**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2012-13**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **Discipline: GC - Imaging and Publishing** | **09/12/2012** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2012)** |

**STEP I. ANALYSIS**

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|   |   |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2011 data are as of 1/31/2012 |   |
|   |   | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Fall 2011** | **Definitions** |
| **Enrollment at Census** | 442 | 475 | 882 | 899 | *Self Explanatory* |
| **Census Enrollment Load %** | 88.93% | 82.47% | 94.53% | 83.24% | Enrollment at Census Divided By Sum of Caps (aka "Seats") |
| **WSCH** | 2,652 | 2,760 | 2,733 | 2,797 | Weekly Student Contact Hours |
| **FTES** | 88.40 | 92.00 | 91.11 | 93.23 | One Full-Time Equivalent Student = 30 WSCH |
| **Total FTEF** | 6.67 | 7.40 | 6.97 | 7.03 | Total Full-Time Equivalent Faculty |
| **WSCH/FTEF** | 398 | 373 | 392 | 398 | WSCH Generated per Full-Time Equivalent Faculty Member |
| **Full-time FTEF** | 2.13 | 2.67 | 2.10 | 2.22 | FTEF from Contract Faculty |
| **Hourly FTEF** | 2.67 | 3.73 | 3.85 | 3.80 | FTEF from Hourly Faculty |
| **Overload FTEF** | 1.87 | 1.00 | 1.02 | 1.02 | FTEF from Contract Faculty Overload |
| **Part-Time FTEF** | 4.53 | 4.73 | 4.87 | 4.82 | Hourly FTEF + Overload FTEF |
| **Part-Time/(Total FTEF) %** | 68.00% | 63.96% | 69.86% | 68.48% | Percent of Total FTEF Taught By Part-Time Faculty |
| Student Achievement: **Non Distance Education Courses** |   |   | Those NOT taught via Distance Ed (see below) methods of instruction |
|  **● Retention Rate** | 94.00% | 95.28% | 94.22% | 94.24% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 79.20% | 77.95% | 79.42% | 80.61% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| Student Achievement: **Distance Education Courses** |   |   | Those taught via Internet, TV or non line-of-sight interactive methods |
|  **● Retention Rate** | 93.38% | 96.51% | 93.10% | 90.23% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 59.60% | 69.19% | 66.21% | 65.41% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| **Degrees Awarded** | 10 | 6 | 8 | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2011-12) |
| **Certificates Awarded:** | 25 | 14 | 16 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- Under 18 Units** | 9 | 6 | 9 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- 18 or More Units** | 16 | 8 | 7 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |

| **I. A. Reflect upon and provide an analysis of the four years of data above (for a sample analysis see** <http://www.palomar.edu/irp/11PRYear1/sampleforIA.pdf>) |
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| **The drastic rise in enrollment from 09-10 is actually due to the need to conform to state requirements from combined Lecture/Lab to separate Lecture and Lab sections for each course. The department takes issue with the Preliminary Fall 2011 data as we ran the numbers ourselves with online reports from the Office of Institutional Research & Planning. Our calculations have enrollment at census for semester length and census of fast track courses in Fall 2011 of 978 with WSCH of 3032 and WSCH/FTEF of 431, all of which are increasing. The dip in Census Enrollment Load % from 10-11 is due to some class caps in GCIP rising about 35% when the department moved into the MD building from the GJ building. The data shows that retention rates are high and student success rates are above average at the college for Non DE. Part Time instruction carries a sizable % of the load (64-70%) which is out of proportion compared to the ideal and is indicative of the need to hire an additional full time faculty member in a discipline with very diverse course offerings. Degrees and certificates earned in GCMW remain at healthy numbers.**  |

| **I. B. Please summarize the findings of Course AND Program SLO assessments conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.B.1 Summarize Course SLO assessment results beginning on the next line.****Course SLO for GCIP 141: At completion of course student will demonstrate an intermediate skill level of blending modes, selective color, masking, transforming, duotone, curves and shapes.****Assessment was performed in April of 2012 with a higher success rate than the criterion for the method.****I.B.2 Summarize Program SLO assessment results beginning on the next line.****Program SLO for Digital Imaging: Integrate digital imaging skills (photo enhancement, photo editing, photo compositing, creative digital skills, typography) into a final print document.****Assemssment was performed in April of 2012 with a higher success rate than the criterion for the method.** |

