Comprehensive Program Review Report

Program Review - Graphic Design

Program Summary

2020-2021

Prepared by: Marc Acurso, Kacey Fansett, Rolando Gonzalez

What are the strengths of your area?: The COS graphic design program culminates in an AS Degree in Graphic Design which allows students to obtain entry-level employment and/or transfer to a university. We encourage transfer. As students work towards their degree they also obtain Certificates. 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. 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.

What improvements are needed?: Employment success is poor. Employers do not regularly contact the program for employees. A graphic design website is needed to track those students who do find employment.

Overall program enrollment needs to be increased to prevent having to rotate some courses every other year. Rotating courses slows degree and certificate completion. These courses include GD162 and GD163.

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.

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.

Degree completion is poor. Based on Datamart.ccco.edu within the past 5 years (2015/16 - 2019/20) we are averaging 2 Degrees per year. Based on public.tableau.com within the past 5 years (2015/16 - 2019/20) we are averaging 2 Degrees per year.

Certificate completion is fair. Based on Datamart.ccco.edu within the past 5 years (2015/16 - 2019/20) we are averaging 10 Certificates per year. Based on public.tableau.com within the past 5 years (2015/16 - 2019/20) we are averaging 10 Certificates per year.

Describe any external opportunities or challenges.: In Fall 2020 COVID struck which has resulted in the following external challenges:
1. Enrollment has slipped.
2. Lecture courses are now online.
3. Lab courses require social distancing with regular disinfecting.
4. Open Lab is now "appointment only".
5. Student access to Drafting Stations to complete their coursework has been reduced.
6. Student access to Computers and Software to complete their coursework has been reduced.

7. Several courses have been reduced to one day per week due to social distancing.

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.

We recently obtained a 3D printer. The resin necessary to use this printer is expensive. Students can not afford these costs.

Students require time outside of class in the form of an Open Lab to complete their coursework. A paid student lab assistant is needed to assist these students.

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.
Overall SLO Achievement: As a whole, we are satisfied with the overall achievement levels of Course Outcomes (SLOs).

Graphic Design students generally demonstrate achievement at high levels. It is easy to verify 100% accuracy and incorporating these checks by students, of their own work, is an integral portion of Architecture instruction. Consequently, they are often verifying and modifying work as an ongoing process, resulting in lab assessments with high levels of accuracy.

See "Documents" for attached 2020 COS Program Review Dashboard.
Changes Based on SLO Achievement: Faculty intend to increase recruiting to help ensure more students who actually have an interest in Graphic Design are enrolled. This will increase learning outcomes. Additionally, shortcomings in the Photoshop classes indicate students need more practice with drawing tablets. This is included in the resource request for instructional equipment.
Overall PLO Achievement: Faculty are not satisfied. Students are not demonstrating the expected performance in capstone projects and resulting employment.

College Core Indicator Information for 2020-2021, Completions - Credential, Certificate, Degree or Transfer Ready for CTE Cohort indicates State 89%, District 89%, and College 100%. Negotiated Level N/A.

See "Document" for attached Core Indicators 103000 Graphic Art & Design 2020-2021.
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.
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. This will be a significant problem in the near future.

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

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school recruiting to attract and attack 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: 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

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

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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 Facilty
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 paining 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: 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 |

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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.

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. @ $13.00/hr = $3,900 + Spring semester 300 hrs. @ $14.00/hr = $4,200
Wage Total $8,100 + Workers Comp Total $110.16
Total Request $8,210.16
Cost of Request (Nothing will be funded over the amount listed.): 8210.16

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