VALENCIA COMMUNITY COLLEGE

PROGRAM REVIEW PROCESS

FOR

GRAPHICS TECHNOLOGY
GRAPHIC DESIGN SUPPORT
GRAPHIC DESIGN PRODUCTION
GRAPHICS – INTERACTIVE MEDIA SUPPORT
GRAPHICS – INTERACTIVE MEDIA PROUDCTION

2004-2005

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VALENCIA COMMUNITY COLLEGE
PROGRAM REVIEW
DOCUMENTATION AND EVALUATION TEAMS

NAME OF PROGRAM Graphics Technology and Related Certificates

CAMPUS(ES) East, West, Osceola

DATE OF REVIEW Thursday, April 7, 2005

DEPARTMENT DEAN(S) Aida Diaz, Dan Dutkofski, Kevin Mulholland, Dale Husbands

PROGRAM DIRECTOR Barbara Peterson

DOCUMENTATION TEAM NAMES

Barbara Peterson, Joan Tiller, LeSena Jones, Kimberly Foster, Bill LeBlanc, Aida Diaz, Dennis Santspree, Kristy Pennino Gallichio, Evelyn Jimenez

EVALUATION TEAM NAMES

Aida Diaz, Joan Tiller, LeSena Jones, Barbara Peterson, Mark Hopkins, (Pensacola Junior College, Program Director of Graphics), Ruth Prather, Evelyn Jimenez, Kristy Pennino Gallichio, Dennis Santspree, Kimberly Foster

VALENCIA COMMUNITY COLLEGE
PROGRAM REVIEW REPORT OVERVIEW

PROGRAM: Graphics Technology, Graphic Design Support, Graphic Design Production, Graphics – Interactive Media Support, and Graphics – Interactive Media Production

DATE: April 7, 2005

DEPARTMENT DEAN(S): Aida Diaz, Dan Dutkofski, Kevin Mulholland, Dale Husbands

With its highly skilled and dedicated faculty and staff, Valencia's Graphics Technology program remains cutting-edge in its field. As a leader in Valencia's learning-centered initiative, the Graphics Technology Program Director and faculty work tirelessly to create and update learning outcomes and assessment strategies for the Graphics program and courses. It is this commitment to student learning and success that has allowed Valencia's Graphics Technology program to withstand the tests of time.

FACULTY: Currently, there are two full-time Graphics instructors, both housed on East Campus. The majority of Graphics courses have been taught by adjunct faculty, with 72.7% of the 2003/04 load being taught by part-time instructors. This ratio has tended more toward part-time instructors in recent years. In 2001/02, the part-time load was 69.3% with a 30.7% full-time load. In 2002/2003, the part-time to full-time ratio was 71.9% to 28.1%. The uneven faculty distribution is primarily due to the tremendous expansion on all three campuses (East, Osceola, West). Because of budget constraints, there is only funding for two full-time instructors, both of which are needed on the program's home campus (East).

Retaining adjunct faculty has been and continues to be a challenge for the program. The lucrative Graphics job markets in Orlando and around the country have lured instructors out of the field of teaching. The extensive training required for Graphics instructors makes it necessary to research a way to retain them.

Currently, the Graphics Technology program has nearly adequate support. There is one full-time Senior Instructional Supervisor on East Campus, who is doing a phenomenal job maintaining and running all Graphics labs on all campuses, as well as, the server for all labs. The full-time Supervisor is essential to the success of the program. West Campus and Osceola Campus each have a part-time Instructional Assistant. The current support staff is barely adequate to operate the Graphics-specific labs for the necessary hours (Monday through Friday from 9-9 and 6 hours on Saturday). The future will bring budgetary needs for more lab assistants to allow more lab hours, since Graphics students are not able to use generic computer labs for their work, due to computer and software requirements (MacIntosh vs. PC).

The Career Program Advisor is essential to the growth and success of the Graphics Technology program. She has aided students in declaring the correct majors and enrolling in the appropriate courses, helping retention rates and completion rates improve.

STAFF DEVELOPMENT: Although Valencia's in-house training is more than adequate and fully appreciated by all Graphics Technology faculty, currently, SPD funds are not adequate to send both full-time faculty members to off-campus training sessions and national conferences. It was suggested that the Entertainment and Technology Department work with the college-wide process to find more training funds for its faculty.

Communication between faculty has been increased with the "Take Charge Initiative" initiated by the Graphics Technology faculty and staff. This initiative allows faculty, as well as, students to voice and document concerns and/or issues with the program and its courses. This allows faculty to communicate with each other and also assist students with any course and/or completion concerns they may have.

PROGRAM PROGRESS: Graphics Technology enrollment has remained constant since 2001/02. In 01/02 there were 1,522 duplicated enrollments, and in 03/04, there were 1,684 enrollments. Average class sizes in the Graphics program have decreases slightly from 17 to 14.13, mainly because intensive classes, requiring extensive one-on-one instruction, are offered with smaller enrollments, allowing more instructor-student interaction. Another factor in the decline of class size is the program expansion onto Osceola Campus. To introduce the program, several courses were offered with lower enrollments on Osceola Campus. For 2005/06, the goal for average class size for lab-intensive courses is 15.

As with average class size, capacity yield has also decreased from 94% in 01/02 to 81% in 03/04. Historically, East Campus' capacity has been 93% in 01/02, 92% in 02/03, and 87% in 03/04. The capacity on Osceola Campus has declined from 100% in 01/02 to 66% in 02/02, then to 56% in 03/04. West Campus has also seen a decline in capacity yield from 98% in 01/02 to 87% in 03/04, then to 77% in 03/04. A probable cause for this decline in capacity is the massive expansion of the Graphics program onto all three campuses. Because the job market became so lucrative so quickly, all three campuses offered classes, allowing many offered with low enrollments. As the program enrollment stabilized, the course offerings were not modified to meet the reduced needs.

Another observation for declining capacity was that of offering lower enrollment courses on "new" campuses to introduce the program. A suggestion for this challenge is to offer courses in fewer sessions, allowing them to fill each term. Also, it was suggested that courses not meeting appropriate class sizes be cancelled before sessions begin.

Although capacity and class size have declined, the number of program completers has risen enormously, from 6 A.S. Degree graduates to 39 in 03/04. Technical Certificate completers have increased from 6 in 02/03 to 62 in 03/04. A majority of these completions can be attributed to the installation of a Career Program Advisor, who helps students path their education correctly, which helps with completion.

STUDENT SUCCESS: Valencia's Graphics Technology students won 60% of the "Addy Awards" in 2005. Five students earned sixteen awards, including Best in the Show. In the past, Valencia's students have also won Florida Print Awards. Also, upper-level courses have 80-90% pass rates with mostly A and B grades.

