

Program Review Year 2005 – 2006

Name of Program:

Graphic Design

Program Review Team Members

Trish Kidney, Coordinator, Graphic Design

Lance Hidy, Faculty Member, Graphic Design

Cathy Latourelle, Faculty Member, Graphic Design

Marc Mannheimer, Faculty Member, Graphic Design

Marina Javits, Faculty Member, Graphic Design

Patricia McDermott, Assistant Dean, Developmental Studies

Allison Davis, Advisory Committee Member

Chris Schena, Advisory Committee Member

DATE: 04/27/06

SECTION SIX: SUMMARY

I. CONCLUSIONS: PROGRAM STRENGTHS AND WEAKNESSES

A. List and describe the program's major strengths, based on information obtained in the Program Review. Cite evidence for each identified strength.

AREA OF STRENGTH	EVIDENCE
Half-time faculty	Professionals working in the field bring current expertise to the program. Many have published work, own and operate area art galleries, and run small businesses.
Advisory Committee	We have a very active Advisory Committee contributing valuable information that will help our students find jobs and keep our program current.
Internships/Cooperative Education	Students have an opportunity to work in the design field, create resumes and acquire good experiences. Feedback from employers is excellent and employers keep taking students from the program.
Program/courses	As evidenced in Section 3, our curriculum is solid with related graphics courses and academic courses to give students a well-rounded basis of knowledge
College mission and competencies are supported across the curriculum	Program courses support the program outcomes, which include the college-wide competencies.
Joint Admissions Agreements	Agreements with Fitchburg, Mass College of L.A., U-Mass-Amherst, U-Mass-Boston, U-Mass-Dartmouth, U-Mass-Lowell.

B. List and describe the program’s weaknesses or areas in which improvement is desirable, based on information obtained in the Program Review. Cite evidence for each identified weakness or area for improvement.

WEAKNESS OR AREA FOR IMPROVEMENT	EVIDENCE
Retention of Minority Groups	Chart 2B shows a drop in enrollment of minority students.
Making sure pre-requisites are changed for Portfolio: Graphic Design class	The Portfolio course appears in the catalog without a prerequisite.
Classroom C101—Needs computer and overhead beam	Team members reported that without this equipment they cannot teach effectively and are not keeping up with the technology or courses being offered at area colleges.
Advisory Committee Minutes	Minutes have not been taken recently. A secretary used to take minutes at meetings but have not been available to keep minutes.
Too many part-time faculty	As shown in Chart 4 & 5, the percentage of half-time courses is close to 50% of credit hours taught by half-time faculty.
Too many DCE faculty	DCE faculty taught half of the credit courses. It is difficult to have consistency in courses with this many DCE faculty. It is difficult to find professionals who can teach the subject material.
Enlarger/Reducer Photocopier	Team members reported that without this equipment they cannot teach effectively and are not using industry standard equipment.
Bulletin Boards	Team members reported that it is difficult to have critiques in the computer labs.
Software Updates	Software updates are necessary to keep with industry standards.

II. ACTION PLAN

For each identified weakness or area in which improvement is desirable, submit an Action Plan. (When designing the Action Plan, a suggested plan would include the elements of Process Management using a Plan-Do-Study-Act (PDSA) cycle.) (Note: Add as many of the following tables as necessary.)

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Retention of Minority Groups	Get the college to advertise the program on the Lawrence Campus		To be determined	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Making sure pre-requisites are changed for Portfolio: Graphic Design class	Submit paperwork through Academic Affairs Committee	Trish Kidney	To be determined	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Classroom C101— Needs computer and overhead beam	Classroom needs to be treated as smart classroom		To be determined	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Advisory Committee Minutes	Have minutes for every Advisory Committee meeting	Secretary requested	To be determined	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Enlarger/Reducer Photocopier	Buy copier for C101		To be determined	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Bulletin Boards	Purchase and install bulletin in both B312 and B314		To be determined	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Software Updates	Stay current in new software upgrades	Trish Kidney	On-going	
Analysis:				

III. RESOURCES REQUESTED

Complete the following chart, including quotes from vendors, diagrams for requested space, and draft postings as appropriate. (Note: Add rows, increase row height, etc., as needed.)

1. EQUIPMENT				
Item	Justification	Vendor (include contact information)	Cost	Date Needed
Apple Computer	Improve teaching conditions in C101. Smart classroom to be used for Graphic Design			
Overhead beam	Display work from the computer			
Bulletin Boards	No area to critique work			ASAP
Software Updates	Creative Suites for Mac	Software House International	Purchase order submitted	ASAP
2. PERSONNEL				
Position (identify as faculty, staff, etc.)	Justification	Credentials/area of content expertise related to curriculum	Salary	Date Needed
Fulltime faculty	Fulltime faculty currently teaches only 5% of the course load.	Masters Degree in Graphic Design		