

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	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	2 6	1 5	Students in this program will develop a working knowledge of client relations that is encountered in the graphic design and printing industry field.	<ul style="list-style-type: none"> • 80% of second year students will produce client (live) projects and receive an 80% favorable feedback rating from their clients. 	<ul style="list-style-type: none"> • Facilitate client assignments. • Design and administer client rating form to collect feedback on student performance • Monitor results of client evaluations of student interaction and performance.

2	2 6	1	New students (first-year) will demonstrate a satisfactory level of technical proficiency in this field.	<ul style="list-style-type: none"> • 70% of first-year students will complete 90% of their projects and will pass their graphic design classes. 	<ul style="list-style-type: none"> • Monitor final grade reports for fall and spring courses. • Monitor peer critiques, test results and attendance reports.
3	2 6	1	Graduates of this program will demonstrate proficiency in the use of graphic design software.	<ul style="list-style-type: none"> • 90% of graduating students' portfolios will include samples of works that demonstrate satisfactory skill in the application of contemporary graphic design software (Adobe Illustrator, Photoshop and InDesign). • Upon reviewing graduating students' portfolios, advisory committee members will indicate that 90% of the graduates demonstrate satisfactory use of graphic design software. • 80% of employers will affirm that graduates have a working knowledge of graphic design software 	<ul style="list-style-type: none"> • Encourage students to take additional computer applications courses to further extend their skills in applying graphic design software. • Request funds to maintain industry current software for the program. • Monitor results of the survey of employers conducted as part of the annual program review. • Monitor the student portfolios for works that demonstrate students' application of graphic design software. • Solicit advisory committee feedback from a review of student portfolios.
4	6 9	1	Employers will be satisfied with the entry level skills of graduates from this field.	<ul style="list-style-type: none"> • 80% of employers surveyed will indicate satisfaction with entry level skills of graduates from this program. 	<ul style="list-style-type: none"> • Monitor results of the survey of employers conducted as part if (1) the annual review and (2) co-op placement.
5	2 6	1	Graduates will be satisfied with the skills they obtain in this program.	<ul style="list-style-type: none"> • 80% of graduates will indicate they are satisfied with the skills they obtained in this program. 	<ul style="list-style-type: none"> • Monitor results of current students completing course evaluations. Monitor results of the annual program review.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-Printer supplies, photography supplies, screen printing and vinyl supplies, paint, paper and signage supplies.	\$4500 Software \$300	\$4500 \$300	
Equipment-Nikon digital camera, \$850; compressor \$150; 3 digital cameras @ \$250, \$750; G5 with monitor, \$2500	\$4250	\$4250	
Travel-Field trips, seminars, trade shows	\$800	\$800	
Program Accreditation-			
Other			Copier \$9500 Shared with early childhood
TOTALS	\$9850	\$9850	

Goal	Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	Graduates and employers of recent graduates were surveyed as part of the Annual Program Review process. Results of returned surveys indicate that all graduates were very satisfied with quality of instruction received. Employer satisfaction was "very satisfied" in all areas. Exception was in the writing area where "satisfied" was the response. One of the employers uses Corel Draw and Publisher, our student that was hired was not familiar with those programs and his responses were lower than normal. Advisory committee members this year will fill out an evaluation on each student's portfolio that they review.	New software purchased this year has kept our program up-to-date with recent industry versions of software used and ahead of many of the businesses that hire our graduates..

2.	The photography instructor has been asked to exhibit in the hallway photographs that have come out of GRD 160, Photo Fundamentals and ART 264, Digital Photography. Drawings and illustrations from other classes will be exhibited.	Hope this will be an annual exhibit at the end of the year for all the students not just graduating students.
3.	Resumes, personal business packages and creative resumes will be available to the committee for review. Each graduate will present 1 item to the committee and be available for a few minutes to answer questions about their portfolios.	This is the first time to try this. It may take too much time but then it may be very beneficial to all.
4.	Evaluation forms have been developed. It seems to have been a valuable tool for the student to receive feedback on their service to their perspective "client".	Continue use of the forms. Adapt them as necessary for more specific responses.