Valencia's students have been so successful in the industry that many area employers make the Graphics Technology Program Director privy to job openings before they are made public. The Program Director has been told, several times, that employers look for Valencia Graphics Technology graduates first before any other applications. Aquent, Inc., a staffing, agency notes that Valencia's students are consistently the only students that pass the mandatory entrance exam for employment. Once Valencia students are employed in the industry, many, if not most of them, have higher salaries than their Valencia instructors.

MARKETING: The Graphics Technology program has ample marketing resources, including some that have been designed by students. Each session, the program chooses work done by current students and graduates to use as promotional items for the program. Also, the program makes use of its program sheets, as well as, the department-specific brochure. The Program Director and other faculty and staff have also created a top of the line website that is used to promote the program.

CHALLENGES: The Graphics Technology program faces some challenges, all of which are being addressed by the department. One challenge facing the program is that of acquiring, training, and retaining part-time faculty. Because of the lucrative job market, many adjunct instructors leave the teaching profession to further their Graphic Design careers. This issue is compounded by the extensive training it takes to prepare an adjunct instructor to teach in the program. They must all be introduced to software and computer requirements, as well as, the high standards required to teach at Valencia in the Graphics Technology department.

Another challenge faced by the Graphics Technology program is the Program Director's lack of time for planning and enrollment management. Because she is one of only two full-time instructors, the Program Director does not have ample time to work on enrollment management issues, which have led to declining class sizes and capacity over the past three years.

Finally, the placement rates in the Graphics Technology program have decreased over three years. This is being researched by the Program Director, who hopes to work closely with Institutional Research to locate program graduates and provide supplemental completion data. In review of non-placed students, a number were found to have been employed, yet not identified as such.

STUDENT SATISFACTION: Many students earn the Graphics Technology A.S. Degree with one specialization and return to complete the second specialization. Students have expressed great satisfaction with their education in the Graphics program, in both verbal and written correspondence.

EMPLOYER RESPONSE: Several employers, including Harcourt, have contacted the Graphics Program Director asking to visit classes to recruit students because of their knowledge when they graduate from the program. Each year, the Graphics Technology Advisory Committee is surveyed as to their satisfaction with the program and committee. The majority of members agree that the Committee is appropriate and essential and that the program is excellent.

Many employers contact the Graphics Technology program with job openings before they are made public. The hope is often that Valencia graduates will apply for the positions first.

DIRECTION: The Graphics Technology continues to be one of the strongest programs offered at Valencia. With its clear direction and guidance from the Program Director and full-time faculty and staff, it will maintain its enrollment, if not grow in the future. The challenges to the program have been identified and are currently being investigated. With a more concentrated, cohesive effort on enrollment management, both the average class size and capacity will become more consistent with the practices of the college.

VALENCIA COMMUNITY COLLEGE
OVERVIEW OF FINDINGS AND RECOMMENDATIONS

PROGRAM Graphics Technology   **DATE** April 7, 2004

DEPARTMENT DEAN(S) Aida Diaz, Dan Dutkofski, Kevin Mulholland, Dale Husbands

I. OBSERVATIONS AND TRENDS:

1. There is now a "blurring" of the industry, between print and multi-media, due to changing technology.
2. Because of the misconception of the field, many students lack the required skills and aptitude to be successful.
3. The Career Program Advisor has become essential to the growth and stability of the program and adds value and support.
4. The opportunities for students are incredible because of the high quality of adjunct and full-time instructors on staff.
5. Many jobs are being contracted instead of employing staff. Free-lance is becoming popular.
6. Planning will be critical for the continuation and effectiveness of this program, due to the rapid expansion on all three campuses. This will require careful consideration of capacity and yield.
7. There are outstanding examples of student success and achievement throughout the program.
8. Students are entering the program with many more external challenges than in the past. These challenges weigh heavily on their education.
9. There are new articulation opportunities for four-year degrees.
10. Placement rates are impacted by the number of students located, working closer with IR to identify student placement is needed.
11. Outstanding evidence of student success is recognized with industry awards and recognition.
12. Employer satisfaction was evidenced through letters and communication.
13. There is an outstanding advisory committee.
14. The Program Director is outstanding, leading an incredible staff of faculty and instructional support staff.
15. New SACS criteria will provide opportunities for documented alternative faculty credentialing.

II. CHALLENGES FOR THE PROGRAM:

1. Finding and retaining adjunct faculty is challenging to this program due to the lucrative job market for Graphic Designers.
2. Extensive faculty training is required for adjunct faculty, which makes retaining adjunct instructors essential to the success of the program.
3. The Program Director is challenged to the amount of time required to direct the program and work on enrollment management for the program.
4. Placement rates remain a challenge due mainly to the way placement data is collected.
5. Over the past three years, the majority of courses (71.3%) were taught by adjunct faculty.
6. There continues to be a need for additional reassigned time for the Program Director, since there is only one full-time faculty member on one campus.
7. Continuous software upgrades deplete the departmental budget.

III. RECOMMENDATIONS FOR IMPROVEMENT:

1. Program Director work with IR to assist with obtaining supplemental placement data.
2. Continue to review the growth of the program on all three campuses to better plan course offering, by working with provosts and deans on all campuses.
3. Additional full-time faculty are needed for East, Osceola, and West campuses.
4. Examine opportunities for articulation with 4-year institutions.
5. Develop more collaboration with OIT and Procurement to define the need for the renewal of software on a regular basis.
6. Develop specific program outcomes and identified evidence of learning

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VALENCIA COMMUNITY COLLEGE
ASSOCIATE IN SCIENCE/APPLIED SCIENCE DEGREE
AND CERTIFICATE PROGRAMS
PROGRAM REVIEW

PLAN OF ACTION FOR RECOMMENDATIONS FOR IMPROVEMENT

PROGRAM NAME Graphics Technology
DATE OF PROGRAM REVIEW Friday, April 7, 2005
DEPARTMENT DEAN(S) Aida Diaz, Dan Dutkofski, Kevin Mulholland

