

Comprehensive Program Review Report



Program Review - Graphic Design

Program Summary

2022-2023

Prepared by: Marc Acurso, Adam Boggs

What are the strengths of your area?: 1. Student Success- 2019-20 thru 2021-2022 pass rates in GD averaged 73%. See attached 2022 GD Program Review Dashboard. COVID?

2. FTES/FTEF Ratio- 2019-20 thru 2021-22 averages 8.0. See attached 2022 GD Program Review Dashboard. COVID?

3. 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.

4. 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.

5. 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.

6. Degree & Certificate completion; 2017-18 thru 2021-22 15 degrees with an average of 3 degrees per year. 2017-18 thru 2021-22 44 certificates with an average of 9 certificates per year.

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 2022-2023: All 40 are N/A or N/R.

See "Document" for attached Core Indicators 103000 Graphic Art & Design 2022-2023.

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: 2022-2023; 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:

Implementation Timeline: 2021 - 2022, 2022 - 2023

Program Review - Graphic Design

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:

Update on Action

Updates

Update Year: 2022 - 2023

10/15/2022

Status: Continue Action Next Year

MMD CTE certificate needs to be implemented and schedule modified

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

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

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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

Program Review - Graphic Design

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2022 - 2023

10/15/2022

Status: Action Completed

VTEA has been able to secure FONTS

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

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