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| **Discipline: Graphic Communications** | **Date 01/23/2015**  |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review.)** |  **Add Date  (00/00/0000)** |

**DEFINITION**

Program Review and Planning is the means by which faculty, staff, and/or administrators complete a self-evaluation of an academic discipline, program, or service.  The self-evaluation includes an analysis of both quantitative and qualitative data on how the academic discipline, program, or service is supporting the mission and strategic planning of Palomar College in meeting the educational and career interests of students.  Through the review of and reflection on key program elements, such as program data and student learning outcomes, Program Review and Planning defines the curriculum changes, staffing levels, activities, and/or strategies necessary to continue to improve the academic discipline, program, or service in support of student success.  The Program Review and Planning process also ensures short-term and long-term planning and identification of the resources necessary to implement identified goals and priorities.  (ACCJC Standard I.B3; AB-1725, 10+1)

**Purpose of Program Review and Planning:**

Program Review and Planning for Years 2 and 3 provides a “check-in” on the Year 1 Comprehensive PRP. The PRP documents the vision and planning for a program or discipline. It also provides information for the development of the College’s Strategic Plan goals and annual objectives, documents overarching themes/issues occurring across academic programs and instruction, identifies the needs for resource allocations, and identifies department needs for developing the annual Staffing Plan update.

[**Palomar College Mission**](http://www.palomar.edu/about/goals.aspx)

Our mission is to provide an engaging teaching and learning environment for students of diverse origins, experiences, needs, abilities, and goals. As a comprehensive community college, we support and encourage students who are pursuing transfer-readiness, general education, basic skills, career and technical training, aesthetic and cultural enrichment, and lifelong education. We are committed to helping our students achieve the learning outcomes necessary to contribute as individuals and global citizens living responsibly, effectively, and creatively in an interdependent and ever-changing world.

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| **List everyone who participated in completing this Program Review and Planning Document.****Gracie Fowler, Mark Bealo, Ken Dodson, Lillian Payn, Wade Rollins** |

**STEP I. Evaluation of Program & SLOAC Data.** In this section, examine and analyze updated program data, the results of SLOACs, and other factors that could influence your program/discipline’s plans for the current year. Consider trends and any changes in the data as they relate to this year’s analysis.

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| 1. **Analysis of Program Data. Review and comment on any significant changes or noted concerns since last year’s PRP.**

**(For enrollment, WSCH, & FTEF data, use Fall term data only).** * + Enrollment, Enrollment Load, WSCH, and FTEF (<http://www.palomar.edu/irp/PRP_WSCH_FTEF_Load.xlsx>) **(Use Fall term data only).**
	+ Course Success and Retention rates (<http://www.palomar.edu/irp/PRP_Success_Retention.xlsx>**). Note, this file is very large and there will be a delay both when you open the file and again when you initiate the first search.**
	+ Degrees and Certificates (<http://www.palomar.edu/irp/PRP_Degrees_Certs.xlsx>).

GC enrollments have fluctuated over the past 6 years with an enrollment low of 98 in Fall 2008 due to an instructor on sabbatical leave and no one else qualified to teach the GC courses, to a high of 164 in 2012-13 and slightly dipping to the current 148. That is still above the mean for the past 5 years and indicative that the discipline is still operating in a healthy state. Census load has averaged 83.8% over the past 6 years of data, with a slight dip in 2013-2014 to 77.5%. That dip is in line with the rest of the AMB&CS division, which has a Census load of 78.1% for 2013-2014. We have noticed a severe trend the past 3 years where the Online GC courses have very high enrollments at Census while the f2f courses have been very low. We offered the courses f2f in order to allow students the option, but with the low fill rates, we would need to switch to only offering online GC courses to maintain the administrations recommended target rate of 85%. GC courses have grown in the past 6 years to a total of 7 sections of General Education courses. With these additions, we are able to provide our students with a comprehensive and well-rounded education in the graphic-arts industry, and provide them with courses that have transfer status if university is in their educational plan. |

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| 1. **SLOACs. Using the comprehensive SLOAC reports and faculty discussions as a guide, summarize your planned SLOAC activities for courses and programs for the current academic year. Link to SLOAC resources:** <http://www2.palomar.edu/pages/sloresources/programreview/>

In 2013-14, the online GC courses are healthy, with full or wait-listed classes. There are currently four GC classes, GC 100, GC 101, GC 102, and GC115. All of the online sections have an 80% or better rate for achieving the Student Learning Objectives for each course. Students are engaged with the course content and each other, are actively achieving their learning goals, complete assignments, and seek extra credit projects. We recognize that at-risk students should be identified sooner to better facilitate greater student success in the course. |

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| 1. **Other Relevant Data and Information.**
2. **Review other data and/or information that you included in last year’s assessment of your program (see Step II.C). (Examples of other data and factors include, but are not limited to: external accreditation requirements, State and Federal legislation, four-year institution directions, technology, equipment, budget, professional development opportunities). Describe other data and/or information that you have considered as part of the assessment of your program. If there is additional information you are using to assess your program this year, also describe that information here.**