RECOMMENDATIONS FOR IMPROVEMENT	ACTIVITY/ACTION TO IMPROVE	PRIMUS	ACTION TARGET DATE	ACTION TAKEN/DATE COMPLETED
Program Director work with IR to assist with obtaining supplemental placement data.	Work closely with IR staff to assist with obtaining supplemental completion data	Joan Tiller/Barbara Peterson	1/15/2006	
Continue to review the growth of the program on all three campuses to better plan course offerings by working with provosts and deans on all campuses.	Review growth on campuses and consider strategic course offerings	Aida Diaz/Barbara Peterson	9/1/2005 (continue)	
Additional full-time faculty are needed on East, Osceola, and West campuses.	Work with Provosts on priority for full-time faculty	Aida Diaz	12/1/2005	
Examine opportunities for articulation with four-year institutions	Examine and identify articulation opportunities and develop a plan to develop agreements	Joan Tiller/Aida Diaz	7/1/2006	
Develop more collaboration with OIT and Procurement to define the need and plan for the renewal of software on a regular basis.	Work with OIT and Procurement to develop a plan on the renewal of software on a regular refresh program	Aida Diaz/Barbara Peterson/Dennis Santspree/Bill White	1/15/2006	
Develop specific program outcomes and identified evidence of learning	Review program outcomes and identify learning by evidence using the Portfolio Review Course for applicable evidence	Barbara Peterson/Kristy Penino/Dennis Santspree	7/1/2005 7/1/2006	

VALENCIA COMMUNITY COLLEGE
PROGRAM REVIEW SUMMARY OF INSTRUCTIONAL EFFECTIVENESS INSTRUMENT

PROGRAM Graphics Technology   **DATE** April 7, 2005

DEPARTMENT DEAN(S) Aida Diaz, Dan Dutkofski, Kevin Mulholland, Dale Husbands

FULL-TIME FACULTY Barbara Peterson, Kristy Pennino Gallichio

The overall results of the program review were as follows:

	Meets Requirements	Meets Requirements to some Degree	Needs Improvement
1. Faculty and Staff		X	
2. Staff Development	X		
3. Enrollment Data	X		
4. Capacity and Yield		X	
5. Recruitment and Promotional Activities	X		
6. Instructional Materials and Supplies	X		
7. Learning Environment	X		
A. Equipment	X		
B. Facilities	X		
8. Program Budget	X		
9. Grant Opportunities	X		
10. Statement of Purpose	X		
11. Admissions	X		
12. Advisory Committee	X		
13. Articulation and Other Agreements	X		
14. Workforce and Labor Demands	X		
15. Program Curriculum	X		
16. Student Outcomes	X		
A. Student Satisfaction	X		
B. Student Progress and Achievement	X		
C. Placement and Licensure Rate	X		
D. Employer Satisfaction	X		

VALENCIA COMMUNITY COLLEGE
INSTRUCTIONAL EFFECTIVENESS SYSTEM REVIEW INSTRUMENT

PROGRAM REVIEW FOR
ASSOCIATE IN SCIENCE/APPLIED SCIENCE DEGREE
AND CERTIFICATE PROGRAMS

INSTRUCTIONAL EFFECTIVENESS INPUTS

1. Faculty and Staff	YES	TO SOME DEGREE	NO	N/A
1.1 Full-time faculty possesses the required qualifications of the college	X			
1.2 Part-time faculty possesses the required qualifications of the college	X			
1.3 Full-time to part-time faculty ratios are near or above 50/50 ratio			X	
1.4 Instructional support staff is adequate to meet the desired performance of this program	X			
1.5 Administrative and managerial support is adequate to meet the desired performance of this program	X			

Findings - Faculty and Staff

1. There is one full-time senior instructional supervisor on East, one part-time instructional assistant on Osceola and one part-time assistant on West

2. The budget for lab assistants for student access on all three campuses is minimal. It is barely adequate to cover the operation of 3 labs.

3. The Career Program Advisor is essential to program success.

4. Graphics requires specific labs because of software and computer requirements (Mac versus PC).

5. Currently, the program is able to meet performance needs, however, the future will have budgetary needs for lab assistants.

6. In 2001/02, the part-time ratio was 69.3% - the full-time ratio was 30.7%. In 2002/2003, the part-time ratio was 71.9% - the full-time ratio was 28.1%. In 2003/04, the part-time ratio was 72.7% - the full-time ratio was 27.3%. The three year average ratio was 71.3% part-time and 28.7% full-time. This data includes 4-month faculty.

7. Other than the program director, there is only one full-time Graphics instructor, which is housed on East Campus. In spring 2005, the tenured track professor resigned and the position was only allowed to be filled on a temporary contract, further making it difficult to keep a highly qualified instructor.

8. The uneven faculty ratio is primarily due to the tremendous expansion on all three campuses (Osceola, East, West).

9. Keeping adjunct instructors is challenging to this program because of the lucrative job market in Orlando and around the country.

2.	Staff Development	YES	TO SOME DEGREE	NO	N/A
2.1	Professional development activities are available to faculty and staff	X			
2.2	Professional development activities are encouraged	X			
2.3	Staff participate in professional development activities at a level appropriate to enhance this program	X			
2.4	Resources are adequate for staff to participate in professional development activities		X		

Findings - Staff Development

1. More SPD funds are needed to send both full-time faculty members to training sessions and national conferences.

2. Valencia's in-house training is more than adequate and very well appreciated by all faculty.

3. It is suggested that the department find ways to rotate the funds for the full-time faculty to alternate attending national conferences and training sessions.

4. SPD funds are issued using parameters of when and how often faculty members travel.

5. It is suggested that the department work with the college-wide process to find more funds for staff development.

6. The Graphics program has initiated, with the help of the Career Program Advisor and counselors, a documentation process for both students and faculty to voice any concerns about the courses and program. This has increased communication greatly and has helped with student retention and completion.

7. The "Take Charge Initiative" was created to help the students take charge of their education. It allows the students to meet with instructors to discuss any issues and/or successes the students are having in the program. This is allowing instructors to learn how to better work with and for students.

3.	Enrollment Data	YES	TO SOME DEGREE	NO	N/A
3.1	Enrollment data reflects a stable or increasing enrollment of students in courses within the program	X			
3.2	Enrollment data reflects the need and size of the population served in the business community	X			
3.3	Class size for courses offered in this program are at an appropriate level for students to attain desired learning outcomes	X			
3.4	Class size for courses offered in this program are consistent with the practices of the college		X		

Findings - Enrollment Data

1. Enrollment has remained steady over the past three years, beginning with 1,522 enrollments in 2001/2002 and continuing with 1,684 enrollments in 2003/2004.

2. Average class size has decreased slightly from 17 to 14.13 because of intensive classes which require one-on-one interaction between students and instructors, requiring classes to be smaller.

3. The goal for average class size in 2005/2006 is 15 for lab-intensive courses.

4. Class sizes have declined over three years, due to factors of growth on Osceola Campus, which offers classes with lower enrollments to help introduce the program to students.

