

2010-2011 Annual Academic Program Assessment Report

Academic Program:	Graphic Communications A.A.S.
Academic Program Division:	Communications & Fine Arts
Program Responsible Person:	Jayna Conkey
Assessment Team Member/s:	Jayna Conkey
Date Submitted:	August 16, 2011
College Strategic Plan Goals:	<ol style="list-style-type: none"> 1. Improve student success in program completion and graduation rates. 2. Ensure institutional excellence in teaching, programs and services. 3. Embrace our college's many communities and respond to their diverse needs.
Division Mission:	<p>In an effort to join with the other academic divisions and enrich all areas of learning, the Mission of the Communications and Fine Arts Division is:</p> <ul style="list-style-type: none"> • To work with students in ways that will nurture the whole person, mind and spirit; • To improve the effectiveness of oral and written communication; • To develop habits of critical thinking, inquiry, self-discovery, and self-assessment; • To encourage examination of the social and cultural milieu and one's place in the public life; • To foster an appreciation for the arts and for diversity
Program Mission:	The Associate of Applied Science degree in Graphic Communications will provide employment-related knowledge and skills necessary to succeed in the graphic communications field. The degree will meet educational criteria for employment and prepare the student for possible transfer to other colleges and universities to meet higher educational and professional goals.

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Assessment Report Academic Year: 2010-2011

Outcome #1

Program Goal:	Assess the GRC 294B Portfolio Class.
Outcome:	Students will build both print and digital portfolios for entry level employment or entry into a Baccalaureate program.
Assessment Methods Used and Criteria for Success:	A rubric will be used to assess student success.
Summary of Results and Conclusions Drawn:	(See page 3 of this report)
Use of Results:	The aggregate data will be used to gauge student readiness for entry level employment or entry into a Baccalaureate program.

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GRC 294B: Design/Portfolio

Final Presentation Grade Sheet

Each student will be required to present the work completed in this class to a panel of local advertising/design professionals. This presentation will be attended by the panel, the class instructor and all students in the class. The student will be rated from 1 to 3 on the following:

1. Oral Presentation – (1 to 3)	90 out of 99 points (approx 91%)
2. Portfolio: creativity in terms of work and panels presented - (1 to 3)	94 out of 99 points (approx 95%)
3. Portfolio: execution and neatness of panels and portfolio – (1 to 3)	96 out of 99 points (approx 96%)
4. Resume – (1 to 3)	87 out of 99 points (approx 88%)
Total:	367 out of 396 points (approx 92%)

A total of 11 students made final presentations to 3 reviewers. Three students did not present or pass the class due to incomplete portfolios.

The percentages are strong in all categories but question #4 (Resume) could be higher. The curriculum will be reviewed to see if modifications can be made to improve this number.