

**Assessment, Improvement, Measurement (AIM) Report: 03/13/2015****Reporting Years:** 2011-2016**Program:** Information Management and Design**Coordinator(s):** Timothy Birch, Karman Wheeler, Deborah Holt, Andrew Hunt**Program Quality and Student Success****External awards or other recognitions of students, faculty, and/or program.**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Students				1	
Faculty					
Program (include accreditation if applicable)					

**Average actual time and credits to degree completion.**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
General Education Credit Hours				18	
Technical Credit Hours				45-48	
Total Credit Hours				63-66	
Number of Graduates	19 AAS (2010-11)	21 AAS (2011-12)	24 AAS (2012-13)	10 AAS (2013-14)	
Average Actual Time to Degree	4.15 years	5.21 years	4.06 years	5.29 years	
Average Actual Credits to Degree	98.7	91.6	88.7	92	

**Employer and student satisfaction.**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Employer Satisfaction Survey Results		no data	100% (3/3)	100% (7/7)	
Graduate/student satisfaction		100% (8/8) 2010-11 grad surveys	94% (15/16) 2011-12 grad survey	95% (18/19) 2012-13 grads	
Advisory Board/Employer Recommendations for Improvement					

**Job placement data for program graduates.**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016

Number of graduates		8 surveyed (2010-11 grads)	17 surveyed (2011-12 grads)	19 surveyed (2012-13 grads)	
Number of graduates gaining employment		3	14 employed; 8 in field	17 employed; 10 in field.	
Percentage of graduates gaining employment		38%	82%; 47% in field	90%; 53% in field.	
KY Unemployment Insurance job data				n/a	

**Pass rates on licensure/certification exams (if applicable).**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Total # graduates attempting					
Total # passing on first attempt					
Total # passing after multiple attempts					
Pass rate of all attempting					

**Productivity and Funding**

**Student measures.**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Enrollment (Academic Year)	177 (2010-11)	159 (2011-12)	147 (2012-13)	171 (2013-14)	
Fall Enrollment		111 (Fall 2011)	99 (Fall 2012)	135 (Fall 2013)	
Credentials Conferred	19 AAS	21 AD (2011-12)	24 AD; 1 dip; 2 certs (2012-13)	10 AAS; 14 certs (2013-14)	
Credit hour production	5,346 (2010-11)	4,329 (2011-12)	3,747 (2012-13)	2,844	

**Student credit hour per instructional faculty FTE.**

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Student credit hour per instructional faculty FTE.	486 (2010-11)	416.3	425.8 (2012-13)	360 (2013-14)	

**Extramural funding.**

Source of Funding	2011-2012
No funding sources	

Source of Funding	2012-2013

2012 Perkins - ipads, digital cameras, scanners, Mac lab and server	\$18,800.00
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<b>Source of Funding</b>	<b>2013-2014</b>
2013 Perkins - Mac OS Mountain Lion	\$1,080.00

<b>Source of Funding</b>	<b>2014-2015</b>
No funding sources	

<b>Source of Funding</b>	<b>2015-2016</b>
No funding sources	

**Comments (2012-2013)**

<b>Roles</b>	<b>Comments</b>
<b>Coordinator</b>	
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.	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. 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.
<b>Assistant Dean</b>	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.
<b>Dean</b>	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.
<b>Vice President</b>	

**Comments (2013-2014)**

<b>Roles</b>	<b>Comments</b>
<b>Coordinator</b>	
1. Strengths of the Program	The IMD program continues to show a high rate in the student satisfaction category. The number of credentials awarded was also high for May 2013. Based on the advisory board input, meetings, and surveys, the program continues to meet the

	needs of local employers in graphic and web design. The program is also working with UK and EKU to develop focus areas to help students who wish to pursue the four year degree in a specialized field like Fine Arts and Graphic Design. These focus areas would help strengthen the program and give students more options. Another strength of the program is that faculty members are fully engaged in keeping the program as up-to-date as possible. Another round of curriculum changes and additions is planned.
2. Items Requiring Continued Attention	Maintaining and increasing enrollment in the program is a major focus requiring continued attention. The emphasis is on increasing student numbers not only in the AAS degree, but also in certificates and future focus areas.
3. Document and provide evidence indicating how last year's program review resulted in improvements in the program.	By working on focus areas and promoting certificates, the program is providing students with more options. As mentioned and discussed in recent advisory board meetings, keeping the curriculum up-to-date is extremely important to a technical program with options in web and graphic design and video production. This means that another round of curriculum changes is under development.
<b>Assistant Dean</b>	The IMD faculty continue to keep the curriculum as up-to-date as possible and are using feedback from graduates, employers, and the IMD Program Advisory Committee to update the program to meet local employment needs. Feedback from graduates and employers is generally very positive, especially regarding the graphic design area. Plans are underway to collaborate with the Film Studies program now that this area has a full-time faculty member. The faculty are also pursuing connections with local universities to give our students more options in terms of transfer opportunities. This fits with the current college-wide emphasis on transfer and encouraging students to pursue bachelor degrees after completing their associate degrees. Now that the IMD program is housed on the Newtown campus, efforts need to be increased regarding promotion of not only the IMD program but all programs at Newtown. This needs to be a college-wide effort with direct involvement and input from the faculty who know the program and local employment opportunities best.
<b>Dean</b>	I agree with all comments and suggestions.
<b>Vice President</b>	I agree with Assistant Dean and Dean comments. Some exciting collaborations are being considered, especially with film. Curriculum overlap with CIT and OST need to be considered further.

