

Assessment, Improvement, Measurement (AIM): 04/09/2013

Plan Year: 2011-2012

Unit: Cosmetology/Esthetician

Coordinator(s): Melissa Anderson, Karman Wheeler, William Franklin

Reviewer: William Franklin

Program Health Review: Use the Annual Program Health Review to evaluate student achievement and, if warranted based upon analysis of the results, make program changes to improve student achievement.

Identify expected student learning outcomes, assess the extent to which these outcomes are achieved, and provide evidence of improvement based on analysis of the results.

Measure Text: PROGRAM HEALTH REVIEW - LEVEL 1

1. Program Health Review - Refer to the attached Annual Program Summary for longitudinal information related to enrollment, graduates, employment, employer and alumni satisfaction, and licensure pass rates.
2. Student Learning outcomes

Three student learning outcomes – Plan an assessment for each outcome identified, and assess the extent to which these outcomes are achieved, and provide evidence of improvement based on analysis of the results.

Achievement Target: Program Health Review Target - Maintain a level 1 assessment with comments from program coordinator, assistant dean, dean and vice president according to attached time schedule.

Student Learning Outcome Target - Student learning outcomes are identified, assessed on level of achievement, and evidence of improvement are provided based on analysis of the results according to the attached time schedule.

Results: Program Coordinator:

1. Strengths of the Program - Program continues to be recognized as a high quality cosmetology and esthetics training center. New adjunct faculty have proven to offer enhanced learning trends and techniques to meet current job skills requirements. The new Selective Admissions process has created an atmosphere conducive to learning with relatively no problems -academic or behavior. Furthermore, the SA process has improved student retention and has streamlined advising. While IR was only able to contact two graduates -showing a 50% placement rate- there is to my knowledge more than 90% of the total graduate population in this program who are working within the industry.
2. Items Requiring Continued Attention - Newly implemented Financial Aid mandates pose a potential risk in loss of enrollment. Coordinator and others are continuing to meet and discuss risk potential, outcomes, and solutions to this problem. Although the second year of Selective Admissions resulted in fewer people attending the required meetings, which resulted in a less than full class, the Cosmetology Advisory committee and the Selective Admissions for Cosmetology have given positive suggestions and input to help ensure good attendance at the pre-conferences.

The coordinator has been working on encouraging current advisory members to participate in school activities as well as inviting new members to join the advisory committee.

It is imperative that a full-time instructor be hired to ensure program quality and continuity in education.

3. Document and provide evidence indicating how last year's program review resulted in improvements in the program/department.

The 2010-2011 recommendation was to replace adjunct faculty with full time instructor to ensure program effectiveness. Financial restraints did not allow us to initiate this recommendation.

AD Comments: As indicated by the coordinator, the implementation of selective admissions has significantly improved the quality of the students currently enrolled in the program. We have seen better retention as well as attitude. We have recommended the addition of a second full-time faculty, however funding has not yet become available to hire someone. The facility could accommodate a second faculty person. We have expanded the program using adjuncts, but this has required a lot additional advising, instruction, and work for the one full-time person.

Dean Comments: Old, well established program with solid faculty for both areas. High demand for each program.

VP Comments: The faculty are to be congratulated for having excellent programs. I challenge them to consider how we can provide evening/weekend options for students.

Target Results: Met

Findings:
