



Instructional Program Review Summary 2003-2004

Instructional Area: **Workforce**

Department: **[REDACTED]**

Discipline: **Digital Publishing and Visual Communication**

January 21, 2004

Instructional Program Review Summary

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NOTE: An external reviewer should not be required to refer to the documentation notebook to understand the Instructional Program Review

Summary. Rather, data should be clearly cited in the summary so that the reviewer can easily find the source documents if needed.

EXECUTIVE SUMMARY

Use the following guidelines to provide a concise overview/summary of the program review contained in this report.

Write a brief description of the goals and objectives of the discipline.

The goals and objectives of this discipline are to prepare students for a specific career path in Visual Communication with specialized degree plans: Prepress Technology, Graphic Design, Interactive Multimedia, or Computer Animation. Each specialization provides students the support needed to build tailored portfolios showcasing the job skills required to seek industry-specific employment, or to transfer to higher-level educational programs.

We have changed dramatically in the past year. In the fall of 2003 the Visual Communication Design Department implemented a degree plan with specializations to better serve our students. In addition to the major overhaul of the degree plan, the Digital Publishing Department was merged into the Visual Communication Design because WECM found course redundancy.

This report will review both programs, Visual Communication Design and Digital Publishing, as one department. Our goals are to serve the instruction driven needs of the department by hiring the most qualified faculty, providing on-going training to keep faculty updated with technology changes, provide an innovative learning environment, ensure that there is enough administrative support to maintain students and faculty, keep abreast with the current trends and technologies of the design community, and add new facilities and faculty to support new curriculum directions based on industry needs.

Overview of how the program review was conducted. A team of students, faculty, and industry representatives from each of our degree specialization areas was formed. Each team member surveyed a minimum of three representatives from their particular area. A student survey was also conducted. At the SWOT meeting each member drew from their personal experience as well as from that obtained in the survey to contribute insight to the department's strengths, weaknesses, opportunities, and threats. After the meeting, email was used to clarify issues. Statistical material from ACC was utilized to understand the direction the departments were going in regards to enrollment and demand.

Summary of findings:

Progress on previous program review recommendations. This section will be answered in two parts. For the last Program Review there were two separate and distinct departments. The progress on previous review recommendations will be addressed reviewing all the recommendations for each department.

The previous Program Review recommendations for Visual Communication Design were:

1. As the VISCOM Department prepares for the implementation of WECM, new courses will be added during the next three years, and enhanced over the next five years. This has been achieved, VISCOM created a degree plan with 5 specializations. We will take direction from industry in the future as we evaluate and fine tune each degree specialization.

2. Over the next five years, the VISCOM Department plans to expand to other campuses to offer more courses with easier accessibility. This has been achieved; VISCOM has a lab on the Eastview and Pinnacle campuses. These campuses have not been as successful as possible for two reasons: lack of promotion and only offering one inadequate lab which limits the course offerings to a few basic courses. Limiting the basic course offerings defeats our original goal to serve students without transportation to NRG campus begin the VISCOM program without spending 2 hours on the bus commuting. By opening the south Austin campus we can remedy the problem of limited class offerings. It will be crucial that the South Austin campus labs are equipped to offer all entry-level classes. Promotion will continue to be vital.

3. Over the next five years, the VISCOM Department will continue to request necessary funds to maintain and enhance lab equipment and software upgrades while continuing to use available resources to their full potential. This is an ongoing process that we need to continue to maintain quality instruction.

4. Over the next five years, the VISCOM Department plans to expand to other campuses to offer more computer labs with more available open lab hours. This has been achieved, VISCOM has a lab on the Eastview and Pinnacle campuses. We also have merged with the Digital Publishing department utilizing the labs in Building 3000 at NRG. A major problem that has emerged from our satellite campuses is that one lab is inadequate to teach all our entry-level courses. One lab does not allow for sufficient time and space for students to take all the entry-level courses, so students are forced to take classes at NRG in addition to the satellite campus. As a result of this inconvenience, students enroll in classes at the satellite campus locations as a last choice.

5. Over the next five years, the VISCOM Department will request funding for technical support enhancement which could require the addition of full time technical support staff. This has been achieved, VISCOM has hired two additional tech support personnel and due to the merger, gained two tech support personnel from DTP.

6. In the next year, the VISCOM Department will add hard drive space to accommodate archival needs as well as develop a server system to better unify the procedures for system administration and assets management. This recommendation has not been achieved. We continue to need a server system the reasons for this now include having server space for QuickTime movies for our online curriculum.

7. During the next year, the VISCOM Department will increase the Multimedia Technology curriculum to a two-year degree, which will offer students a tracking system so that they may specialize in specific multimedia areas. Over the next five years, this curriculum will develop as the industry dictates needs. This has been achieved, VISCOM created a degree plan with 5 specializations.

8. Over the next two years, the VISCOM Department will request permission from the administration to enhance the environment to a more suitable and inspiring atmosphere. Over the next five years, such enhancements will be updated or added as new locations and labs are created. This recommendation has not been achieved. Our limited funds were spent on higher priorities. We continue to need to improve the atmosphere of our labs to reflect our creative curriculum. The environment of our labs is a negative selling point for recruiting and keeping students.

9. At all times, the VISCOM Department will be dedicated to the continued growth and quality of education by continuing certain standards in faculty development and recruitment. This is an ongoing problem, there is never enough funding. Due to their responsibilities, full time faculty have to reduce freelance work. In order to stay updated with industry standards, workshops are essential.

10. During the next year, a CD-ROM will be developed for the purpose of promoting the VISCOM Department. This presentation will be formatted in such a way that potential students can access it on the WWW. Over the next five years, this presentation will be updated on a regular basis to include the addition of new courses and new industry standard procedures and techniques. A CD rom and a department web site were created. Maintenance and updating are a continual process.

11. Over the next five year, the VISCOM Department will continue and enhance efforts to survey industry needs as well as survey the success rate of graduates. The department will report these results to the administration in hopes that they will be published and presented to the community at large to increase public

awareness of the importance of Workforce Education. VISCOM has increased public awareness of our program and enhanced our reputation by having students enter competitions. Our students have been very successful in many competitions and we have forwarded this information to ACC's advertising department.

12. Over the next three years, the VISCOM Department will continue to develop curriculum and technology in order to stay in the lead over other institutions in the quality of Graphic Design and Multimedia education. We continually seek to find our niche. That is, to enhance larger programs taught at other institutions while still adhering to the mission of the 2-year college.

13. The Visual Communication Design Department will increase the number of courses offered in the Multimedia Technology area to graduate the current Certificate program to a full two-year degree program. The two-year degree will begin with a semester of core courses in the area of multimedia production, which may be referred to as Newmedia. After the first semester, students will choose a track to focus on a specific area of newmedia production. These tracks will include, but may not be limited to, Digital Graphics and Asset Management, Computer Animation, 3 Dimensional Computer Production and Animation, and Design for the WWW. A basic, general course of study will also be offered to those hoping to go into product and project management. This development in the Multimedia Technology area will take place in the fall of 2000 or the spring of 2001. We have created a new degree plan with five areas of specialization and increased the number of advanced classes. Networking with industry is the guiding force behind our curriculum. We have discovered that talented faculty fulfills our objectives to maintain the highest level of quality instruction as they offer this important industry network.