### Comments (2014-2015)

Roles	Comments
<b>Coordinator</b>	
1. Strengths of the Program	The IMD program shows an extremely high rate in employer satisfaction with recent graduates. The percentage of graduates gaining employment is also high for our program. In addition, graduate satisfaction continues to be exceptional. Curriculum updates really show the strength of our program, reflecting faculty engagement and a commitment to keep our degree up-to-date for students. We have exciting curriculum developments in progress, including a completely new video game design track developed in cooperation with the CIT program. We also have our existing digital video certificate courses integrated into the Film Studies proposal for the new AFA. Furthermore, future overhauls of the graphic and web tracks are planned in the near future, due in part to changing technology and in part to suggestions from our advisory board. The LIT program also has updates in progress for certificates. Lower-level courses have recently shown stronger numbers for the graphic and web design tracks, hopefully reflecting our increased marketing efforts over the past year. It will take another year to confirm, but we feel as though these numbers should be considered a strength for our program. Overall, our program has a strong focus for marketing and a strong vision for our future curriculum. We target local high schools, and we want to offer students the best value for studying graphic and web design, video game design (near future), and digital video editing.
2. Items Requiring Continued Attention	As mentioned each year, maintaining and increasing enrollment in the program is a major focus always requiring continued attention. This is our biggest concern. How can we increase our majors while continuing to offer updated, relevant,

	<p>exciting, and creative curriculum? The emphasis is on increasing student numbers, not only in the AAS degree, but also in certificates and future focus areas. We strongly believe that our future video game design track, developed with the CIT program, will increase our enrollment. Having our courses included in the future AFA degree should also make a difference. We'll see. But we're optimistic! Attention must also be paid to collaboration with local universities. Last year's program health review mentioned our plans for creating focus areas with EKU and UK. These agreements have stalled out this year. We have been unable to complete official documents to make transferring easier for students. As a program we must examine this again immediately and determine what should be done. We have made progress working with individual faculty at these institutions to accept more of our courses in transfer, but we have not achieved official transfer agreements. Collaboration with other programs in our division will always require continued attention. We believe that our program has made a strong effort this year, including the video game design track with CIT, and having our courses included as part of the AFA requirements.</p>
3. Document and provide evidence indicating how last year's program review resulted in improvements in the program.	<p>Each year brings suggestions for curriculum updates, both from our advisory board and from changes with technology in our field. We feel as though we have listened to these suggestions and taken major steps to update and add to our curriculum. Proposals are underway and moving through the system, and even more are planned this semester. Suggestions were made for collaboration between programs, and IMD has taken steps in that direction. As mentioned above, our video game design track was developed alongside the CIT program, and our digital video editing courses have been included as requirements in the Film Studies AFA proposal. We are optimistic and excited that both of these proposals will make it through the system and have a positive impact on our program.</p>
<b>Assistant Dean</b>	<p>After several years of declining enrollment, the number of majors in the IMD program has stabilized and increased slightly this year. This is a reflection of faculty efforts in promoting the program, and continued high satisfaction with employers in our area who hire IMD graduates. The program faculty continue to review the IMD curriculum, and collaborated with the CIT program this year to develop a new track in Video Game Design. We hope this new track will attract students and infuse new energy into the program. The faculty also continue to pursue articulation agreements with UK and some of the regional universities in Kentucky. The LIT option/certificate continues to maintain stable enrollment as it serves an important continuing education role for public librarians.</p>
<b>Dean</b>	<p>I concur with all comments and suggestions.</p>
<b>Vice President</b>	<p>I agree with the Assistant Dean and Dean comments. The faculty and leadership are to be commended for the new Video Game Design track. Nicely done!</p>