| **I. C. Reflect upon the SLO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**  **(For examples of such analysis, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.C.1 Please reflect upon the Course SLO findings in Box B (above) beginning on the next line.****No changes are anticipated at this time.** **I.C.2 And, please reflect upon the Program SLO findings in Box B beginning on the next line.** **No changes anticipated at this time.** |

| **I. D. For Career Technical disciplines only, please provide a brief summary of the labor market outlook. This data can be found at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/) **Please include job projections and trends that may influence major curriculum revisions.** |
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| **Detailed data follows with both California and San Diego estimated current and projected numbers.****Occupation Est. - Projected Year Est. Employment Proj. Employment %****Graphic Designers CA 2010 - 2020 37,300 43,300 16.1****Graphic Designers SD 2008 - 2018 3,210 3,410 6.2****Art and Design Workers CA 2010 - 2020 125,700 144,000 14.6****Art and Design Workers SD 2008 - 2018 8,980 9,560 6.5****Arts Design Entertainment Media CA 2010 - 2020 407,400 461,800 13.4****Arts Design Entertainment Media SD 2008 - 2018 26,220 28,190 7.5****Printing Workers CA 2010 - 2020 26,300 21,000 -20.2****Printing Workers SD 2008 - 2018 2,510 2,470 -1.6****Prepress Workers CA 2010 - 2020 5,300 3,700 -30.2****Prepress Workers SD 2008 - 2018 420 380 -9.5****Desktop Publishers CA 2010 - 2020 1,700 1,300 -23.5****Desktop Publishers SD 2008 - 2018 140 110 -21.4****Printing Press Operators CA 2010 - 2020 17,100 14,200 -17.0** |

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| **STEP II. PLANNING****Reflecting on the 4-year trend data, the SLO assessment results, and the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**, describe/discuss the discipline planning related to the following: (For sample reflections, see** <http://www.palomar.edu/irp/11PRYear1/samplesforII.pdf>) |

| **II. A. Curriculum, programs, certificates and degrees (consider changes due to Title 5 or other regulations, CSU/UC transfer language updates, articulation updates, student retention or success rates, workforce and labor market projections, certificate or degree completions, etc.)** |
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| **The imaging aspect of our program continues to remain healthy. Yet the publishing on traditional delivery mediums side of the industry has been going through a major shift. E-publishing to mobile devices, digital signage, e-books and magazines and similar technologies is booming, while production that focuses on outputting hard copy is shrinking. As such, we are in the process of refocusing the publishing side of this discipline. New equipment is needed in the production and delivery of e-publishing content in order to demonstrate its use to students in GCIP and provide them with the skills and knowledge to compete in this rapidly changing industry. This is one area where we are behind the curve in regards to what is taught in our program. This can easily be rectified with the proper equipment and technology to be used in classroom demonstrations and content delivery but needs to be implimented this academic year to keep the curriculum relevant.**  |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
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| **This semester we had IS install statistical analysis software (SPSS) on one of our workstations so we could do data analysis and better schedule courses based on current trends. We plan to implement adjustments to scheduling based on our findings and industry recommendations from Advisory Committees.****We continue to offer sections to meet the needs of our student population including day classes heavily attended by full time students, as well as evening sections that cater to working professionals getting retrained in new GCIP technology.** |

| **II. C. Faculty (Briefly discuss the faculty hiring needs for this discipline. This discussion does not replace the requirement to submit a Rationale Form for Faculty Hiring to IPC.)** |
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| **Recent GCIP hire made tenure last year and has been a fine addition to our program.** |

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| **STEP III. RESOURCE REQUESTS FOR DISCIPLINE:**  |
| **III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SLO assessment results in Step I and/or to any other evidence not apparent in the data or SLO Assessment** results. NOTE: Do **NOT** include Resource Requests that duplicate requests from other disciplines In your department. Place requests common to two or more disciplines on the form: ACADEMIC DEPARTMENT RESOURCE REQUESTS. |