We are in alignment with the Strategic Plan 2016 Mission Statement: "As a comprehensive community college, we support and encourage students who are pursuing transfer-readiness, general education, basic skills, career and technical training, aesthetic and cultural enrichment, and lifelong education." Also, the Values that this is in alignment with are: •Diversity in learning environments, philosophies, cultures, beliefs, and people • Creativity and innovation in engaging students….. Also, Goal 1: Student Learning Goals and Objectives: Support excellence in instruction and academic programs and services to improve student learning.Enrollment statistics continue to indicate that the transfer courses in the GC program are significant to our student body. While they were intended to address recommendations from our Advisory Boards to have an overview certificate to prepare people interested in going into management or business development, the fact that these courses have been articulated to the local universities has proven to be a major positive development. For example, there were so many students on the waitlist for GC 115 during the Summer Session 2014, that a second section was added to handle the demand. Certainly our intent is additionally to motivate the registered students to consider careers in our industry as they are introduced to the topics in our GC courses.Additionally, the instructors for the GC courses have taken advantage of the Professional Development and sabbatical opportunities to make the GC courses truly comprehensive, as the topics are researched from all over the US and abroad. Our GC courses have abundant e-lectures, movies, and photographs taken on location to give a multi-sensory education to our diverse student population.In the last year, Wacom tablets were purchased for use in GC and GCIP courses. These have greatly facilitated the teaching of technology in the various GC courses, and especially in GC 100 - Visual Communications.1. **Given this updated information, how are your current and future students impacted by your program and planning activities? Note: Analysis of data is based on both quantitative (e.g., numbers, rates, estimates, results from classroom surveys) and qualitative (e.g., advisory group minutes, observations, changes in legislation, focus groups, expert opinion) information.**

GC courses continue to grow as students search for UC, CSU, and IGETC university transfer courses.To meet the growing demand for the GC courses, we recommend adding additional sections. We also have seen an increase in demand for online sections, since the face-to-face sections have weak enrollment, and then are cancelled. Yet, at the same time, the sections delivered online fill.  |

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| 1. **Labor Market Data. For Career/Technical disciplines only, review and comment on any significant changes or concerns since last year’s PRP. (See Step II.D). This data is be found on the CA Employment Development website at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/)**. Go here and search on Labor Market Information for Educators and Trainers (http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=112). Click on summary data profile on right side of page to search by occupation. (Check other reliable industry or government sources on Labor Market Data websites that support findings and are relevant to Region Ten – San Diego/Imperial Counties. Include job projections and trends that may influence major curriculum revisions.)**

To raise the awareness of the general education students about the career potential in the Graphic Communications industry, we introduce them to career information about common graphic communication niches. Also, those who wish to become managers in the industry need to have broad overview courses such as those we offer in the Graphic Communications discipline. Detailed data follows with San Diego estimated current and projected numbers.Occupation Est. - Projected Year Est. Employment Proj. Employment %Graphic Designers 2012 - 2022 2,580 3,120 20.9 |

**STEP II. Progress on Previous Year’s Goals and Plans** (See ”Step III - Updated Goals and Plans” in your completed 2013-14 PRP at <http://www.palomar.edu/irp/PRPCollection.htm>).

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| **Discuss/Summarize progress on last year’s goals. Include** 1. **the impact on resources allocated and utilized;**
2. **any new developments or concerns that are affecting the program;**
3. **any new goals for the program; and**
4. **other information you would like to share.**

a) The GC classes are introduced to beginning concepts and production techniques through their assignments and projects. The existing equipment, software, and hardware in the GC Dept. is adequate for delivering the course content. While they work on self-directed activities within their lecture hour, so they can personalize their educational experience and make task choices based on their own interests, we need to purchase headphones for the individual computer stations. We also find that the videos in the library data base are either not relevant or cannot be cued to specific sections, prompting us to request our own videos that we can deliver online in shorter segments.b) We plan to implement adjustments to scheduling based on statistical analysis results and industry recommendations from Advisory Boards. 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 online sections for those who need flexible scheduling due to their jobs, families, and distance from the college. 3. CORs have been updated to reflect technology changes within the industry. Course scheduling has been closely monitored with the conclusion to offer more online GE courses that we know will fill. Our analysis reveals that face-to-face sections had low enrollments while online sections have continued to fill with waitlists.c) We do not have new goals for the GC discipline. These goals were implemented through teaching methods of: lecture, video, research, and an extra hands-on project. The introduction of tablets greatly enhanced student engagement in hands-on activities, especially in GC 100. Students use open labs in the GC building and the library to complete assigned projects. We intend to continue to develop the academic, General Education courses to best assist students whose goal is a baccalaureate degree. Some Community Colleges have been authorized to offer a four-year-baccalaureate degree in specific situations, and the GC department will be ready with General Education courses to facilitate that need when Palomar College is able to offer 4-year degrees. |

