

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

Plan Year: 2011-2012

Unit: Information Management and Design

Coordinator(s): Timothy Birch, Karman Wheeler, Deborah Holt, Andrew Hunt

Reviewer: Deborah Holt

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.

Results: Program Coordinator:

1. Strengths of the Program - Dynamic curriculum: up-to-date curriculum in an ever-changing technical field with continual innovations and stylistic progression, state-of-the-art software and equipment; new and very knowledgeable faculty recruited directly from the industry to enhance the cutting edge of the technology and the industry; faculty engaged in professional development through pursuit of or degree at the Masters Level degrees and attending national conferences and membership in professional organizations; a job-focused curriculum with three classes on employment and job skills.

2. Items Requiring Continued Attention - There was a slight drop in enrollment in the 2010 academic year. This has been addressed by the creation of a Certificate Program that will (and already has) drawn in more students seeking a shorter path to employment or to update their skills with the program's state-of-the-art curriculum, software, and hardware. Additionally, the program is currently pursuing articulation agreements with numerous four year institutions.

3. Document and provide evidence indicating how last year's program review resulted in improvements in the program/department. No recommendations were made for the 2010-2011 Program Health Review.

AD Comments: The IMD program continues to update its curriculum to keep up with the changes in technology in this field and has recently added two new certificates in Web Design and Graphic Design to meet the needs of those students who may not want to or be able to complete the associate degree program. The faculty are all very committed to updating their own skills and knowledge in their respective areas of expertise. Since this is a program unique to Bluegrass Community and Technical College, faculty must continue to aggressively market their program to attract new students.

Dean Comments: Good progress with addition of new certificate. Students need many pathways to academic and workplace success. Very active Advisory Board helps keep program up-to-date.

VP Comments: The faculty and faculty leaders are to be congratulated for evolving existing curricula and developing new curricula. The program is fortunate to be in one of the most dynamic technical areas possible.

Target Results: Met

Findings: Addressing point two from results: We have recently launched a new track within our program called Project Management. We hope that this track generates interest in IMD and also increases program majors. In addition, we have written a new proposal for a Digital Video Certificate within IMD. This would be tied to the new AFA in Cinematic Arts as part of a track within that program. The curriculum is pending approval, but we are planning for this new certificate to generate interest and increase enrollment.
