SOUTHWESTERN COMMUNITY COLLEGE

Annual Program Review
Advertising and Graphic Design

Report Year: 2003-04
Annual Unduplicated Headcount: 43
Annual FTE (Fall/Spring): 47.9

Certification/License Exam Pass Rate: Not Applicable

Advisory Committee Meetings:
Did committee meet last year? Yes
Are minutes on file? Yes

Survey Results

2003-04 Program Graduates:
Number of Graduates: 7
Number of Completers Surveyed: 6
Completers Response Rate: 33.3%

Employers of 2003-04 Program Graduates:
Number of Surveys Mailed: 4
Employer Survey Response Rate: 75%
ADVERTISING AND GRAPHIC DESIGN GRADUATES

STUDENT GOAL ACCOMPLISHMENTS

1. My goal(s) for attending Southwestern Community College were: (Check all that apply)
   - 2(100%) Receiving a degree, diploma, or certificate from Southwestern Community College
   - 2(100%) Preparing for /getting a new job
   - Improving existing job skills
   - Transferring to a four year college/university
   - Personal interest
   - Other (specify)

2. I accomplished my goal(s) for attending Southwestern Community College: (Check one)
   - 1(50%) Yes, completely
   - 1(50%) Yes, partially
   - No

3. If you did not accomplish your goal(s) for attending Southwestern Community College, which of the following describes why you did not achieve that goal(s)? (Check all that apply).
   - Job conflict
   - New employment
   - Financial Hardship
   - Family circumstances
   - Joined the military
   - Child care problems
   - Medical problems
   - Moved to a new area
   - Lack of interest in pursuing course of study
   - Dissatisfied with the services offered by the college
   - Dissatisfied with the quality of instruction
   - Other (specify)

4. Are you currently employed?
   - 1(50%) Yes, full-time, in field
   - 1(50%) Yes, part-time, in field
   - Yes, freelance, in field
   - Yes, outside of field.
   - No

5. Are you currently enrolled in a college or university?
   - Yes
   - 2(100%) No
# ADVERTISING AND GRAPHIC DESIGN GRADUATES

## STUDENT SATISFACTION

<table>
<thead>
<tr>
<th></th>
<th>Don't Know</th>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Quality of instruction in program area courses</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7. Quality of instruction in other courses</td>
<td>0 (50%)</td>
<td>1</td>
<td>2</td>
<td>3 (50%)</td>
<td>4</td>
</tr>
<tr>
<td>8. Overall quality of academic program</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9. Quality of:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic Advising</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4 (100%)</td>
</tr>
<tr>
<td>Learning Resources Center</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3 (100%)</td>
<td>4</td>
</tr>
<tr>
<td>Registration</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3 (50%)</td>
<td>4 (100%)</td>
</tr>
<tr>
<td>Admissions</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3 (50%)</td>
<td>4 (100%)</td>
</tr>
<tr>
<td>Student Activities</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3 (50%)</td>
<td>4 (100%)</td>
</tr>
<tr>
<td>Campus Security</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3 (50%)</td>
<td>4 (100%)</td>
</tr>
<tr>
<td>10. Overall quality of the college</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4 (100%)</td>
</tr>
</tbody>
</table>

11. If you were to begin again (i.e., you had it to do over again) would you choose to attend Southwestern Community College?

2 (100%) Yes  No  Not Sure
ADVERTISING AND GRAPHIC DESIGN

EMPLOYER SATISFACTION

<table>
<thead>
<tr>
<th></th>
<th>Unknown</th>
<th>Very Dissatisfied</th>
<th>2</th>
<th>3 1(33.3%)</th>
<th>4</th>
<th>5 2(66.7%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall level of satisfaction with this employee. (Circle one response)</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Did this employee have a working knowledge of computer software when he/she was hired?

3(100%) Yes

_____ No

_____ Not Applicable

What primary types of software does your business utilizes for production work?

C Pagemaker, Photoshop, Corel Draw, Adobe Acrobat, Microsoft Office
C Adobe Illustrator, Corel Draw
C Photoshop, Pagemaker, Illustrator