

Assessment, Improvement, Measurement (AIM): 09/20/2013

Plan Year: 2012-2013

Unit: Information Management and Design

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

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 - The IMD program continues to show an exceptionally high rate in the student satisfaction category. The program also continues with a healthy number of credentials awarded. That number is up from 19 to 25 based on the data provided. The official major count is also up from the previous year, showing a possible trend in upward growth. 2. Items Requiring Continued Attention - The response rate for the number of graduates the program appears to be low for the last few years. The employer survey categories do not have any data at all, so they need attention. Job placement is down from the previous year as well and has fallen below the 90% standard. That is based on a survey of 8 out of the 25 program graduates though, so the accuracy of that figure is in question. 3. Document and provide evidence indicating how last year's program review resulted in improvements in the program/department. Ensuring that the IMD program receives feedback from employers, as well as increases the response rate of graduates for the surveys is crucial to improvement in the program.

AD Comments: We continue to work with IR staff to correctly classify IMD majors. The curriculum has recently been updated to reflect changes in technology and in the industry and enrollment is stable.

Dean Comments: Strong program with good community contacts (evidenced through active Advisory Board). Please continue working on providing information for graduate placement and employer response to help lead program change and innovation.

VP Comments:

Target Results: Met

Findings: Maintaining and increasing enrollment in the program is a major focus based on results. The program has decided to focus this upcoming year on articulation agreements with four-year colleges and the creation of a focus area within and AS degree.
