

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>	Bob Clark Bob Keeling	<b>Curriculum/Department:</b>	Advertising & Graphic Design
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<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 (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.

<b>Program Strengths:</b>	<b>Program Weaknesses:</b>
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.

<b>Program Opportunities:</b>	<b>Program Threats:</b>
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"> <li>• Assign and direct client assignments.</li> <li>• Administer client rating form to collect feedback on student performance</li> <li>• Monitor results of client evaluations of student interaction and performance</li> </ul>

2	2,6	1	First year students will demonstrate a satisfactory level of technical proficiency in this field.	<ul style="list-style-type: none"> <li>• 70% of first-year students will complete 90% of their projects and will pass their graphic design classes.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor final grade reports for fall and spring courses.</li> <li>• Monitor peer critiques, test results and attendance reports.</li> </ul>
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 he 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"> <li>• 80% of employers surveyed will indicate satisfaction with our graduates entry level skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor results of the survey of employers conducted as part of the annual program review.</li> </ul>
5	2,6	1	Graduates will be satisfied with the skills they obtain in this program.	<ul style="list-style-type: none"> <li>• 80% of graduates will indicate they are satisfied with the skills they obtained in this program.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor results of course evaluations and the annual program review.</li> </ul>

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

<b>Goal</b>	<p align="center"><b>Criteria Results</b></p> <p align="center">Be sure to utilize most current data available</p>	<p align="center"><b>End of Year Analysis</b></p> <p align="center">(Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program</p>
1.	100% of second year students produced (live) client projects and received favorable feedback from their clients. An example will be provided at our final interview.	Very beneficial to the student and instructor to receive feedback from the client about the students quality of work, dependability and work ethic.
2.	Passing % of first year classes are following: GRD 230, 91%; GRD 121, 67%; GRD 151, 86%; GRD 141, 71%. Average of these classes is 78%	Goal was achieved. Interesting. Our analysis is that these figures indicate that his year's students have a higher interest in the computer skills classes than in hands-on skill classes. This is opposite from last years analysis.
3.	New equipment this year included a large format printer and accessory equipment and a large plasma monitor for our hallway. Training was provided and students are using the large format printer to produce portfolio samples, college and client projects. Advisory committee will review portfolios on May 1 <sup>st</sup> and provide feedback to the instructors and the students on provides forms.	Excellent use of purchases this year. We will see much improvement in our recruiting of students next year and the number of live client and college projects that SCC can now actually produce.
4.	100% of employers indicated our graduates hired had a working knowledge of computer software when hired. (Annual program review.)	New equipment necessitates that artwork must be prepared properly on the computer or it will not print properly. Keep up-to-date software as the basis of assigned projects and adjust course content appropriately.
5.	100% of graduates were Very Satisfied with the quality of instruction in program area courses. (Annual Program Review)	Results indicate that curriculum is effectively meeting the expectations of graduates. Continue to monitor annual survey results.