4.	Capacity and Yield	YES	TO SOME DEGREE	NO	N/A
4.1	Capacity data (seats/slots available) reflects a stable or increasing number of opportunities available to students	X			
4.2	The percentage of capacity filled is stable or increasing			X	
4.3	The number of completers/graduates in the program is stable or increasing and is comparable to programs at other institutions relative to the size of the program	X			

Findings - Capacity and Yield

1. Capacity has decreased over the past three years, beginning with 94% in 2001/2002 and continuing with 81% in 2003/2004 (East 87%, Osceola 56%, West 77%).

2. Decreased capacity could be attributed to new classes being offered on two "new campus locations." The newer campus offerings are starting to 'roll out" and introduce Graphics courses to students which allows courses to be offered with lower enrollments.

3. Historical capacities – 2001/2002 East 93%, West 98%, Osceola 100% - 2002/2003 East 92%, West 87%, Osceola 66% - 2003/2004 East 87%, West 77%, Osceola 56%.

4. An observation of cause for declining capacity is that the program grew large quickly that all campuses wanted and needed to offer courses. This, in turn, caused East enrollment to decline. As the program stabilized, courses were "over" offered, causing capacity to decline.

5. It is suggested that the smaller enrolled courses be offered in fewer sessions and courses be cancelled if a specified enrollment is not reached.

6. Many suggestions were offered for the decline in program majors: more specific education pathing due to the Career Program Advisor, the program is stabilizing after an enormous growth during a regressed economy, and the correction of major declaration by students.

7. Completers have increased from six technical certificates in 2002/2003 to 62 certificates in 2003/2004.

8. The Career Program Advisor has helped increase the completion rates by assisting students with appropriate placement in programs.

9. Over the past five years, the number of graduates has increased from 6 to 39 in 2003/2004.

5.	Recruitment and Promotional Activities	YES	TO SOME DEGREE	NO	N/A
5.1	Promotional and recruitment activities have been used to maintain or increase enrollment in this program	X			
5.2	Promotional activities are adequate for this program	X			
5.3	Appropriate resources are available for recruitment and promotional activities	X			

Findings - Recruitment and Promotional Activities

1. The program uses several pieces designed by students and graduates to market the program and inform prospective students of work done by students. Students are encouraged to create pieces for portfolios that are often used by the college or marketing.

6.	Instructional Materials and Supplies	YES	TO SOME DEGREE	NO	N/A
6.1	Instructional materials are adequate for each student to attain intended learning outcomes	X			
6.2	Instructional materials reflect current practices used in business and industry	X			
6.3	Instructional materials are inclusive and nondiscriminatory in content	X			
6.4	Instructional adaptations are available to allow students with disabilities to fully participate in the program	X			
6.5	The learning resource center is available and accessible to students at times needed	X			
6.6	The learning resource center contains an adequate supply of up-to-date books, periodicals, reference materials and online access relevant to the curriculum	X			

Findings - Instructional Materials and Supplies

1. The department creates an updated student workbook every semester. It stays with the students as they progress through the program. It explains many aspects of the program to the students. The cover is designed by a different student each year. The book is sold college-wide.

2. The Program Director commended the LRC staff (particularly on West) for their teamwork and cooperation with the program When asked, more than adequate information is provided.

7. Learning Environment

A. Equipment	YES	TO SOME DEGREE	NO	N/A
7.1 Equipment is available for each student to attain student outcomes	X			
7.2 Equipment used in this program is relevant to the requirement of business and industry	X			
7.3 Equipment is in safe and efficient operating condition	X			
7.4 Repair service and technical support are timely and accessible for the equipment	X			
7.5 Equipment is replaced when worn out or obsolete	X			
7.6 Modifications are made to equipment to allow students with disabilities to attain intended learning outcomes	X			
7.7 Resources are adequate to attain equipment necessary for students to obtain student learning outcomes	X			
7.8 Future equipment needs for this program are identified annually as evidenced by equipment needs list	X			

Findings - Equipment

1. Labs are open from 9-9 Monday through Friday and for 6 hours on Saturday. The LRC on West also has a Mac lab open during the LRC hours. Osceola has limited open lab hours in two locations.

2. The instructional supervisor on East (Dennis Santspree) is doing an excellent job maintaining and coordinating all Graphics labs on all campuses, as well as the server for all labs (allowing students mobility). He is essential to the maintenance and success of the program.

B. Facilities	YES	TO SOME DEGREE	NO	N/A
7.9 Classroom and Lab areas are adequate in terms of the following to enable each student to attain student outcomes as evidenced in student/faculty evaluations	X			
a. Arrangement/Layout/Design of Classroom and Labs	X			
b. Services (Electrical, Plumbing, etc.)	X			
c. Maintenance Service	X			
d. Safety Standards	X			
e. Heating and Ventilation	X			
f. Illumination	X			
g. Acoustics	X			
h. Accommodations for Students with Disabilities	X			
i. Storage Area	X			
j. Technology Equipped for a Variety of Learning Modes	X			
k. Adequate Space	X			
7.10 The number of Classrooms and labs are adequate for students to attain intended outcomes	X			
7.11 Facility needs are identified for future program needs	X			

Findings - Facilities

1. There have been renovations on both East and West campuses which have made accommodations better.

2. The program only has computer labs, not regular classrooms. However, the department has been very accommodating to find rooms when necessary.

8. Program Budget	YES	TO SOME DEGREE	NO	N/A
8.1 The program budget is adequate to meet the needs of the program	X			

Findings - Program Budget

1. Staff development is an area that the department will work on a campus-wide effort.

2. The changing software requirements strain the budget because it is needed on all three campuses simultaneously.

3. It was suggested that the department discuss software refresh options with OIT.

4. Much of the ink, paper, and printing supplies are paid for through student groups.

9.	Grant Opportunities	YES	TO SOME DEGREE	NO	N/A
9.1	Grant opportunities for this program are pursued	X			
9.2	This program participates in grant opportunities when available	X			

Findings – Grant Opportunities

1. A comment was made that many items rely on grant funds for purchase.

INSTRUCTIONAL EFFECTIVENESS PROCESSES

10.	Statements of Purpose	YES	TO SOME DEGREE	NO	N/A
10.1	The program is consistent with the values, vision and mission of the college	X			

Findings – Statements of Purpose

1. Many Graphics programs are limited enrollment programs. Valencia is one of few open enrollment programs.

11.	Admissions	YES	TO SOME DEGREE	NO	N/A
11.1	Admission requirements for this program are consistent with requirements at other similar educational institutions	X			
11.2	Admission requirements for this program are appropriate for this program	X			

12. Advisory Committee	YES	TO SOME DEGREE	NO	N/A
12.1 Advisory committee members are identified for this program	X			
12.2 Advisory committee meets regularly in accordance with college guidelines	X			
12.3 Advisory committee has a plan of work for this program	X			
12.4 Minutes of advisory committee meetings are distributed to appropriate college representatives	X			
12.5 Advisory committee members are satisfied with their performance as a committee	X			
12.6 Advisory committee provides input on major modifications of program curriculum	X			
12.7 Advisory committee provides input as to the relevancy of:				
a. Program and Course content and desired learning outcomes	X			
b. Facilities	X			
c. Equipment	X			

Findings - Advisory Committee

1. Advisory committee members are very active in the program.

2. Advisory committee members were surveyed as to their satisfaction with the committee. They agree that the Advisory Committee is appropriate and essential.