14. The Visual Communication Design Department will suggest a possible split to create two separate divisions; graphic design and newmedia technology. Both areas will still be under the department of Visual Communication Design. The new area, which will be the newmedia division, will employ a new program coordinator, which will oversee the development and maintenance of the entire department. As this new two-year program evolves as part of the Multimedia area of Austin Community College, classes will be offered at various locations including, but not limited to the new downtown multimedia center. The addition of locations will offer more accessibility to students as well as increase the adjunct faculty pool by offering classes in areas closer to those who work in the downtown area. The economy weakened and with it, the importance of teaching multimedia in the downtown area diminished. To manage the development and maintenance of the entire department, the Department Chair created Section Leaders for each area to coordinate and communicate information in specific areas. Since Assistant Department Chairs and the creation of uncompensated Section Leaders, there has been a better balance of energy to properly direct all

areas of VISCOM. However, the amount of work taken on by Section Leaders has not been identified as duties above normal faculty workload.

15. The Visual Communication Design department will create a digital portfolio that will include information on the industry, the curriculum, student and instructor portfolio pieces, student success studies, instructor biographies and general departmental information. This portfolio will be designed and executed, during the next 12 months or less, so that it may be presented in various digital formats such as an interactive CD-ROM or as an interactive web site. This goal has been achieved and it is time to do it again. The web site has proven to be the better media because it can be immediately updated and distribution is not an issue. Our web site needs dedicated staff to maintain it and because new information is continually being added, it currently requires a major and time-consuming reorganization. A CD rom needs to be created as a take home cd for interested students and councilors. This CD is important for promotion of the department as it can offer a more concise information than our. We also gave an information symposium called "We've Come for Your Brain". This event was extremely successful and we plan to improve upon it and offer it again.

16. The Visual Communication Design department will organize, design and execute, in conjunction with all other departments falling under the multimedia umbrella, a high quality, printed brochure that will be used to promote the college's dedication to the high-tech area industries. This brochure will offer college information, registration procedures, city information and specific information and examples from each participating department. The departments will included, but may not be limited to, Graphic Design, Newmedia Technology, Commercial Music, Commercial Photography, Desktop Publishing , Radio, Television, and Film Production. Production on this brochure will start after the incorporation of WECM and based on the availability and cooperation of representatives from each department. This objective is outdated. A printed brochure can't be as up-to-date as our web site.

Program Review recommendations for Digital Publishing & Graphics Technology were for Faculty crosstraining, for students: curriculum based on industry trends and develop EP 1 online; facilities: upgrade the press room to make more attractive to students; and for the community to reorganize the Advisory Board, expand the program to Eastview campus, articulate with ISDs and have more community involvement.

In the area of faculty crosstraining for Digital Publishing & Graphics Technology :

Faculty took courses within the department, Prepress was the most popular. Also the faculty were encouraged to attend Adobe seminars, in house faculty development, additional reading, and work with each other

on projects. These were done by some of the faculty but not all. All did participate in additional reading and project exchange with each other. I attended GATF and other seminars, Donna, Elizabeth, Lorraine attended seminars.

For students in Digital Publishing & Graphics Technology : curriculum based on industry trends and develop EP 1 online; industry trends have been attended to, see survey we integrated projects that would give a student a working knowledge of the industry. EP-I was being worked on but fell by the way side as we work on DHI to go on -line, Donna doing the lion share. The tutorial was the being piece for EP-I but never got any further. In Visual Communication Design, Computer Production Art 1 was put online through Blackboard in the Fall of 2001. Electronic Publishing was considered redundant by WECM and archived. Computer Production Art was renamed Digital Publishing and serves all the students in the merged department.

Facilities for Digital Publishing & Graphics Technology : upgrade the press room to make more attractive to students; facilities shut us down on this project as the money was just not there. We are investigating the value of continuing to maintain presses at this time.

For the community for Digital Publishing & Graphics Technology: to reorganize the Advisory Board, we did reorganize the advisory board and received guide lines for what to teach the students for industry requirements. Those are still being implemented as we develop curriculum.

Expanding the Digital Publishing & Graphics Technology program to Eastview campus did not work for the DP&G department. The enrollment couldn't support even one class the first semester. The lab was absorbed by VISCOM. The biggest problem is one lab is not suffieient for students to take all the entry level courses, so students are forced to take classes at NRG anyway.

The Digital Publishing & Graphics Technology articulation with ISDs has gone very well and we are still working on the continued ISDs. David Tobey will personally travel to high schools in the spring to check out each of the programs. Lago Vista has requested that he come and see their operation first hand. Leander wants the same thing.

The Digital Publishing & Graphics Technology's goal to have more community involvement: This was to be recruiting opportunities and visits to the department. This is still going on and seems to be recognized more than before.

Program strengths. We have a strong connection with industry through adjunct faculty and the advisory committee that directs software and hardware instructional needs which in the end create an appealing program that culminates a more active enrollment than other departments during the economic down turn.

Areas for improvement. Results from industry surveys and professional advice show us the need to expand in the Computer Animation area. Additional PC labs and equipment are required to support growth in this area. Secondly, we need to eliminate classes and equipment that no longer serve the community needs. Third, we need to make more efficient use of ACC facilities by investigating classes that incorporate materials from various departments and identify departments with which we can cooperatively share lab facilities. And finally we need to refocus our effort of a prior objective to incorporate assignments with other departments.

Key planning issues. Develop computer animation art area. Develop more online course delivery. Evaluate course offerings and determining which areas are most appropriate for online or hybrid class offerings. Develop an online curriculum library for maintaining consistency in the classroom that would become a model for other departments and other colleges. Continue to develop interactive material in all areas. Continue to develop courses and identify departments with which we can combine curriculum and utilization of lab space.

Conclusions: What are the major conclusions regarding the present state of the program?

We need to evaluate and investigate the best methods to utilize our facilities and finances more effectively reflecting the instructional needs of industry and community utilizing the shared governance from the college's mission statement.

Recommend future directions for the program based on this review:

- Expand services
- Maintain services
- Reduce services
- Close program

Recommendations: Summarize the self-study's recommended actions for improving the quality of the program.

Following industry needs develop new curriculum. Develop more online courses and development a network of support for maintaining such courses and specific faculty training to use online facilities. To complete the merging of both departments by archiving the remaining GRPH courses. Remodel or redesign Building 3000 to accommodate the growth and direction of our department to

utilize efficiently multi-department use for example but not limited to the Commercial Music courses and our interactive media courses. Continue to develop curriculum that cross program lines.

SELF-STUDY TEAM PARTICIPANTS

List the names of people who participated in the review and their association with your program.

