

PLANNING/OUTCOMES DOCUMENT

| Name of person(s) completing form: | | Bob Clark Bob Keeling | | Curriculum/Department: | | Advertising & Graphic Design | |
|---|---------------------|--------------------------|--|---|---|------------------------------|--|
| Purpose/Mission Statement: | | | | Vision Statement: (3-5 years) | | | |
| 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 (graphic design, marketing or fine arts) at a 4 year institution. | | | | Become an educational enrichment center for graphic designers. A location where graduates may renew and keep abreast of the latest in graphic design technology. | | | |
| Program Strengths: | | | | Program Weaknesses: | | | |
| Program quality and its longevity since it's beginning in 1968. Successfully placed graduates in regional firms consistently each year over 30 years. Faculty members include a graduate from the program that brings 10 years of experience in newspaper, publication and screen printing and another with over 30 years as a graphic design educator. | | | | Our students develop skills in many graphic design areas available to them upon graduation. They mold their portfolios into their personal area of interest but master no single area due to time limitations in each area. | | | |
| Program Opportunities: | | | | Program Threats: | | | |
| Current graphic design job descriptions may desire the applicant to have web design skills or the ability to maintain a corporate web page. A web design course is available to students through the Internet Technologies curriculum as an extra course. This might be a required course for our program in the future. | | | | Even though we have the only 2 year graphic design program in the region, WCU offers a 4 year degree in graphic design and their new fine arts facility may pose a threat in recruiting new art students. Increased high school recruitment this year should be a priority. | | | |
| Goal # | Values for Teaching | College Goals | 2005-2006 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 the skills they obtained 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. | 80% of employers surveyed will indicate satisfaction with the entry level of skills of graduates from this program. | Monitor results of the survey of employers 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 from this curriculum 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. | | |

| Budget Item Description: (Budget items requested from college funds) | Current Year Budget (Total Request): | Ongoing Operational Budget: | Expansion Budget: |
|--|--|------------------------------------|--|
| Supplies-Vinyl, screen printing supplies, printer cartridges, drawing paper, board | \$4000 | \$4000 | |
| Equipment-Digital timers, computers and monitors | \$10,100 | \$10,100 | |
| Travel- Field trips, trade shows, recruiting | \$600 | \$600 | |
| Program Accreditation- | | | |
| Other | Software PowerCad \$400 \$9500 Copier \$3000 Screenprint lab upgrade | \$400 | \$9500 Copier \$3000 Screenprint lab upgrade |
| TOTALS | \$27,600 | \$15,100 | \$12,500 |