

## 2011-2012 Annual Academic Program Assessment Plan

<b>Academic Program:</b>	Graphic Communications A.A.S.
<b>Academic Program Division:</b>	Communications & Fine Arts
<b>Program Responsible Person:</b>	Jayna Conkey
<b>Assessment Team Member/s:</b>	Jayna Conkey
<b>Date Submitted:</b>	August 16, 2011
<b>College Strategic Plan Goals:</b>	<ol style="list-style-type: none"> <li>1. Improve student success in program completion and graduation rates.</li> <li>2. Ensure institutional excellence in teaching, programs and services.</li> <li>3. Embrace our college's many communities and respond to their diverse needs.</li> </ol>
<b>Division Mission:</b>	<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"> <li>• To work with students in ways that will nurture the whole person, mind and spirit;</li> <li>• To improve the effectiveness of oral and written communication;</li> <li>• To develop habits of critical thinking, inquiry, self-discovery, and self-assessment;</li> <li>• To encourage examination of the social and cultural milieu and one's place in the public life;</li> <li>• To foster an appreciation for the arts and for diversity</li> </ul>
<b>Program Mission:</b>	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 Plan Academic Year: 2011-2012

### Outcome #1

<b>Program Goal:</b>	Revise Rubric for GRC 294B (Portfolio Class) to more accurately assess skills necessary for entrance into the industry.
<b>Outcome:</b>	Assess more detailed information to ascertain if current industry skill sets are being met.
<b>Assessment Methods and Criteria for Success:</b>	The rubric reflects more of a print industry standard and needs to be revised for online and animated portfolios. The rubric will be revised to assess student success.
<b>Planned Use of Results:</b>	Assess student skills and make changes to curriculum as necessary.