Name **Priscilla Wicker** ACC Faculty Industry Representative
 Student

Name **Linda Smarzik** ACC Faculty Industry Representative
 Student

Name **Sara Farr/Mike Stevens** ACC Faculty Industry
Representative Student

Name **Geoffrey Schulman** ACC Faculty Industry Representative
 Student

Name **David Correa/Andrew Saldana** ACC Faculty Industry
Representative Student

Name **David Tobey** ACC Faculty Industry Representative
Student

Name **Adam Hampshire** ACC Faculty Industry Representative
 Student

Name **Ann-Charlotte Patterson** ACC Faculty Industry
Representative Student

Name **Summer Kaylor** ACC Faculty Industry Representative
 Student

PROGRAM DESCRIPTION

Provide a brief description of the overall history, major developments and current objectives for your program (limit to 500 words).

Program Description

We have grown immensely from our days as the Commercial Art Department at Rio Grande campus in the 1980s to Ridgeview campus, then in 1989 to Northridge campus. Our new location at Northridge proved to be very successful as it was a high growth area of Austin contributing to the high demand for our courses. We also offered classes at satellite campuses, Eastview and Pinnacle, in hope of being more accessible to students of a broader demographic group.

We have grown from 544 enrollments in 1978 to 2498 in 2002. In addition to being located in a high growth area, our department's success is based on following an Instructional Vision Plan developed in 1996. This Vision Plan was

pivotal to the direction of growth in the department at the time and we plan to continue to use Vision plans to look at the future to stay in step with technology and to be able to compete with other schools.

As part of our Vision Plan, we have had the opportunity to hire qualified full time faculty. In 1995 we had two full time faculty members. Currently there are eight full time faculty members. (We acquired two more full time faculty members with the merger of the Digital Publishing and Printing Technology Department). The full time faculty have specializations needed in specific areas that has allowed us to achieve goals and objectives. We are making progress, but we have not completed our goals yet!

As a result of our instructionally driven vision plan, we have incorporated multimedia into our program both in curriculum and as teaching methodology. Our one original graphic design degree plan has expanded to a degree plan and certificates with specializations in different areas. All areas of the degree plan include multimedia, but most especially multimedia is an integral part of the new areas of computer animation and interactive media. With our online classes in graphic design and the interactive media, we have utilized new media in our curriculum delivery method.

Most recently we have merged the Visual Communication Department with the Digital Publishing and Printing Technology Department because WECM found course redundancy.

Our current objectives are (1) to consolidate to the South Austin and Northridge campuses. These campuses are in major areas and therefore better serve the community. (2) We believe we are at the threshold of new technology that significantly affects the methods of instruction that we currently use. We are in the infant stage with need to review and evaluate this new era of technology. In this area we have already started investigating groundwork to stay innovative and competitive. We aren't waiting, we are already exploring by our use of hybrid and online classes. Our goal is to be the cutting edge of innovative education. (3) Our goal is to serve the local digital communication design industry by providing the most qualified students to the industry. The direction and growth of industry technology requires student to be more computer literate in the pre-press area. Demand directs us to prepare our students for pre-press not printing. Our curriculum is driven by industry needs, we are driven by curriculum. We serve the local digital communication design industry by providing the most qualified students.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

List the names of people who participated in the SWOT and their association with your program.

Name **Priscilla Wicker/Andrew Saldana** ACC Faculty Industry
Representative Student

Name **John Caporusso/David Tobey** ACC Faculty Industry
Representative Student

Name **David Correa/Linda Smarzik** ACC Faculty Industry
Representative Student

Name **Sara Farr/Mike Stevens** ACC Faculty Industry
Representative Student

Name **Ann Charlotte Patterson** ACC Faculty Industry
Representative Student

Name **Adam Hampshire** ACC Faculty Industry Representative
 Student

Name **Summer Kaylor** ACC Faculty Industry Representative
 Student

Summarize the findings of the SWOT analysis. Focus on the top 5 or 6 issues and answer the following questions:

Strengths: In what does your program excel?

In the area of Curriculum

- Classes are coordinated with other classes
- Attempts to teach creativity along w/ software
- Our's is only (3D anim.) degree program in Austin
- Attention to the idea of making students employable
- Software taught that used in workplace
- Attempts to meet industry needs
- Emphasis on technical skills
- Attempts to teach industry standards (software, etc.)
- Assignments address real—world projects

In the area of Faculty

- Variety of experienced, enthusiastic faculty
- Classes taught by talented, knowledgeable, experienced industry professionals

In the area of Hardware/software

- Use the most current hardware/software
- Technology \$
- Attention to keeping software up—to—date
- Up—to—date software

Leadership

Good leadership, the Dean, Department Chair, Assistant Department Chair, and the use of Section Leaders

Strong Support Staff

Computer support (Tech's)

Pete—keeps up—to—date

DeAnna, Administrative Assistant

Dedicated faculty/Staff—almost like a family

Faculty commitment above & beyond call of duty

Good Teamwork

Dedicated instructors

Direction Goals

Ability to plan for future

Always evaluating for new growth to remain within industry standards

Forward thinking

Weaknesses: What are the aspects of your program, which, if not addressed, will impede the area's future?

Facilities

Not enough lab space; No one room dedicated for open lab all day

Classrooms too spread out from each other

No screening room for animation

Location, location, location

Need windows in offices

Not necessary office furniture for staff

Losing presses

Space for classes

Losing 3000

Scheduling Problems

More Later Classes (Night)

Limited sections offered

Students can't complete 3D degree just by taking night classes (not enough space class offerings)

Time sections offered

Communication

Student Design Club not promoted through instructors to classes/students

Communication w/ adjunct (hard to schedule meetings)

Communication with industry hard to coordinate

Advisors need to know who we are

Not enough push to compete

Need to be consistent with conceptual teaching
No student survey's each semester, just for VCD for evals.
Overlapping, contrary redundant projects
Lots of projects
Changes (not) communicated to students

Holes in Curriculum
Additional Emphasis on project management would benefit students
No time (credits) for anim. history class
Not enough production support, tutors, in design classes and labs
Basic graphic design needs to reflect needs of graphic design
Classes that use a tutorial based book need additional instructor assignments
Having to have "core" classes rather than more specialized
Not teaching presentation skills
We need an Advanced Typography class
No copywriting classes
No advertising art direction classes
Not teaching strategic thinking

Need Ability to Hire Best Qualified Faculty & Tech. Support
Some adjunct need to be replaced

Publicity & Marketing
Need to promote and advertise the program
Filling all the sections
Identity
Need to develop stonger industry associations
Dept. does not stand out
Community perception of department

HBC (Admin.) Lack of Master Plan
Need support & communication with top admin.
ACC wheel spinning outcomes known
Lack of admin. Decision making input

Faculty Development (Specific Training)
Time for training
Not enough training available for faculty

Opportunities: What factors does your program need to take advantage of in order to enhance the quality of the area?
Advertising Promotion
Free community (local) publicity
Newsletter print & online

T-shirts for VCD folks
Department I.D.
Recognition for award students
Combining programs advertising support

