

## 2004 – 2005 PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:			Bob Clark, Bob Keeling	Curriculum/Department:	Advertising & Graphic Design
<b>Purpose/Mission Statement</b>				<b>Vision Statement, 3-5 years</b>	
We exist to provide skilled graphic designers to the printing and publishing industry of this region. To prepare a strong educational base for students who wish to continue their education in another higher educational level area (fine arts) or at a 4 year institute.				Become an educational enrichment center for graphic designers. A location where graduates may renew and keep abreast of the latest in graphic design technology.	
Goal #	Values for Teaching	College Goals	2004 – 2005 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1.	2,6	1	Graduates will be satisfied with the skills they obtain in this program	90% of graduates will indicate they are satisfied with skills they gained in this program.	Monitor results of survey of graduates as conducted as part of the annual program review. Monitor results of current students completing course evaluations.
2.	6,9	1	Employers will be satisfied with the entry level skills of graduates from this program.	85% of employers surveyed will indicate they are satisfied with the entry level skills of graduates from this program.	Monitor results of survey of employers as conducted as part of (1) the annual program review and (2) co-op placement.
3.	2,6	1	New students (first year students) will demonstrate a satisfactory level of technical proficiency in this field.	70% of first year students will successfully complete their graphic design classes.	Monitor final grade reports for fall and spring courses. Monitor test results, attendance reports and increase peer tutoring of students having difficulties.
4.	2,6	1	Graduates of this program will demonstrate a satisfactory level of technical proficiency in this field.	100% of graduates will demonstrate proficiency in this field by presenting their portfolio their last semester.	Continue to solicit feedback from our advisory committee regarding those skills, evidenced by the advisory committee minutes.

<b>Goal</b>	<b>Criteria Results</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	Based on the annual program review, 100% of graduates had attained their goals by attending the A&GD program. They had received their degree and had prepared to get a job. 100% were very satisfied with the quality of instruction and the overall quality of the academic program. We received favorable fall evaluations and spring evaluation results are not available yet.	Good transition made with a new instructor in our program and a new part-time instructor and the addition of a digital photography course.
2.	Two thirds of employers were very satisfied with the entry level skills of our graduates. One-third rated skills as 3 on a level of 5.	Excellent reception from employers this year in asking for students to fill part time and full time positions in the area. No co-op placement this year. Introduced new software program (InDesign)
3.	Several of last years students did not return this fall resulting in a small second year group. Much better retention of this years class moving into second year. New instructor and live projects help to improve retention of students.	Did not have a lab assistant this year and lab hours were shortened. Would like to add a lab assistant next year.
4.	100% of this years graduates will present their portfolios to a large group on May 2, 2005. Four students will be presenting. Six students will receive their degree on May 6, 2005.	Advisory committee meets on May 3 and feedback will be received about our graduating class this year. Committee minutes on file.