3. Advisory committee membership is essential when selecting equipment and software.

13. Articulation and Other Agreements	YES	TO SOME DEGREE	NO	N/A
13.1 Articulation and other agreements are identified, if available	X			
13.2 Agreements are reviewed and revised on a regular basis to reflect changes in the program	X			
13.3 Agreements are developed according to the college guidelines and procedures	X			

Findings - Articulation and Other Agreements

1. Examine the potential to create articulation from A.S. to B.S. degrees.

2. Graphics has been a popular program with Tech Centers and Tech Prep.

14. Workforce and Labor Demands	YES	TO SOME DEGREE	NO	N/A
14.1 There is a stable or increasing regional workforce demand as compared to prior years for this program	X			
14.2 There is a stable or increasing state workforce demand as compared to prior years for this program	X			
14.3 Projected workforce demands are adequate to continue to supply employees out of this program	X			
14.4 Salaries by industry are stable or have increased compared to prior years	X			
14.5 This program is included on the Occupational Forecasting List	X			
14.6 Employers employing workers in occupations related to the program are identified and involved or informed about the program	X			

Findings -- Workforce and Labor Demands

1. The program contains so many components that graduates can work in many jobs and not be pigeonholed into one career.

2. The Program Director is often made privy to job openings before they are made public, hoping that Valencia graduates would apply for the positions.

3. Many employers, specifically Harcourt, have contacted the Program Director asking to visit classes to recruit students.

4. Valencia's students are consistently the only students that pass the entrance exam for employment that Aquent, Inc. issues before considering a person to be a client.

5. More often than not, graduates earn more money than Valencia faculty.

15. Program Curriculum	YES	TO SOME DEGREE	NO	N/A
15.1 Program description is explicit and appealing to potential students				
15.2 Program learning outcomes are identified		X		
15.3 Each course within the program addresses student learning outcomes including core competencies as evidenced in course outlines, syllabi and assessments	X			
15.4 Student performance standards are consistent with the intended learning outcomes in the State Department of Education Curriculum Framework	X			
15.5 Program and course content is consistent with accreditation criteria including SACS and other external agencies	X			
15.6 Program and course content and methodologies have been reviewed by the program advisory committee	X			
15.7 Program and course content and methodologies are consistent with the needs of business and industry	X			
15.8 Courses are available to students through distance learning - courses offered through distance learning are identified				X
15.9 Web enhancements are used in courses to improve student learning	X			
15.10 Types of courses offered are examined to meet the needs of students and business/industry including college credit, vocational credit and continuing education	X			

Findings - Program Curriculum

1. The Advisory Committee has reviewed the program description and has approved all edits.

2. All courses have course outlines, including outcomes.

3. Outlines and syllabi are very detailed showing how projects and lessons correlate to the objectives of the course and college.

4. The Program Director gives all students all materials at the beginning of the semester and asks them to keep all materials so they can see where they are and where they are headed.

5. Portfolio Review class verifies if the student has completed all program outcomes.

6. It was suggested that the major factors (typography skills, print skills, technology skills, etc.) of the Portfolio class (review sheet) be given to the students early in the program to show what is expected throughout the program.

7. No Graphics courses are completely on-line, but all are web-enhanced.

8. Expense to students (cost of having computer and software) make it very difficult to offer courses completely on-line.

16. Student Outcomes

A.	Student Satisfaction	YES	TO SOME DEGREE	NO	N/A
16.1	Students are satisfied with the quality of instruction in this program as evidenced in student evaluations	X			
16.2	The retention rate (non-withdrawal) of students in courses within this program is comparable to or better than rates at other educational institutions	X			

Findings - Student Satisfaction

1. Many Graphics students complete one degree with specialization and often return to complete a second specialization.

B.	Student Progress and Achievement	YES	TO SOME DEGREE	NO	N/A
16.3	Student pass rates in courses are improving	X			
16.4	The retention rate (non-withdrawal) in courses and program is improving	X			
16.5	Assessment tools measure course learning objectives which reflects a level of achievement	X			
16.6	Student evaluation is performed on a frequent and regular basis	X			

Findings - Student Progress and Achievement

1. Graphics students won 60% of the 2005 Addy Awards (5 students earned 16 awards, including Best in the Show)

2. In the past, students have won Florida Print Awards.

3. Upper level courses have 80-90% pass rates, with mostly A's and B's.

C. Placement and Licensure Rate	YES	TO SOME DEGREE	NO	N/A
16.7 The program placement rate meets or exceeds the criteria established by the State Department of Education	X			
16.8 Program placement rate remains stable or is increasing		X		
16.9 Plans are developed and implemented to obtain the required or desired placement rate of this program	X			
16.10 If students are required to take an exam to become licensed for job entry, the licensure pass rate for this program is at an appropriate level. Measure:				X

Findings - Placement and Licensure Rate

1. It was suggested that the Program Director get the Supplemental Data request from IR to assist with the research.

2. Because of the large number of graduates, it is difficult to find all graduates for placement.

| D. Employer Satisfaction	YES	TO SOME DEGREE	NO	N/A
16.11 Employers are satisfied with the performance of the graduates/leavers from this program as evidenced by:				
a. advisory committee feedback	X			
b. feedback from employers	X			
c. local surveys (if applicable)	X			