More Exposure for Student Work
Student shows (gallery exhibits) [local]
Community wide gallery shows for students
Museum of Art area exhibits
Animation competitions conferences
Lots of student competitions available for graphic design

Web Communication Tech. Intranet/Extranet
Web portal

IGDA.org Research Other Colleges
Researching competition online & physical

Grants/Outside Funding
International grants
Public art grants (for students)
Tech. prep. grant

Dept. Server Quick Deployment of information
Reconstructing website
Make VisCom website more accessible
Personal faculty website

More Exposure to Industry
Studio tours
Web research a company
Field trips connection to real world
More industry surveys (studio tours for faculty)
Community involvement

Faculty Workshops
Creating specific in house training for faculty dev.
Training at conferences
Industry conferences are great for faculty dev. (Adobe, Apple, Macromedia)
Lynda.com training facility

Using Industry Professionals and Student Design
VisCom Student Design Club
Austin fed. willing to help host students in nationwide AD/competition
Advising board input
Community support

Industry partners
AIGA community opportunity

Threats: What are the external factors that could negatively impact your program's future?

Public Image of ACC & VCD
Reputation of ACC-known for tech. skills -not concept
Lack of support by H.S.'s bad perceptions
Bad ACC decisions creates bad perception
Student work portfolios
Industry perception bad 4 yr. is no better from the employers point—of—view
Industry apathy to new grads.
Bad reputation
Graduating poor students

Lack of Funding
Government funds
Financial aid for students
Lack of funds for curriculum development
Government (city?) funding (politics)
Lack of funds for faculty development

Competition From 4 yr. Programs
4 yr. schools
2 yr. schools/tech. schools
Inadequate transition from 2 yr.-4 yr. (credit transfers)
The "Art Institute"
Other local VisCom training

Weakened Job Market
Economic downturn
Job market sucks

Technology Fluctuation Long Term & Instability in Industry Company Politics
Fluctuating industry demand
Michael Eisner saying "2D is dead!"

Discuss changes from the program's previous SWOT analysis.
The strengths are the same, strong faculty, curriculum centered on practical skills, and strong visionary approach by Program Coordinator.

The weaknesses are the same with the exception of no specialized course of study in multimedia, too general. This weakness has been remedied by the creation of the separate specializations under the degree plan and advanced classes.

The most significant change in opportunities is in industry growth. In the previous SWOT analysis abundance of industry growth, growing pool of qualified faculty because of industry growth, lack of quality education in competitive educational facilities, some area high schools have programs that better prepare the students for our curriculum, large population of potential/future students, and potential sponsorships form alliances within the area industry were listed as opportunities. Because of the weak economy, our current opportunities are more internal in nature. Things such as improving our web site to better promote our program. Since the last Program Review there has also been significant growth in the competition to our program from other schools with the exception of the 3d specialization.

In addition to the previous threats of image, lack of funding, competition, and technology fluctuation, we currently add the threat of a weakened job market

ANALYSIS

[a] Relevance of the program to College mission and desired ends

Mission:

Review the program's purpose statement. Verify that the statement is current and accurate and reflects the mission of the college as a whole or update the purpose statement.

The Self-Study team reviewed the program purpose statement and found (select one):

The purpose statement is current, accurate, and reflects the mission of the college.

The purpose statement was revised as shown below:

The purpose of the Visual Communication Department is to prepare students for a specific career path in Visual Communication with specialized degree plans: Prepress Technology, Graphic Design, Interactive Multimedia, and Computer Animation. Each specialization provides students the support needed: to build tailored portfolios showcasing job skills required to seek industry-specific employment, to upgrade skills for career advancement, or to transfer to higher level educational programs.

Desired Ends (Board Policy A-2. Intended Outcomes)

How well does the program support the intended outcomes of the college by providing “service-area adults with the postsecondary and higher education they need and can use for productive useful lives?”

The VISCOM department follows the Advisory Board to connect to the needs of the area. We set our curriculum based on community needs. Our program is curriculum driven. In the Student Survey 50% of the students responded excellent and 50% of the students responded satisfactory to the question: Rate your experience in VISCOM as it will help you succeed in the workplace.

In what ways does the program demonstrate an open, responsible exchange of ideas?

Listening to our Advisory board, conducting surveys of industry, staff, and students. Conducting section meetings, at least once per semester. Monthly staff meetings and emails between Section Leaders and faculty.

In what ways does the program provide an open door to educational potential?

Our faculty has worked on Grants to develop online courses, most recently courses were developed for an online Web certificate, In addition to working on grants, our faculty has participated in the Summer Institute, working closely with Instructional Designers to develop and enhance alternative online courses. We developed a class to work with the Chamber of Commerce on a promotional CD for the City of Austin. While this special class was a lot of extra work for faculty, it offered the students a great opportunity at “real world” experience.

In what ways does the program take targeted action to address internal needs within available resources?

Our staff is constantly demonstrating its ability to be resourceful. One example of our taking targeted action to address internal needs within available resources was when the tech support staff used petty cash to purchase parts on ebay to configure old printer for labs. We needed printer and didn't have money. This hopefully is a temporary solution until we can budget and purchase sufficient equipment for all our labs.

In what ways does the program demonstrate a commitment to integrity and exemplary standards?

Competing with 4-year universities, our students enter and win prestigious awards such as Texas State University’s Creative Summit, Austin Advertising Federation’s Addy Awards, and the American Institute of Graphic Arts’ Top Dog Awards, and awards from internationally acclaimed Graphis.

In what ways does the program demonstrate personal and professional ownership that generates accountability?

We have a very professional web site that is regularly updated to offer a good source of communication. Once a year we have a portfolio show online and advertise it by sending out printed invitations. Last year we began an annual event called "We've Come for Your Brain". This very professionally delivered event was created to communicate our new degree plans to current and prospective

[b] Responsiveness to community needs and satisfaction of community demand

In what ways does the program address a verifiable need for the student, community, and society?

Key planning issues. Based on surveys and Advisory Committee suggestions, we keep in touch with the current needs of the community and students. Develop gaming/3d area. Develop more online course delivery. Continue to develop interactive material in all areas. Develop courses that combine RTF and our Digital Video course and Commercial Music and our interactive media classes.

Describe the results of the program's most recent assessment of community need.

Response to the survey question:

What skills and knowledge should someone in your field possess?

Survey respondents answered that students should have skills using the latest software/hardware and industry standards. Students need real world simulated experience. Basics must be taught as well as teamwork and project management. Good communication skills are imperative.

What shortcomings are you finding in your employees?

Professional level projects

Motivation/enthusiasm/problem solving ability/lack of flexibility/lack of creativity/need project management skills/practical knowledge

Is there a single "Industry Driven" direction, a new wave in the industry that we should be talking about? If so, what is it?

Gaming art certificate

General programming aspects/trends

ecommerce

design as it relates to dynamic multimedia

knowledge of programming with design

mobile web/communications interface

How do the program's five-year enrollment trends compare with those of the College overall?

