

# Comprehensive Program Review Report



## Program Review - Graphic Design

### Program Summary

**2023-2024**

**Prepared by:** Carinne Knight

**What are the strengths of your area?:** 1. Student Success- 2022-2023 pass rates in GD averaged 73%.

2. FTES/FTEF Ratio- 9.15.

3. Enrollment - Average enrollment in all GD courses in previous years was 17.75 students. In 2023, average enrollment increased to 28.37

4. Equity- Data indicated the average pass rate was 75.7% for all students in 2022-2023; Hispanic students at 74.1%; white students at 81.8%. 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. I believe introducing more and new online classes is responsible for this growth, as well as the establishment of the new Multimedia Design Certificate.

6. Addition of a full-time graphic design faculty to update certificate and degree pathways. These changes will emphasize the design process and design thinking in order to make students more marketable for future employment.

\* As the new designated full time faculty for Graphic Design, my goals for the upcoming year include:

Ensure the GD classes and degree are transferable and re-establish contact with Fresno State to align our students with the needs of their programs. Research our direct competitors and find areas to entice student enrollment.

Initiate team meetings with adjuncts and advisory board to align program goals with industry needs. Also provide adjunct mentorship or seek workshop opportunities for integrating a design thinking emphasis within lesson plans and projects. Seek compensation for their time for any additional trainings with an hourly rate.

Pursue professional development by attending Adobe Max conference remotely (online) this year. Research local outreach opportunities within the community for Graphic Design to get to know my new home: Visalia. Network for collaborative opportunities for students within the community or within other departments of COS. Research additional workshops or conferences for teaching strategic design and design thinking within education. Bring development opportunities to adjuncts in applying more design thinking into the classroom by offering them hourly pay to participate in additional training.

Collaborate and consult with Technology Services to designate server space to host web design student portfolios and projects. May need to purchase designated server to specifically house Graphic Design and Online Multimedia Degree needs.

Address curriculum language and steer student learning outcomes into an emphasis on design thinking rather than specific software skills. Collaborate with Dr. Sarah Harris on curriculum needs.

Determine overall facility and program needs from assets and equipment to space and equitable student access to equipment

through a checkout system. Checkout system is indicated as action item in Fine Arts Program Review.

Showcase student work at the end of the year and offer a design contest with cash or swag prizes for students. This will boost confidence and provide an accolade for their professional resume.

Audit and inventory current Graphic Design & Multimedia related equipment, spaces, and facilities. Look for areas to improve and address in the next program review.

**What improvements are needed?:** 1. Degree & Certificate completion; 15 graduates in the last 5 years and 1 graduate in 2023. Additionally, in 2023 there were 0 certificate completions. The biggest improvement and #1 focus is to increase successful degree and certificate completion which leads to obtaining jobs within the Graphic Design and Multimedia field.

2. Need to streamline the pathways so they are valuable to industry and further education in a Bachelor's program. Ensure students can transfer credits to other / higher level institutions.

3. Boost enrollment through clarification of program goals, objectives and outcomes. Enhance web presence and advertising materials.

4. Find internships and career enhancement opportunities within South Valley communities to bolster resume accomplishments, awards, and experience.

**Describe any external opportunities or challenges.:** COS is competing with other colleges, high schools and institutions which offer more coherent pathways aligned to meet the employment needs in the industry.

Students may come into programs with a misconception on what "design" actually entails. Therefore we need to align and teach to industry needs and cultivate students' critical thinking skills.

Course descriptions and language regarding graphic design courses and objectives can seem confusing or undesirable to prospective students.

**Overall SLO Achievement:** SLO Achievement was not completed in previous year with many courses missing data. These need to be updated asap.

**Changes Based on SLO Achievement:** Changing curriculum language and student learning outcomes by collaborating with Sarah Harris to remove software-focused emphasis and objectives. Look for redundancy and properly ordering class sequence for best student proficiency to build upon skills.

**Overall PLO Achievement:** Low completion in many graphic design certificates, so one change to make is to make the pathway to completion more understandable and applicable to industry standards.

**Changes Based on PLO Achievement:** Indication from previous year that current students and (adjunct) faculty are unsatisfied. Intend to increase camaraderie within the department and improve productivity. Also, providing students with a design contest (with prizes!) or design work showcase will increase their enthusiasm and skill, as well as provide a portfolio and resume building accomplishment.

**Outcome cycle evaluation:** This year marks the beginning of big changes for the COS Graphic Design department with the support of a new full time faculty appointment. With guidance from the GD Advisory Board, contact with Fresno State, and the report issued in 2021 from the NASAD consultant, the outcome cycle will be adapting over this 3-year cycle.

## Action: 2023-2024 Increase enrollment in the MMD certificate (Strong Workforce 6 & 7)

Increase awareness through increased outreach and advertising directed at prospective students. Provide internship links with community members and opportunities to include experience on their resumes. Ensuring that all course credits and AA degrees are transferable is a top priority. This will involve new marketing materials and website, community outreach, and creating a sensible course path for students.

**Leave Blank:**

**Implementation Timeline:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**Identify related course/program outcomes:** District Objective 1.1: The District will increase FTES 2% from 2021 to 2025.

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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 2.2: Increase the number of students who are transfer-ready by 15% and students who transfer to four-year institutions by 10% 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.