Findings - Employer Satisfaction

Graphics Technology
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Capacity and Yield*

| Session	Year	Enrollment	Capacity	Capacity Percentage By Campus			
				East	Osceola	West	Average
5	2001/2002	344	383	85%	89%	92%	90%
1		551	580	85%	100%	99%	95%
2		627	648	95%	100%	100%	97%
Annual Total		**1522**	**1611**	**93%**	**96.3%**	**98%**	**94%**
5	2002/2003	343	425	87%	53%	70%	81%
1		636	696	92%	76%	96%	91%
2		621	696	92%	65%	88%	89%
Annual Total		**1600**	**1817**	**92%**	**66%**	**87%**	**88%**
5	2003/2004	365	503	75%	36%	79%	73%
1		599	668	93%	71%	89%	90%
2		720	896	89%	52%	70%	80%
Annual Total		**1684**	**2069**	**87%**	**56%**	**77%**	**81%**
5	2004/2005	311	511	64%	-	48%	61%
1		492	603	83%	65%	87%	82%
2		504	600	89%	60%	81%	77%
Annual total		**1307**	**1714**	**78%**	**63%**	**71%**	**70%**

*Data includes GRA 1580, a Digital Media Technology Course

Capacity and Yield Percentages

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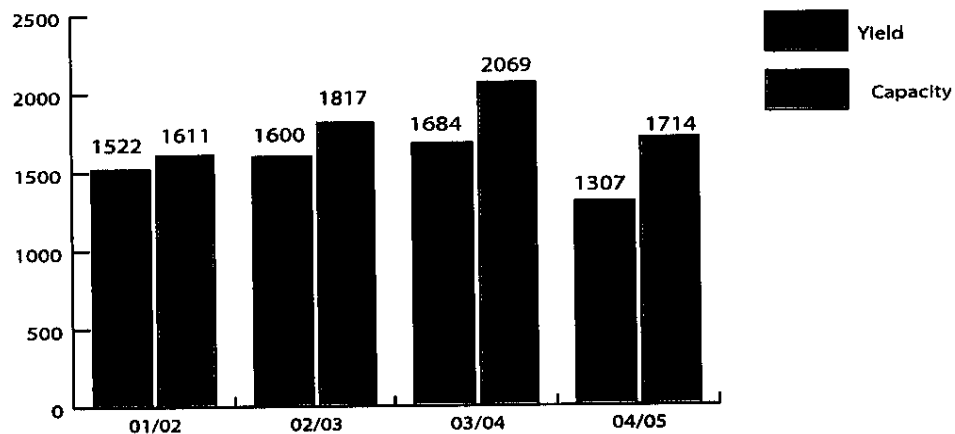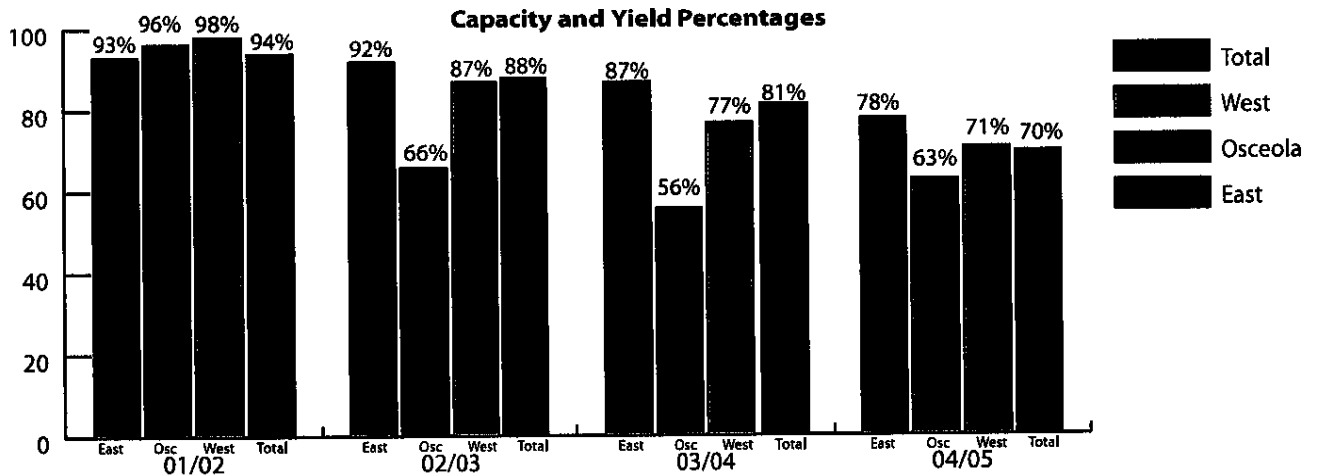
Graphics Technology
Program Review

### Enrollment Data and Average Class Size

Session	Year	# of Sections	Credit Hours	# of Students Enrolled	East	Osceola	West	Average Class Size
5	2001/2002	21	76	344	17.2	16	17.4	16.38
1		32	109	551	16.4	21.5	19.4	17.22
2		36	113	627	16.2	19.7	20.3	17.42
Annual Total		**89**	**198**	**1522**	**16.4**	**19.7**	**19.25**	**17**
5	2002/2003	23	74	343	14.5	10.5	14	14.9
1		40	113	636	15	15.75	21.1	15.9
2		42	138	621	13.9	14.3	17.4	14.79
Annual Total		**105**	**325**	**1600**	**14.8**	**14.4**	**18**	**15.2**
5	2003/2004	31	96	365	11.2	8	15.8	11.77
1		40	128	599	14.4	13.7	16.2	14.98
2		46	144	720	15.8	12.3	14.5	15.65
Annual Total		**117**	**485**	**1684**	**14.3**	**12.1**	**15.8**	**14.13**
5	2004/2005	29	87	311	11.25	0	8.7	10.72
1		31	99	492	15	15.7	16.6	15.87
2		32	95	504	16.33	12	15.6	14.6
Annual Total		**92**	**281**	**1307**	**14.2**	**13.9**	**13.6**	**13.9**