FY 1999

Printing 529
VISCOM 1663
Photography 640

FY 2000
Printing 519
VISCOM 1858
Photography 605

FY 2001
Printing 503
VISCOM 1934
Photography 655

FY 2002
Printing 477
VISCOM 1811
Photography 664

FY 2003
Printing 319
VISCOM 1765
Photography 673

For the past five years the Printing Department's enrollments have decreased very year. The VISCOM department's enrollments increased for three consecutive years until the fall in the economy following the disaster of September 11th. A similar program, Photography, had lower enrollment for two years, then minimal growth for the last three years.

[c] Accessibility to students and identification of unnecessary barriers

Analyze when and where courses are offered (by campus, time of day, mode of delivery).

To better serve the needs of educationally disadvantaged and underserved student populations, courses are taught on three campuses, Northridge, Pinnacle, and Eastview. We make a concerted effort to offer classes at different times during different days to best serve the schedules of our students. Starting in 2001 we taught online courses. .

List the number of sections taught (by location).

Northridge						
FY	1999	2000	2001	2002	2003	2004 (fall only)
Printing	53	56	58	54	49	6
VISCOM	169	173	152	146	146	71

All sections listed below are VISCOM sections
Online sections per FY
2002-3, 2003-4, 2004-10

Sections at Cypress campus FY 2000-4 Sections

Sections at PIN

FY 2001-20 Sections
FY 2002-20 Sections
FY 2003-18 Sections
FY 2004- 6 Sections (Fall only)

Sections at EVC

FY 2000-14 Sections
FY 2001-23 Sections
FY 2002-23 Sections
FY 2003-19 Sections
FY 2004-6 Sections (Fall semester only)

List the number of sections closed or canceled per course.

VISCOM sections:

CAT 2073 Special Problems– 14
CAT 2063 – 1ARTC 2313 Digital Publishing 2– 1
CAT 2103 – IMED 1341 /2-D Interface Design – 6
ARTC 1391 Graphic Design portfolio development– 3
ARTC 2317 Typographic Design – 1
IMED 1301 Introduction to MM– 1
IMED 1316 Web Page Design– 1
ARTC 2305 Digital Imaging 2– 1
ARTC 2341 –3D Animation 2 1

Printing Department sections closed or canceled:

GRPH 1409 Press Operations 1-3
GRPH 1425-Digital Imaging 1- 3
GRPH 1296, GRPH 1396, GRPH 1491, GRPH 1496 Special Topics in Graphic and Printing Equipment Operator-13
GRPH 2235 Prepress Techniques 1 - 2
GRPH 2236 Prepress Techniques 2 - 2
GRPH 1494 Special Topics Pre-Press Operator- 3
GRPH 1422 Digital Publishing 1- 12
GRPH 1367 Practicum-Graphic & Printing Equipment Operator- 2
GRPH 1454 Electronic Publishing II-2

How does each of the five-year demographic trends (gender, ethnicity, age group) for this program compare to the overall college trend? (List the source of your information.)

Age

Pinnacle, Eastview and Northridge campuses

College Male 45% Female 55%

VISCOM Male 53% Female 47%

Printing Male 42% Female 58%

Pinnacle, Eastview and Northridge campuses

College W 58% Blk 10% Hisp 23% Am Ind .1% Asian 6% Non-R .1%

VISCOM W 67% Blk 4% Hisp 17% Am Ind .8% Asian 7.6% Non-R 4%

Printing W 74% Blk 4% Hisp 14% Am Ind .7% Asian 5.6% Non-R 2%

Average Age

Pin, Eastview, Northridge campuses largest percentage, 34%, between 19-21

VISCOM 27.9

Printing 32.6

Source:

ACC Computer System Table 8

Fact Book 2002-2003 Student Headcount Northridge Campus, Eastview Campus, Pinnacle Campus

Identify any unnecessary barriers to students, especially those who are educationally disadvantaged and not well served by other colleges.

We have made alterations to desks to accommodate wheelchairs. We need larger classroom facilities to accommodate wheelchairs and Sign Language interpreters. Our program needs to be located on a campus that has easy access (public transportation) for the educationally disadvantaged.

[d] Student outcomes including participation and successful-completion rates

How do course completion rates (A-B-C-D rates) for courses within this program compare to College norms?

Course completion rates for courses within these programs is above the College norms.

VISCOM completion rates are: A -58%, B-18.3% C- 5% D-1.5%=Mastery 81.3%

Printing completion rates are: A -61%, B-17% C- 3% D-.3%=Mastery 81%

College norms: Distance Learning Mastery 65.9% Non-Mastery 44.1%

Mastery Rate 68.8% Non Mastery rate for college 31.2%

What are the program completion or graduation rates (compared to intent as well as overall) for this program?

VISCOM has a program total unduplicated total persisting or graduating of 41%. Printing has 43%. As stated in our purpose statement, our goal is threefold: Each specialization provides students the support needed: to build tailored portfolios showcasing job skills required to seek industry-specific employment, to upgrade skills for career advancement, or to transfer to higher level educational programs. Graduation from the program is not essential to accomplishing any of these goals.

Many students leave the program because they are employed in the industry before graduating. Many students only take certain customized classes to upgrade their skills. Many of our courses don't transfer to 4 year programs, so many students transfer before graduating from our program

How do withdrawal rates for courses compare to College norms?

ACC average withdrawal rate is 22.5%; VISCOM and Printing's withdrawal rate is lower. VISCOM's withdrawal rate is 15.2% and Printing's is 15.8%.

What do the results of the program's student learning outcomes assessments (departmental final exams, exit tests, standardized tests, etc.) indicate about the program?

A committee of three full-time visual communication professionals not involved in college instruction will evaluate the student portfolios. Based on a numerical evaluation criterion they establish, 85% of the portfolios must be judged at a level of competency for entry-level employment in visual communications. The overall average of the portfolios combining and averaging all of the assessors' score was 88 of a possible 100. All students achieved a score of competent (fair) or better with the average being Good.

In 1998-99 the overall average of the portfolios was 88 of a possible 100. In 1999-2000 based on Portfolio Reviews students' portfolios rated at least 85% of the students were ready for market. The overall structure of the portfolio rated excellent at 89.4% In 2000-2001 the overall average of the portfolios was 90.8 of a possible 100 or 90.8% in the area of Graphic Design and 33.15 of possible 45 or 73.6% in the area of multimedia for an average of 82.2% overall. In 2002-2003 overall average of job readiness of portfolios was 4.02 out of a possible 5. For multimedia 4.25 out of 5.

These outcomes indicate that we are moving in the right direction, but there is definitely room for improvement

[e] Measures of program quality and educational value added

- **Academic Standards**

What are the processes and procedures that the department uses to maintain academic standards and achieve consistency within the department?

Processes and procedures that the department uses to maintain academic standards and achieve consistency within the department include but aren't limited to the fact that we use a curriculum driven program based on community needs outlined by our Advisory Committee and the professionals from the industry who teach as adjunct faculty. Our capstone course has a committee of full-time visual communication professionals not involved in college instruction will evaluate the student portfolios. We evaluate the needs of our program based on the feedback from these sources.