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **a1.**  | **Flatbed Cutter Plotter** | **1** | **2** | **Provides students ability to explore the world of packaging. Designing and printing has been addressed but the missing link is converting the printed piece in small quantities or even one-offs and prototypes. Would allow focus on details of package design and intricacies of mass-producing materials on a larger scale. Would expand our capabilities into sign making and fabric cutting, which would allow collaboration with other departments.** | **$16,200** | **One-Time** | **No** |
| **a2.**  | **Semi-Automatic Flat Bed Screen Printing Press** | **2** | **2** | **Provides printing experience and knowledge in flat graphics printing.** | **$11,500** | **One-Time** | **No** |
| **a3.**  | **Tag Screen Printing Press** | **3** | **2** | **Provides ability to print on tag-less shirts in screenprinting. Industry customers want tag-less shirts with their logos or information inside the shirt. Machine has small footprint and is designed just for this purpose.** | **$17,000** | **One-Time** | **No** |
| **a4.**  | **Flash Cure Unit** | **4** | **2** | **Currently we have 4 presses and only one flash cure unit. With close to 30 students in a class, each press needs its own flash cure unit to enable the students to complete projects.**  | **$2,500** | **One-Time** | **No** |
| **a5.**  | **Squeegee Sharpener**  | **5** | **2** | **Saves funds in the long run by allowing dull squeegees to be resurfaced to like new condition and reused. (Average squeegee is $25 and up to 20 may be used by students at the same time.)** | **$2,500** | **One-Time** | **No** |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **b1.**  | **See Department PRP.** |  |  |  |  |  |  |
| **b2.**  |  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |  |
| **b5.**  |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500 supplies) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **c1.**  | **Classroom supplies** | **1** | **6** | **Classroom supplies are essential to support instruction. The funding is used to purchase markers, blades, batteries, ink and paper, etc.**  | **$3,000** | **On-Going** | **Lottery (full)** |
| **c2.**  | **Parts and supplies for screen printing and press program** | **2** | **6** | **Screen printing program is growing. We need more funding to purchase parts, frames, and supplies that are not covered by material fee.**  | **$2,000** | **On-Going** | **Lottery (partial)** |
| **c3.**  | **Office supplies** | **3** | **6** | **Supplies for department staff and faculty.**  | **$955** | **On-Going** | **Unrestricted funding** |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

|  **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **d1.**  | **Digital Signage software** | **1** | **2** | **Needed as we switch from traditional print based output to creation of text, graphics, animation and full-motion video for digital signage, kiosk, mobile devices, and interactive display.**  | **$5,000** | **One-Time with need to periodically upgrade.** | **No** |
| **d2.**  | **Software licenses, maintenance and agreements for technology.** | **2** | **6** | **The GCIP division must maintain existing software, licenses and maintenance agreements for technology. As Adobe software upgrades, third party software we use in conjunction becomes incompatible and must be upgraded.** | **$5,500** | **One-Time with need to periodically upgrade.** | **No** |
| **d3.**  | **Linen rental** | **3** | **2** | **Towels and smock rental service for Screen printing and press students.** | **$1,300** | **On-Going** | **No** |
| **d4.**  | **Printing/copy** | **4** | **2** | **Printing for classes and office.**  | **$1,650** | **On-Going** | **Unrestricted funding (full)** |
| **d5.**  | **Font Lab software** | **5** | **2** | **Provides font editing capability for typography sections of class instruction. Not able to incorporate such topics and techniques in class without the software.** | **$650** | **One-Time** | **No** |

|  **e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **e1.**  | **See Department PRP.** |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

| **f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **f1.**  | **See Department PRP.** |  |  |  |  |  |  |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

| **III. B. Are there other resources (including data) that you need to complete your discipline review and planning?** |
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| **See GCMW PRP.** |

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| **STEP IV. SHARE YOUR ACCOMPLISHMENTS (AKA Brag, Toot your horn) Please include at least one discipline accomplishment that you’d like to share with the college community.** |
| **See GCMW PRP.** |

| **STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.** |
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| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Mark Bealo*Name*** | **Ken Dodson*Name*** | ***Name*** |

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| ***Name*** | ***Name*** | ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than September 14, 2012**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by September 28, 2012**
* **Email an electronic copy to** **jdecker@palomar.edu** **by September 28, 2012**