Enrollment Data

Average Class Size

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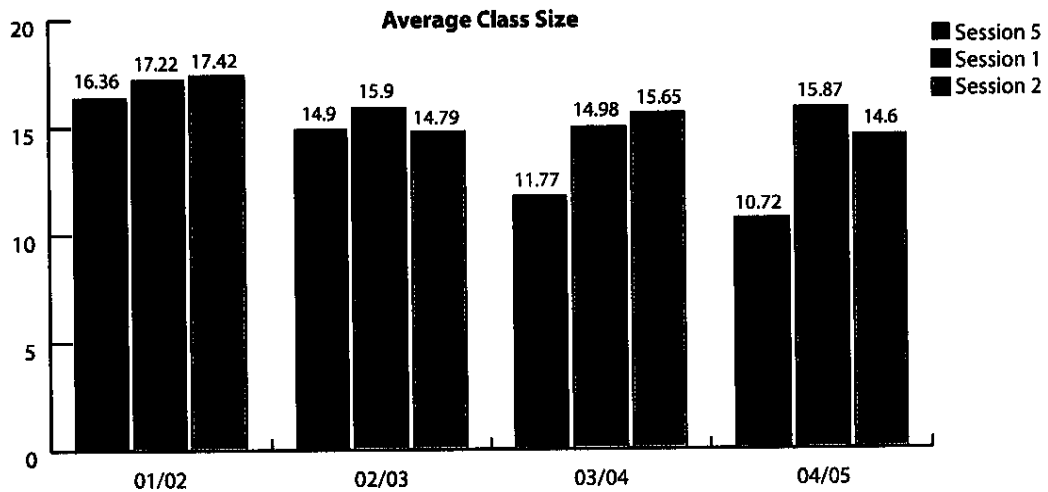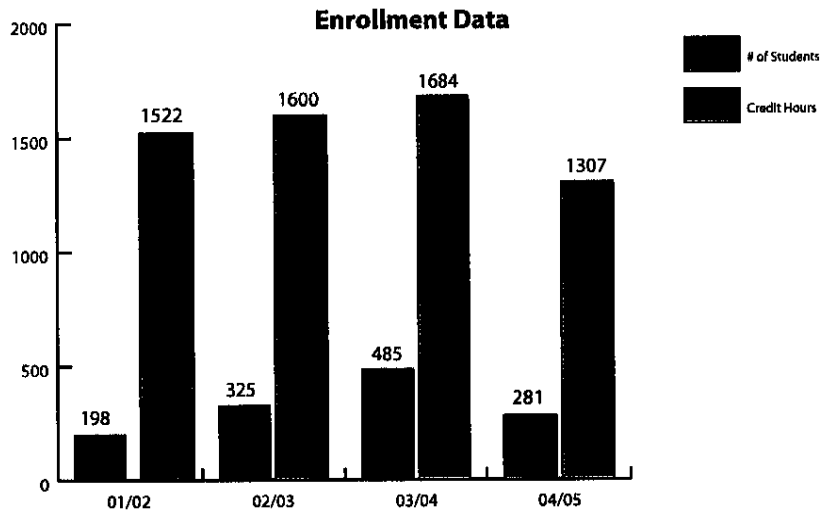
Graphics Technology
Program Review

Full-time to Part-time Faculty Ratio

| Session	Year	# of Sections	Credit Hours	% P/T	% F/T
5	2001/2002	21	61:15	80.3	19.7
1		32	63:46	57.8	42.2
2		36	80:33	69.8	30.2
Annual Total		**89**	**204:94**	**69.3%**	**30.7%**
5	2002/2003	23	63:11	85.2	14.8
1		40	66:47	58.5	41.5
2		42	99:39	71.8	28.2
Annual Total		**105**	**228:97**	**71.9%**	**28.1%**
5	2003/2004	31	70:26	73	27
1		40	87:41	68	32
2		46	111:33	77.1	22.9
Annual Total		**117**	**385:100**	**72.7%**	**27.3%**
3 Year Average				**71.3%**	**28.7%**

28.7%   71.3%

■ Part-time: ■ Full-time
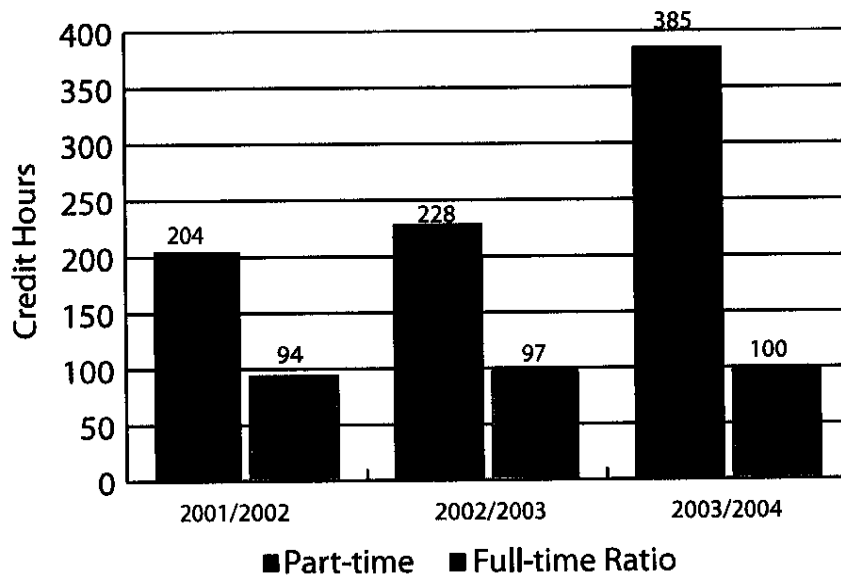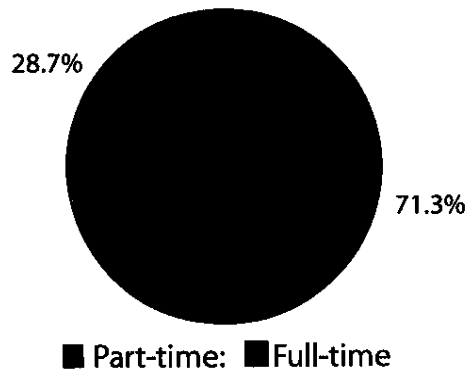
Graphics Technology
Program Review

Leaver and Completer Placement Rates

Placement Rates

	1999-2000	2000-2001	2001-2002	2002-2003
Graphics Technology	100%	67%	100%	73%
Graphic Design Prod Tech Cert				100%
Graphic Design Support Tech Cert				100%
Graphics-Interactive Media Prod Tech Cert				100%