To better communicate and keep courses consistent, we use Section Leaders, who develop and distribute material. All courses have master syllabi posted on the web site for all faculty to use. Many classes post all their material, assessments, projects, exercises, on Blackboard for all faculty to access.

- **Curriculum**

What procedures are used to assure that the curriculum is current and adequately meets the needs of students?

We have a strong connection with industry through adjunct faculty and the advisory committee that directs software and hardware instructional needs which in the end create an appealing program that culminates a more active enrollment than other departments during the economic down turn. In addition to the Advisory Committee, we use Portfolio Reviews (see above) and regularly scheduled meetings within sections, brain storming sessions with Adjunct, Industry professionals to assure that our curriculum is current and adequately meets the needs of the students.

Are learning outcomes defined for courses and the program? Yes No

Are course texts up-to-date?. Yes No

Are course and program listings in the ACC Catalog up-to-date? Yes No

Do all courses have up-to-date syllabi on file? Yes No

Evaluate the use of instructional resources (including those in the library).

We use Blackboard as an instructional resource and Teresa Ashley has developed a very useful website for researching graphic design material through the LRS. There is much more we hope to do in this area by developing an online curriculum library. Making use of all Adjunct faculty's expertise for current and future sections. This online curriculum library would help with course consistency also.

Evaluate the extent to which technology impacts the mode of instruction, including the number of courses and sections taught via distance learning. We plan to do much more with technology developing an interactive curriculum library and using a server to distribute applications and tutorials.

We offered our first online class in the fall of 2001. Each semester we add more online classes and currently offer 5 online classes (one section of each) through Blackboard. Blackboard materials are used in several courses to support classroom courses.

Evaluate the extent to which instruction is focused on problem solving, active learning, and work-based elements. All classes are project oriented; the projects are reflective of real world projects. Surveys indicate that we should continue to be "real world" project driven, with more emphasis on concept or ideas behind the design. In response to this need we are developing a Art Direction course.

Recently we offered a special problems class to develop a CD for the Austin Chamber of Commerce.

List below the current discipline-specific courses within the program and the date of the latest review.

Course	all our courses were evaluated for the new degree plan which went into affect Fall 2003.	Date of Last Review
Course		Date of Last Review
Course		Date of Last Review
Course		Date of Last Review
Course		Date of Last Review
Course		Date of Last Review

- **Faculty**

Do all faculty teaching in the program meet SACS requirements?

Yes No (if no, please explain)

What is the ethnic diversity of the faculty?

VISCOM faculty's ethnic diversity:
White 72%, Hispanic 26%, Asian .02%

What evidence is there that faculty are staying current in their respective disciplines and instructional methodologies?

Adjunct faculty work in the industry. Full time faculty do limited industry work and attend training.

What recognition has been given to faculty within the last year?

Sam Coronado received recognition for his Studio project, Kelley Toombs-Print Magazine's Regional Design Award; Samantha Harte-recognition from the 3d community

Describe professional development activities in which program faculty participate. Blackboard and other ACC professional development courses, Lynda.com, Santa Fe Computer Workshop, Macromedia, Apple and Adobe training classes and seminars.

What percent (and the total number) of faculty participate in formal professional development activities on a regular basis?

70%

Describe the types of discipline-related professional development activities offered.

Blackboard instruction, Teaching Design concepts training, software training for basic curriculum (Photoshop and Illustrator).

What percent of sections do full-time faculty teach?

27.6%

What percent of contact hours do full-time faculty teach?

28.2%

Are student evaluations of instruction within acceptable range? Yes No

To what extent are alternative modes of instruction incorporated into classes? We offered our first online class in the fall of 2001. Each semester we add more online classes and currently offer 5 online classes (one section of each) through Blackboard. Blackboard materials are used in several courses to support classroom courses.

- **Student Satisfaction**

Do student course evaluations demonstrate satisfaction with courses?

Yes No

[f] Adequacy of program resources and efficiency of resource use

Describe the overall adequacy of resources (human, technological and capital, facilities, and fiscal) available to the program for providing effective program delivery and outcomes.

To be successful, our program must maintain industry standard technology and this technology is expensive. We need new hardware and software, faculty training, facilities, full time faculty, and tech support personnel. We also need from ACC more support from the Community Outreach program and Advertising.

What is the ratio of full-time to adjunct faculty (by course and for the program overall)?

For the program overall:

Full time 36%

Adjunct 64%

How up-to-date is the equipment used by the program? We participate in a 3 year lease plan for our computers.

Identify possibilities for improving the efficiency of the program's use of resources.

We plan to do much more with technology developing an interactive curriculum library and using a server to distribute applications and tutorials. These tutorials would be interactive. We would be able to record all the expertise of adjunct faculty, even if they were only able to teach for a limited time, and allow all instructors access to this material.

[g] Comparison of program performance, price, and enrollment with that of alternate local suppliers

How is the program competitive with similar programs offered by other institutions or schools in the service area in terms of performance, cost to students, and enrollments?

Our classes are \$179 plus \$24 lab fee. Continuing Education classes are cheaper by \$4 per class.

St. Edward's University began a program similar to ours,. And while it is much more expensive than our program, (\$26,000 expected expenses per year) the enrollment is smaller and the students have not shown a presence in local competitions.

The Houston Art Institute promotes affectively in the Austin area.

Texas State University is our most threatening competition. Their students compete on a par with our students. In recent competitions Texas State University students are winning more awards than VISCOM students. Their costs are competitive as well. Because ACC students cannot transfer classes to Texas State, they are our most threatening competition.

There are local training centers, like Macromedia's training center. They are our competition for professionals who want to quickly assimilate skills. These

programs don't offer the in depth curriculum that our program does and they are very expensive, \$1000-\$1300 per week.

[h] Direct and indirect program-related revenues and costs to the College

Identify the major sources of revenue for the program, including grants, partnerships, etc.

tuition and fees

FY 2002 State Funding for VCD/Digital Pub/EDG 1,637,070

Tuition Revenue 662,136

Lab fees 82,386

Total Direct Revenue 2,381,593

Total Direct Expenses 1,969,455

% Marginal Surplus 17.3%

Compare program costs to those of other ACC programs.

To be successful, our program must maintain industry standard technology and this technology is expensive. Our percent marginal Surplus is comparative to CIS who has 14.3% marginal surplus and Health, Kinesiology/Nutrition at 20.8% marginal surplus.

Compare the program's actual expenditures to the approved program budget for the previous two years.

Budget	2000	2001	2002	2003	2004
VISCOM	625,148.	815,284	1,159,454.	1,249,734	1,736,270
Printing	385,140.	309,464	366,127.	308,194	

VISCOM has always stayed within their allocated budget.

TRANSFER or WORKFORCE AREA-SPECIFIC INFORMATION

Only Workforce Programs complete the items below.

