Design

Update Year: 2020 - 2021

09/23/2020

Status: Action Completed

Software and drawing tablets received.

Impact on District Objectives/Unit Outcomes (Not Required): These resources have the potential to positively impact student success (DO 2.1 & DO 2.4).

Resources Description

Technology - Funding for computer software upgrades RANK #1:

Digital Tutors Online Training Library

Font Collection

(Active)

Why is this resource required for this action?: Industry demands the most recent versions of the computer program software.

Notes (optional): Digital Tutors Online Training Library \$2,000.00

Font Collection \$3,300.00

Cost of Request (Nothing will be funded over the amount listed.): 5300

Equipment - Non-Instructional - Provide a paid student open lab assistant to assist students during Open Lab. RANK #1 (Shared with Drafting and Architecture programs)

(Active)

Why is this resource required for this action?: District Goal #2 (Completion & Transfer Objectives)

DO 2.1 (Transfer Preparation)

DO 2.2 (Program Completion)

DO 2.4 (Success Rates & Completion)

The rigor of the graphic design program demands some coursework be done outside of regular class time. Many students do not have access to the necessary computer program software at home. Consequently an Open Lab environment is needed for students to obtain additional coursework assistance, resources, and time to complete their coursework. A paid student open lab assistant is needed to assist students during Open Lab.

The graphic design industry continues to demonstrate a need for highly trained entry level graphic designers. Providing students with a paid student open lab assistant to assist students during Open Lab is primary to the success of these stated district objectives.

This action applies to all course Student Learning Outcomes. Several are provided for your convenience.

GD159 Adobe Illustrator

SLO #1 Given Adobe Illustrator CS instruction, students will be able to access the Illustrator computer program, load, save, and modify graphic files. Student will have up to date working knowledge of Adobe Illustrator CS

GD161 Graphic Design Applications

SLO #1 Given graphic design instruction, students will be able to recognize design problems

AS Degree

PLO #1 At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

The graphic design industry continues to offer multiple careers for well trained and motivated graduates. SLOs and PLOs were developed in direct contact and direction from industry partners. Industry realizes and supports efforts to provide a paid student open lab assistant to assist students during Open Lab.

Program Review - Graphic Design

The graphic design program has long maintained and continues to have local and regional support from the graphic design community. It is through these contacts i.e. industry critiques, guest speakers, conferences, competitions, and advisory committee meetings that the need for more highly trained skilled individuals is being requested by the industry. Their support and enthusiasm for providing a paid student open lab assistant to assist students during Open Lab is the driving force for this request.

Notes (optional): Fall semester 300 hrs. @ \$14.00/hr = \$4200 + Spring semester 300 hrs. @ \$15.00/hr = \$4500

Wage Total \$8700 + Workers Comp Total \$98.83

Total Request \$8798.83

Cost of Request (Nothing will be funded over the amount listed.): 8798.83

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.

District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

District Objectives - 2.4 - Increase Career Technical Education course success rates and program completion annually.