

VALENCIA COLLEGE
Program Viability, Growth and Success
PROGRAM PERFORMANCE SUMMARY FOR 2011-12

Graphic and Interactive Design

STUDENT DEMAND:	DESIRED TARGET:	WAS THE DESIRED PROGRAM TARGET MET		
1. A.S. Degree Program Majors	2011-12 Year \geq 5-Year Average	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
2. Trend for A.S. Majors	If year to year differences when added are: Positive: Program is Increasing Equal: Program is Stable -- Negative: Program is Decreasing	Increasing <input checked="" type="checkbox"/>	Stable <input type="checkbox"/>	Decreasing <input type="checkbox"/>
3. Technical Certificate Program Majors	2011-12 Year \geq 5-Year Average	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
4. Trend for Certificate Majors	If year to year differences when added are: Positive: Program is Increasing Equal: Program is Stable -- Negative: Program is Decreasing	Increasing <input checked="" type="checkbox"/>	Stable <input type="checkbox"/>	Decreasing <input type="checkbox"/>
STUDENT PROGRESSION:				
5. Capacity and Yield	Yield for 2011-12 Year \geq 5-Year Average	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
6. Percent Filled Meets Target	Percent Filled for 2011-12 Year \geq 85% (Valencia Target)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
7. Percent Filled Average	2011-12 Year \geq 5-Year Average	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
WORKPLACE LEARNING:				
8. Internships	Current Year \geq 5-Year Average	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
STUDENT COMPLETION:				
9. A.S. Degree Graduates	2011-12 Year \geq 5-Year Average	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
10. A.S. Graduates Meet Target	2011-12 Year \geq 10 (Valencia Target)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
11. Trend for A.S. Graduates	If year to year differences when added are: Positive: Program is Increasing Equal: Program is Stable -- Negative: Program is Decreasing	Increasing <input checked="" type="checkbox"/>	Stable <input type="checkbox"/>	Decreasing <input type="checkbox"/>
12. Technical Certificate Completers	2011-12 Year \geq 5-Year Average	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
13. Certificate Completers Meet Target	2011-12 Year \geq 25 (Valencia Target)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	

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STUDENT COMPLETION (Cont.):	DESIRED TARGET:	WAS THE DESIRED PROGRAM TARGET MET		
14. Trend for Certificate Completers	If year to year differences when added are: Positive: Program is Increasing Equal: Program is Stable -- Negative: Program is Decreasing	Increasing <input checked="" type="checkbox"/>	Stable <input type="checkbox"/>	Decreasing <input type="checkbox"/>
STUDENT TRANSITION:				
15. A.S. Degree Placement Rate Meets Target	2009-10 Year \geq 92% (Perkins Target)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
16. A.S. Placement Rate Average	2009-10 Year \geq 5-Year Average	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
17. Technical Certificates Placement Rate	2009-10 Year \geq 92% (Perkins Target)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
GRADUATE EARNINGS:				
18. A.S. Degree Earnings (TOL)	2009-10 Earnings \geq the TOL Entry Wage Target (\$22,131)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
19. A.S. Earnings (HSHW)	2009-10 Earnings \geq the HSHW Entry Wage Target (\$27,248)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
SUSTAINABILITY:				
20. Number of Full-Time Faculty	Please list the number in each category	Tenured/Track <input type="checkbox"/> 4	8 mo or 10 mo <input type="checkbox"/>	4 mo <input type="checkbox"/> 1
ADVISORY COUNCIL:				
21. Number of Advisory Council Meetings	Were at least 2 Advisory Council Meetings held	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
22. Number of Active Members	Number of Active Business & Industry Advisory Council Members \geq 10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
PATHWAYS TO BACHELORS DEGREE:				
23. Identify available Pathways to Bachelor's Degree	(Articulated AS to BS Statewide Agreement, Local Agreement, BAS, Other, etc.)	List Pathways:	<input type="text" value="N/A"/>	
PERKINS FUNDING:				
24. Was your program supported through Perkins funds this past year? If so, how was your program impacted?		<input type="checkbox"/> Yes	<input type="text" value="Through purchase of computers and software"/>	

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STRENGTHS, OBSERVATIONS & TRENDS:

25. Based on your observations, what does the data indicate about the overall health and strength of your program? Is your program meeting the desired targets and expectations? Why or Why not?

*The number of graduates are growing (as well as certificate completers), internship placements have increased.
Our students continue to be recognized in local, state and national awards in design competition.
Our degree continues to be preferred degree (locally) for employers in Central Florida (according to our Advisory Council).*

GROWTH AND SUCCESS INDICATORS:

26. Based on the data, what are the top indicators and trends that reflect program growth and success? What are the contributing factors?

*Growth in interest with design/graphics/Macintosh at least at elective level that we might translate into declared majors.
Change in program name to aid in understanding of the programs actual areas of study.*

INDICATORS OF CONCERN:

27. Which indicators and trends generate concern? What are the contributing factors?

Faculty retention - Growth at our Osceola campus has stalled and enrollment continues to decline. Many students in Osceola do not see the benefit in an A.S. degree; seek TECO's certificate program or BS @ 4-year college by highly recruited colleges (Full Sail, DeVry and ITT Tech). We are also very concerned with keeping quality adjunct instructors at Osceola and West. Need for Full-time instructor on West where the program's largest growth is happening. Need for Web/Interactive instructors is very high at all campuses - They are the hardest to find and keep.

OPPORTUNITIES FOR PROGRAM IMPROVEMENT:

28. Based on your data observations, what opportunities for program improvement do you need to focus on for 2012-13?

Community outreach to educate and promote the huge benefits to studying graphics at Valencia (Value in tuition, & industry respect of degree) especially in Osceola County (partner with transitions). Need focus on growth at West - need for space (a second lab) and a dedicated full-time faculty for print and one for web/interactive. Growth and support for Web/Interactive at west as well as re-vamp of the courses to keep up-to-date and improve graduate's knowledge. We'll need to look closer at why Osceola continues to lose enrollment and if there is enough interest to continue the program in an area without interest to support it. (as well AS & Internship and employment opportunities.) West campus continues to grow and shows that the interest in the campus area is increasing (advisory board, students & studies on increase in High Tech industries in our West-Orange Corridor.) Develop better pathways for students feeling they need a bachelors degree (UCF?).