Report/status from latest external accrediting agency visit

SACS Report of October 2003 placed the college on probation for the following reasons:

1. We have had some problem with instructors who were not properly accredited, or how their accreditation was documentation
2. We had a problem with our board dealing too much with administration rather than limiting themselves to policy

At the Division meeting of January 2004, InterimVP of Workforce Education said we are addressing both of these issues and working on fixing them. They should

be resolved by next year. And though there have been problems with the upper level of the college, it is a FACT that our programs are excellent.

When was the most recent program revision?

The VISCOM and Digital Publishing departments merged Fall 2003. Also beginning fall 2003, we reorganized our program to have 5 specializations under one degree plan. For the new degree plan all courses were evaluated and revised as needed. New courses were developed reflecting the need of the community.

Number of declared majors intending to complete a program who complete degree/certificate requirements within 6 years

In Printing, 3 students completed the degree/certificate requirements within 6 years, or 43%. In VISCOM, 24 students completed the degree/certificate requirements within 6 years, or 41%.

Average number of semesters it takes for students to gain degree/credential.

There is no data currently available to answer this question. An unofficial survey of students found most students take longer than the 6 semesters on the degree plan to gain a degree. Many students transfer before completing a degree/certificate and many students only take selected classes to improve their job skills.

Number of graduates within the last three years

Number of graduates for the past three years

	7/99-6/00	7/00-6/01	7/01-6/02
Printing	11	7	10
VISCOM	38	36	51

Demographics of graduates

Demographics of graduates

M	61
F	92
Nonresident alien	7
Black	2
American Indian	2
Asian	15
Hispanic	17
White	119
Unknown	3

Percent of graduates who are employed within one year of graduation.

Printing (numbers not available at this time)
VISCOM 78.9%

What evidence exists that program completers (or near completers) are successful on the job? What, if available, are their beginning salaries?
In the Graduate Follow-Up Survey Results by Program, no one preferred to work in a different field. Respondents also rate their preparation for work or further education as good to excellent.

Salaries for Print production artists and designers range from \$24,000-\$33,000; for Web designers between \$21,000 and \$40,000.

Percent of employers indicating satisfaction with graduates.
We have no official data in this area. Unofficially faculty have received emails and other feedback indicating high satisfaction with VISCOM graduates. Holt, Rinehardt, Winston Publishers, Pro-Ed Publishers, Steck Vaughn Publishing to name a few.

Discuss the most recent results of Focus Group or internal survey of employers.
Response to the survey question:
What skills and knowledge should someone in your field possess?
Survey respondents answered that students should have skills using the latest software/hardware and industry standards. Students need real world simulated experience. Basics must be taught as well as teamwork and project management. Good communication skills are imperative.

What shortcomings are you finding in your employees?
Professional level projects
Motivation/enthusiasm/problem solving ability/lack of flexibility/lack of creativity/need project management skills/practical knowledge

Is there a single "Industry Driven" direction, a new wave in the industry that we should be talking about? If so, what is it?

Gaming art certificate
General programming aspects/trends
ecommerce
design as it relates to dynamic multimedia
knowledge of programming with design
mobile web/communications interface

Number of employers indicating need for more graduates
On the Industry survey response to the question: "What is the job market like for students?" the answer given was "grim"

Provide evidence of SCANS competency integration into course syllabi and programs.

The appropriate SCANS competencies are listed on every master course syllabi.

How often does the program's advisory committee meet to discuss curriculum issues?

Twice a year; April and October.

When and where are advisory committee minutes maintained and posted?

On the web in the ACC Advisory area of OIE.

Evidence of recent review of curriculum by external advisory committee.

The recent degree plan reorganization is evidence of a recent review of curriculum by the external advisory committee.

Advisory committee validation of entry level skills

Reorganization of our degree plan included adding new courses such as Color Theory, Art Direction, and Storyboarding, to fill in curriculum gaps identified by the external advisory committee

Only Transfer Programs complete the items below.

Number and percent of graduates who transfer within one year of graduation.

█

Number of articulation agreements with universities and colleges

█

Number of courses that transfer

█

Number of student complaints about problems with course transfer

█

Discuss the results of the most recent Survey/focus group of transfer institutions.

█

Discuss data from transfer institutions if available.

█

Number of students transferring successfully.

█

CONCLUSIONS

Based on the information collected and analyzed during the program review process, what are the major conclusions of this review of the program? Summarize them here and complete the *Program Status* form.

VISCOM is going in the right direction. We need to continue our policy of being industry/curriculum driven in our curriculum development. As long as we keep our finger on the pulse of the needs of the community and are willing and able to change as needed, we will serve our students and continue our success. Following industry's direction, VISCOM needs to develop new curriculum. Also we need to develop more online/hybrid courses and development a network of support for maintaining such courses and specific faculty training to use online facilities. To complete the merging of both departments, we need to archive the remaining GRPH courses. We need to develop our facilities on the new South Austin campus and by remodeling or redesigning Building 3000 to accommodate the growth and direction of our department to utilize efficiently multi-department use for example but not limited to the Commercial Music courses and our interactive media courses.

PROGRAM VISION STATEMENT

State the program's vision or preferred future for the next five years. The vision statement should provide direction to the program as it makes improvements to enhance its effectiveness and efficiency.

We need to evaluate and investigate the best methods to utilize our facilities and finances more effectively reflecting the instructional needs of industry and community utilizing the shared governance from the college's mission statement.

RECOMMENDATIONS

What does the self-study team recommend for improving or maintaining the quality of the program? Summarize them here and complete the *Quality Improvement Plan* form.

Results from industry surveys and professional advice show us the need to expand in the Computer Animation area. Additional PC labs and equipment are required to support growth in this area.

Secondly, we need to eliminate classes, degrees, certificates, and equipment that no longer serve the community needs.

Third, we need to make more efficient use of ACC facilities by investigating classes that incorporate materials from various departments and identify departments with which we can cooperatively share lab facilities.

Fourth, we need to refocus our effort of a prior objective to incorporate assignments with other departments, first identifying departments with which we can combine curriculum.

Fifth, we need to develop more online course delivery, evaluating course offerings and determining which areas are most appropriate for online or hybrid class offerings.

Sixth, we need to develop an online curriculum library for maintaining consistency in the classroom that would become a model for other departments and other colleges.

Seventh, we need to continue to develop interactive material in all areas.

Eighth, Develop an equitable system of evaluation to insure the most qualified adjunct and MSTAs are assigned positions and sections.

Ninth, we need to develop a mobile web/communications interface and add this to our curriculum.