**Person(s) Responsible (Name and Position):** Carinne Knight

**Rationale (With supporting data):**

**Priority:** High

**Safety Issue:** No

**External Mandate:** Yes

**Safety/Mandate Explanation:** Competition is taking prospective students away from COS for Graphic Design, and non-transferable credits/degree is not useful for students pursuing employment and career development.

## Resources Description

**Equipment - Non-Instructional** - Marketing and advertising materials, web design, curriculum development, community outreach, collaboration with advisors and other institutions like Fresno State where many students aim to transfer.  
(Active)

**Why is this resource required for this action?:** To increase [prospective] student awareness and enrollment by providing value and logical GD curriculum for student growth and career readiness.

**Notes (optional):**

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

## 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.

**District Objective 3.1** - Reduce equity gaps in course success rates across all departments by 40% from 2021-2025.

## Action: 2023-2024 Schedule Bi-Yearly Advisory Board Meetings for Graphic Design

Maintain advisory board and professional contacts to help steer redevelopment of Graphic Design program to ensure students are able to obtain and retain employment in key graphic design positions within the community and greater South Valley region.

**Leave Blank:**

**Implementation Timeline:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**Identify related course/program outcomes:** 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.

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District Objective 2.2: Increase the number of students who are transfer-ready by 15% and students who transfer to four-year institutions by 10% from 2021-2025.

District Objective 2.3: Increase the percentage of students who complete both transfer-level Quantitative Reasoning and English by 10 percentage points by the end of their first year 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.

District Objective 4.1: Increase the effective use of data and transparency in decisionmaking at all institutional levels from 2021-2025.

**Person(s) Responsible (Name and Position):** Carinne Knight

**Rationale (With supporting data):**

**Priority:** High

**Safety Issue:** No

**External Mandate:** No

**Safety/Mandate Explanation:**

## Resources Description

**Equipment - Non-Instructional** - Consultation with local industry board members to best prepare students for available jobs in the industry. This may include purchasing dinner for board members or other thank you gifts for service. (Active)  
**Why is this resource required for this action?:** Ensuring students are prepared with the skills needed to land industry jobs, especially with local businesses.  
**Notes (optional):** No option for consultation in resource type.  
**Cost of Request (Nothing will be funded over the amount listed.):**

## Link Actions to District Objectives

District Objectives: 2021-2025

**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 2.2** - Increase the number of students who are transfer-ready by 15% and students who transfer to four-year institutions by 10% 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.

**District Objective 4.1** - Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

**District Objective 4.2** - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

**Action: 2023-2024 Implement Graphic Design Faculty Check-in Meetings with Adjuncts Each Semester**

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Organize a brief department meeting once per semester to ensure faculty goals, needs or concerns are met. This will be organized via Zoom for convenience of adjunct faculty. Intend to initiate meeting either just before the semester starts, such as the afternoon of convocation, or as a mid-semester check-in.

**Leave Blank:**

**Implementation Timeline:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**Identify related course/program outcomes:** District Objectives:

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.

District Objective 4.1: Increase the effective use of data and transparency in decisionmaking at all institutional levels from 2021-2025.

District Objective 4.2: Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

District Objective 4.3: Improve professional development practices District-wide for all District employees to support equity and operational effectiveness from 2021-2025.

**Person(s) Responsible (Name and Position):** Carinne Knight

**Rationale (With supporting data):**

**Priority:** Medium

**Safety Issue:** No

**External Mandate:** No

**Safety/Mandate Explanation:**

## Resources Description

**Equipment - Instructional** - Professional development and team building for Graphic Design Department, in the form of a training workshop and/or luncheon. (Active)

**Why is this resource required for this action?:** To build departmental trust and teamwork in order to best serve the needs of the students. This may include small trainings or workshops focused on reworking course curriculum to focus on developing students' critical / design thinking skills.

**Notes (optional):** No option for team building or collaboration in resource type.

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

## Link Actions to District Objectives

District Objectives: 2021-2025

**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.

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**District Objective 4.2** - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

**District Objective 4.3** - Improve professional development practices District-wide for all District employees to support equity and operational effectiveness from 2021-2025.

## Action: 2023-2024 Create Yearly Graphic Design Student Showcase / Contest

Give students a prize or swag for placing in a themed design contest and / or showcase Graphic Design Student work from the year with a campus event or booklet. Contests can also provide awards to list for student resumes.

**Leave Blank:**

**Implementation Timeline:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**Identify related course/program outcomes:** Program Objective:

Boost student morale and provide an award / accolade for their resume.

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.

**Person(s) Responsible (Name and Position):** Carinne Knight

**Rationale (With supporting data):**

**Priority:** Low

**Safety Issue:** No

**External Mandate:** No

**Safety/Mandate Explanation:**

### Resources Description

**Facilities** - Space to show student work. This could also be a VR web gallery space to show designs and link to web portfolios. (Active)

**Why is this resource required for this action?:** To build student resumes, accomplishments and achievements as a design exhibition, contest, or showcase. This will help student resumes look more desirable through experience.

**Notes (optional):**

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

### Link Actions to District Objectives

District Objectives: 2021-2025

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

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## Action: 2022-2023; 2021-2022; Increase enrollment in GD courses with

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## 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

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: 2023 - 2024

09/05/2023

Status: Action Completed

CTE Multimedia Design Certificate is scheduled for 2023-2024 year.

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

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

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