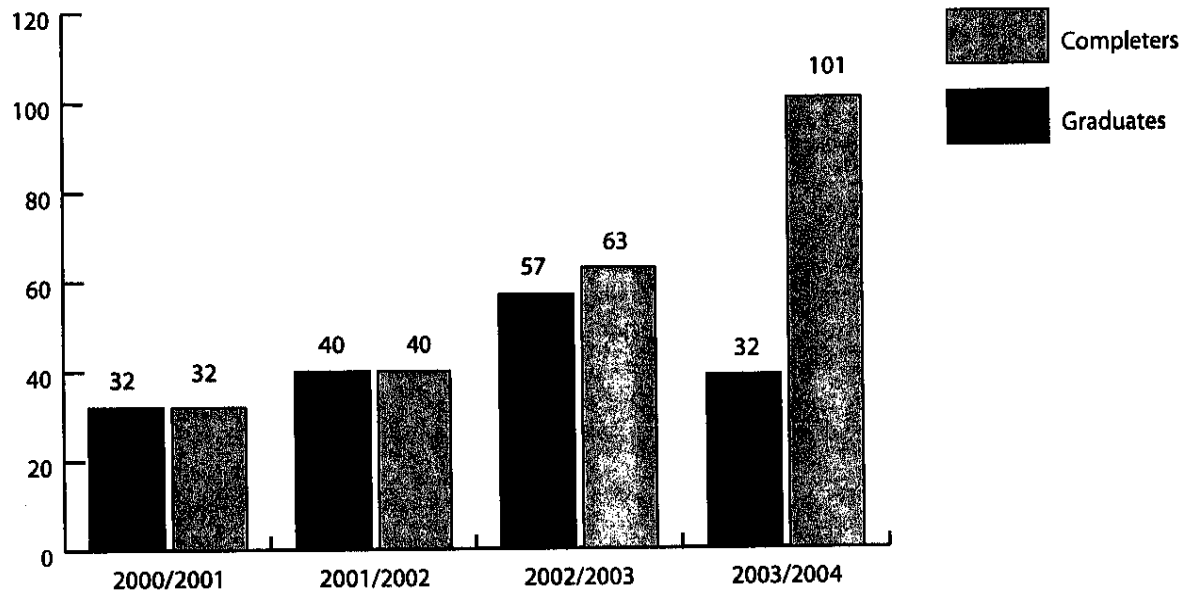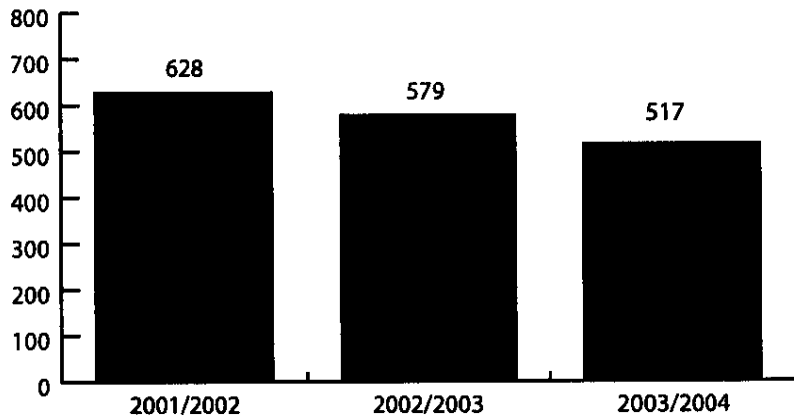|		2001/2002				2002/2003		
	Completers	Placement Pool	Positive Outcomes	Placement Rate	Completers	Placement Pool	Positive Outcomes	Placement Rate
Graphics Technology	40	14	14	100%	57	33	24	73%
Graphic Design Support					1	1	1	100%
Graphic Design Prod					1	1	1	100%
Graphics-Interactive Media					1	1	1	100%

Placement Rates

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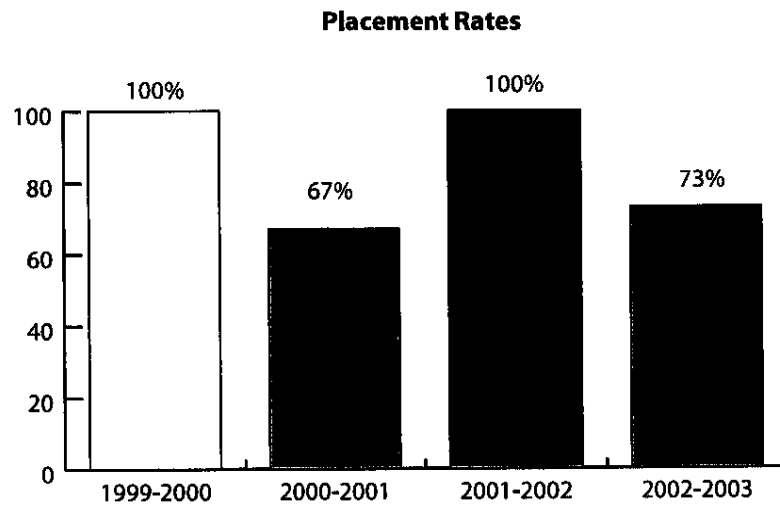
Graphics Technology
Program Review

Program Majors, Completers & Graduates

Program Majors	1998/1999	1999/2000	2000/2001	2001/2002	2002/2003	2003/2004
Graphics Technology	437	485	602	628	579	517
Completers					**63**	**101**
Graphics Technology	6	32	32	40	57	39
Graphic Design Support Tech Certificate					3	36
Graphic Design Production Tech Certificate					2	26
Graphics-Interactive Media Production Tech Cert					1	4
Graphics-Interactive Media Support Tech Cert					1	12

Program Majors

Completers and Graduates

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VALENCIA COMMUNITY COLLEGE
PROGRAM REVIEW
EVALUATION TEAM APPROVAL

The Program Review Report has been prepared as a result of the evaluation of the program to determine the effectiveness of the program. The report describes the degree of performance for each criterion. The report includes a summary of each review section and indicates strengths and/or weaknesses and recommendations for improvement of the program.

EVALUATION TEAM: NAME (SIGNATURES)	TITLE
Aida Diaz	Dean, Humanities, Foreign Language, Visual and Performing Arts
Barbara Peterson	Program Director, Graphics Technology
Mark Hopkins	Graphics Design Professor, Visual Arts Department, Pensacola Junior College
Ruth Prather	Provost, Winter Park Campus
Kristy Pennino Gallichio	Professor, Graphics Technology
Evelyn Jimenez	A.S. Degree Department Assistant
Kimberly Foster	Coordinator, Workforce Development
LeSena Jones	Manager, Workforce Development
Joan Tiller	Assistant Vice President for Workforce Development
Dennis Santspree	Senior Instructional Supervisor

DATE OF PROGRAM REVIEW REPORT   April 7, 2005

VALENCIA COMMUNITY COLLEGE
PROGRAM REVIEW
EVALUATION TEAM APPROVAL

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Barbara Peterson	Program Dir. Graphics Tech Visual Arts Dept
Mark A Hopkins	P.S.C. Graphic Design Professor
Ruth L. Prather	Provost
Kristy Pierino	Professor, Graphics Technology
Evelyn Jimenez	A.S. Degrees Dept. Assistant
Kimberly Hartur	Coordinator, Workforce Dev.
[signature]	Coor., Workforce Dev.
[signature]	Asst. Vice Pres. for Workforce Development

DATE OF PROGRAM REVIEW REPORT   4/7/05