ADDITIONAL COMMENTS

APPENDIX

List all documents that you used in your report:

Resources

Board Policy A-2. Intended Outcomes

VISCOM Student survey conducted 11/03

Program Review Industry survey 10-03 of Graphic Design, 3d and 2d Animation, and Printing industries

Interactive Media specific survey

ACC Fact Book

OIE Table 1,1A,2,3 4, 5, 6, 7, and 8

OIE Table 9

Graduation/Persistence and Remediation Fall 1999 FTIC Cohort

Student Headcount Pinnacle Campus Fall 1998-2002

Student Headcount Eastview Campus Fall 1998-2002

Student Headcount Northridge Campus Fall 1998-2002

Analysis of Non-transfer, Withdrawal, Non-mastery rates

Departmental Grade Distribution Report

Visual Communication Design Departmental Statistics

ACC Board Policy

A1 Mission /Values Statement

A2 Intended Outcomes

E5 Review of Instructional Programs

College Mission Statement

Instructional Program Review Web site

Publications and Reports

ACC Effectiveness Review

Fact Book

Preliminary Enrollment Reports,

High Demand Reports

Headcount Attrition Summary

Completions Surveys

Graduation Report

Internal Custom Survey

Budget Planning Book, FY 2003, Table 4, Combined Sections, Enrollments, Credit and Contact Hours by Department and Faculty Type for 5-year Preiod FY 1998-2002

Web sites: <http://www.stedwards.edu/>,

<http://www.finearts.txstate.edu/Art/index.html>,

<http://www.austincc.edu/ce/index.php>,

Macromedia Training <http://www.media-enterprise.com/classes/index.cfm>

Austin Community College, FY2002 Program Revenues vs. Expenses Report

Austin Community College Budget, FY 2001-2004, VISCOM and Printing

SACS Report October 2003

Texas Higher Education Coordinating Board Automated Student and Adult Learner Follow-Up System: Results for 2000-01 Graduates and Non-Returners 012015 Austin Community College

Student Data System, Integrated Postsecondary Education Data System (IPEDS) Completions Report, Fall 2002

Student Data System, Integrated Postsecondary Education Data System (IPEDS) Completions Report, Fall 2001

Texas Higher Education Coordinating Board - 2003 Annual Data Profile Graduation/Persistence and Remediation Fall 1999 First Time in College (FTIC) Cohort Institution Summary, Austin Community College

Texas Higher Education Coordinating Board - 2003 Annual Data Profile Graduation/Persistence and Remediation Fall 1999 First Time in College (FTIC) Cohort Technical Program Detail, Austin Community College

Graduate Follow-up Survey Results by Program

AIGA/Aquent Survey of Design Salaries 2000

When you have completed this report, send it via e-mail to the Coordinator for Institutional Assessment (rwall@austincc.edu) as an attachment.

Quality Improvement Plan Form for Visual Communication and Digital Publishing Program

To be useful, a plan must be based on distinct, measurable tasks or actions that strengthen the program. An action plan is not philosophical or abstract. It can and should include some “what ifs.” “If this equipment is purchased,” “If space is added,” or “If schedules are changed,” are examples.

The template below is intended to assist you in thinking and planning long-term. The College knows that factors can and do change so that some of these projected tasks may not occur—especially those projected for the third year. Furthermore, we know that this plan will need to be revised. Therefore, in one year, OIE will be asking you to update both your progress towards these tasks and to review/revise your tasks for the second and third year of the plan.

Note on Requests for Funds : Consider changes that require **one-time** costs (equipment, renovation, etc.) and changes that require **recurring** costs (typically new positions). *All requests for funding should indicate how they will improve learning and meet targeted objectives.*

2004-05				
Goal: Provide access to students in under served areas of Austin.				
Second goal: Meet needs of current and future industry.				
Estimated completion date: Fall 2005				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Advertise and recruit Second: Expand the Computer animation area	increase minority enrollment Second: meet need of community	materials to recruit students must compete with other institutions and require more polished material the the general ACC promotion brochure Second: additional PC labs, faculty and equipment	Community need will be met somewhere else	Department Chair Section Leaders Second: Department Chair Section Leader-Computer Animation

Goal: This frame doesn't function; please skip to the next frame

Estimated completion date: Fall 2005				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible

Goal: Make more efficient use of ACC facilities.				
Estimated completion date: Spring 2006				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Investigate classes that can incorporate materials from various departments and identify departments with which we can cooperatively share lab facilities.	save money for ACC	no more than what would be required to finance existing labs	waste of finances	Department Chair Section Leaders

Goal: Incorporate assignments with other departments.				
Estimated completion date: Fall 2006				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Work with other departments to create real world projects that cross over different departments.	Students would be exposed to more realistic experience.	Curriculum development requires dedicated time and money.	Students suffer.	Department Head and Section Leaders and their counterparts in participating departments, ie Commercial Music, Journalism, RTF

2005-06				
Goal: Develop online curriculum library				

Estimated completion date:Fall 2006				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Develop an online curriculum library for maintaining consistency in the classroom examples of best practices.	We would create an educational model for other departments and colleges as well as serving our faculty and our students.	very expensive; would require server/compensation for personnel	not moving forward with the new generation of education, that takes advantage of interactive media. Other colleges would take the lead and take our students.	Department Chair Section Leaders

Goal:This frame area doesn't function; skip to next frame				
Estimated completion date:				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible

Goal:Continue to develop interactive material in all areas.				
Estimated completion date:Fall 2004 and on-going				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Evaluate course offerings and determine which areas are most appropriate for online or hybrid class offerings.	better access for students; more consistency in curriculum; better communication within sections. This would also double the use of lab space.	developing online curriculum requires dedicated time and faculty. Each course would require a minimum of one course reduction.	Less access for students, more boring classroom presentations; less consistency between similar classes; less communication among faculty. We would need more labs.	Department Chair and Section Leader for each course determined to be appropriate for online or hybrid development.

Goal:Continue to develop interactive material in all areas.				
Estimated completion date:on-going				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible

	Measure of Success	Justification	Funded	
		developing interactive material requires time and faculty training.	As students become more computer saavey, curriculum must reflect interesting presentation, especially in a department that is training professionals to create such material. Competition will draw our students away.	Department Chair Section Leaders

2006-07				
Goal:Develop mobile web/communications interface				
Estimated completion date: Fall 2006				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Staying abreast of the industry needs, curriculum will be developed to include new electronic devices such as mobile phones, ipods, and Palm Pilots.	students will learn to create interfaces for new mobile devices	new curriculum and new hardware/software	not staying abreast of the industry, lagging behind our competition.	Department Chair Section Leaders

Goal:This frame doesn't function; please skip to the next frame				
Estimated completion date:				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible

Goal:Eliminate classes and equipment that no longer serve the community needs.				
Estimated completion date:From 2004-2005				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Following industry needs, eliminate presses and GRPH classes that no longer best serve community and industry needs.	More efficient use of resources and facilities	will save money	continued lower enrollment and less space and resources to better serve student/industry needs	Department Chair Section Leaders

Goal:Evaluate Adjunct Faculty to make use of the most qualified candidates.				
Estimated completion date: Fall 2004				
Task or Action	Expected Outcome/ Measure of Success	Estimated Cost(s) with Justification	Consequence if Not Funded	Who is Responsible
Develop an equitable system of evaluation to insure the most qualified adjunct and MSTAs are assigned positions and sections	higher quality teaching; better student outcomes; better student job placement	none	poored quality teaching	Department Chair and Section Leaders