**STEP III. Resources Requested for FY 2014-15:** Now that you have completed Steps I and II, Step III requires you to identify all additional resources you will need to achieve goals, plans and strategies for Step II. First, identify all resource needs in each budget category. You may have up to five (5) requests per budget category. Provide a meaningful rationale for each request and how it links to your Goals, Plans, and Strategies. Resource requests to simply replace budget cuts from previous years will not be considered. Negotiated items should not be included in any resources requested. PLEASE NOTE THAT ALL FUNDING ALLOCATED BY IPC IS ONE-TIME AND MUST BE SPENT WITHIN THE DEFINED TIMELINE. Requests that support more than one discipline should be included on the “Academic Department Resource Requests” PRP form only. [*Click here for examples of each budget category.*](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

Prioritize within each category and then prioritize across categories in Step IV.

\*Refer to Strategic Plan 2016 Objectives at http://www.palomar.edu/strategicplanning/StrategicPlan2016-Year2.pdf

**Budget category a. Equipment (acct 600010 and per unit cost is >$500). Enter requests on lines below. Click here for examples of equipment:** [**http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf**](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **a1.**  |  |  |  |  |  |  |
| **a2.**  |  |  |  |  |  |  |
| **a3.**  |  |  |  |  |  |  |
| **a4.**  |  |  |  |  |  |  |
| **a5.** |  |  |  |  |  |  |

**Budget category b. Technology (acct 600010, examples: computers, data projectors, document readers). Enter requests on lines below. Click here for examples of technology:** [**http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf**](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **b1.**  | **Secure expansion chassis for instructor stations.** | **600010** | **3** | **3, 4** | **This item securely houses the Mac Pro and enables use of existing peripherals. One of these is already in MD-119 for the instructor, but the new computers purchased later this Spring will require another one of these for MD-133. An additional chassis will need to be purchased for MD-135 once new lab computers are purchased for that room as well. $4,700 for the one, or $8,700 for both.** | **$4,700** |
| **b2.**  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |
| **b5.** |  |  |  |  |  |  |

**Budget category c. Supplies (acct 400010 and per unit cost is <$500). Enter requests on lines below. Click here for examples of supplies:** [**http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf**](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **c1.**  |  |  |  |  |  |  |
| **c2.**  |  |  |  |  |  |  |
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| **c5.** |  |  |  |  |  |  |

**Budget category d. Operating Expenses (acct 500010; examples: printing, maintenance agreements, software license) Enter requests on lines below. Click here for examples of operating expense:** [**http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf**](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already partially funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **d1.**  |  |  |  |  |  |  |
| **d2.**  |  |  |  |  |  |  |
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| **d5.** |  |  |  |  |  |  |

**Budget category e. Travel Expenses for Faculty (acct 500010: faculty travel only)**

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
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| **e1.**  |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |
| **e5.** |  |  |  |  |  |  |

**Budget category f. Short-term hourly (temporary and student worker). Enter requests on lines below.**

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
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| **f1.**  |  |  |  |  |  |  |
| **f2.**  |  |  |  |  |  |  |
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 **STEP IV. Prioritize Resource Requests.** Now that you have completed Step III, prioritize all of your resource requests as one group; not prioritized within each budget category. This means you could have your #1 priority in technology, your #2 priority in short-term hourly, and your #3 priority in equipment, etc. If you actually have five (5) requests in each of the six (6) budget categories, you would end up with 30 prioritized requests**. IPC will not consider requests that are not prioritized.** Note that all funding allocated by IPC is one-time and must be spent within the defined timeline.

| **Priority Number for all Resource Requests in Step III** | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, benefits, etc.)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1.**  | **Secure expansion chassis for instructor stations.** | **600010** | **3** | **3, 4** | **This item securely houses the Mac Pro and enables use of existing peripherals. One of these is already in MD-119 for the instructor, but the new computers purchased later this Spring will require another one of these for MD-133. An additional chassis will need to be purchased for MD-135 once new lab computers are purchased for that room as well. $4,700 for the one, or $8,700 for both.** | **$4,700** |
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**STEP V. Contract Position Requests.** Prioritize all contract positions you feel are needed to achieve goals, plans and strategies identified in Step II. Include all requests for Classified, CAST, and Administrator positions that either replace a vacancy due to retirements, resignations, lateral transfers, etc., or any new positions. You may request up to ten (10) positions and they must be prioritized to be considered by IPC. Please note that only these position requests will be prioritized by IPC when developing the annual Staffing Plan for Instruction.   (Do not include faculty positions.)

| **Priority Number for Contract Position Requests**  | **Position Title/Category****Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide a detailed rationale for the each position. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If position is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits)** |
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| **1.**  |  |  |  |  |  |  |
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 **Department Chair/Designee Signature Date**

 **Division Dean Signature Date**