

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	2007-2008 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.	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"> • Assign and direct client assignments. • Administer client rating form to collect feedback on student performance • Monitor results of client evaluations of student

					interaction and performance
2	2,6	1	First year students 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 his program will demonstrate proficiency in the use of graphic design software.	<p>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.).</p> <p>Upon reviewing graduating students' portfolios, advisory committee members will indicate that 90% of the students demonstrate satisfactory use of the software.</p> <p>80% of employers will affirm that graduates have a working knowledge of the software.</p>	<p>Request funds to maintain industry current software for the program.</p> <p>Monitor results of the survey of employers conducted as part of the annual program review.</p> <p>Monitor the student portfolios for works that demonstrate students' application of design software.</p> <p>Solicit advisory committee feedback from a review of student portfolios.</p>
4	6,9	1	Employers of our graduates will be satisfied with their entry level skills.	<ul style="list-style-type: none"> • 80% of employers surveyed will indicate satisfaction with our graduates entry level skills. 	<ul style="list-style-type: none"> • Monitor results of the survey of employers conducted as part of the annual program review.
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 course evaluations and the annual program review.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-	10,625	10,625	
Equipment-	50,438		40,438
Travel-	600	600	
Program Accreditation-			
Other-			
TOTALS	\$61,663	\$11,225	\$40,438

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