

Data and Evidence Analysis Summary – Graphic Design - 2016

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WTCS Comparative Data:

<https://facultyresources.westerntc.edu/wp-content/uploads/2015/11/2015-10-201-1-Graphic-Design-QRP-Evidence-Analysis-Report.pdf>

WTCS Data Definitions

<http://mywtcs.wtcsystem.edu/data-systems-grp/continuous-improvement-indicators>

Course Completion

- Western's C or Better course completion rate for this program has ranged from 70.7% in 2011 to 74% in 2014. The average over the five years is 72.3%. This 5-year average is below four other schools in the comparison group. Madison appears to have the highest average (82.5%) followed by Waukesha (77.3%).
- Enrollments in the program have fluctuated from 184 in 2011 to 154 in 2015. Madison is more than double the size of Western and Milwaukee has recently increased its enrollments from 48 in 2014 to 195 in 2015.

Second Year Retention

- An analysis of second year retention from 2010 to 2015 shows a slight decline from 62.4% in 2010 to 60% in 2015 for a six year average of 57%. Milwaukee's average hovers at 74.2% followed by Madison and Waukesha at 69%.
- It may be beneficial to examine what other colleges are doing to maintain higher levels of 2nd year retention – particularly Milwaukee – where there is a significantly higher number of at-risk students.

Western's Third Year Graduation

- Western's 3rd year graduation rate for this program ranged from a high of 29.5% in 2015 to a low of 18.3% in 2013. This results in a 5 year average of 22.4%. When compared to four other colleges in the Wisconsin Technical College System, Western's average is 4th out of 5.
- It would be beneficial to talk with Milwaukee as their average 3rd year graduation hovers at 49.5%.

Labor Market Analysis October 2015

<https://facultyresources.westerntc.edu/wp-content/uploads/2015/11/2015-OCT-Graphic-Design-Program-Trends.pdf>

- Occupations related to graphic design are expected to grow by 1.5% as compared to a national growth rate of 2.4% and a state growth rate of 2.7%. This results in the addition of 3 jobs to this career pathway from 2016-2020 in the Western District. These results indicate that the job

outlook is not likely to change much over its current outlook, and graduates may experience some challenges in finding jobs within the district.

- Annual openings for graphic designers (5) and desktop publishers (7) appear to be the two most opportune occupations for graduates from 2016-2020.
- Median hourly wages are \$17.93 per hour as compared to \$25.26 per hour nationally.
- Jobs are projected to be concentrated in La Crosse County in 2020 (114) with limited representation in Monroe (33), Trempealeau (25), Vernon (24), and Juneau (11).
- Occupations in these fields appear to attract the adult worker with less than 10% of current jobs filled by individuals 24 or younger. The majority of workers (51%) are between the ages of 25 and 44.
- An analysis of the Classification of Instructional Programs (CIP) shows that there are 8 educational programs in the district tagged to deliver graduates into the graphic design pathway. These educational programs include Graphic Design; Art/Art Studies, General; Design and Visual Communications, General; and Fine/Studio Arts, General. Competitors include Viterbo and UW-La Crosse – as well as other programs at Western.
- It would appear from an analysis of college completion rates in the district for these programs that the market is being over-saturated. There were 47 completers in 2014 with 8 job openings on record. It is possible that many graduates seek employment outside the district; however, this is not documented in the data analysis presented in this report.
- It is recommended that the program analyze job placement results regularly for trends in job placement within and outside of the district. It may also be beneficial to run a 7 Rivers Region labor market projection report that expands the labor market into Southeast Minnesota and Northeast Iowa.
- The majority of jobs in 2015 were housed within Commercial Printing (33); Commercial Screen Printing (22); Mail-order Houses (16); Newspaper Publishers (11); and Federal Government (11).

Student Satisfaction Trends

Your program had no results for the Noel Levitz Student Satisfaction survey. It may be beneficial in the future to encourage students to complete so that you have the data for improvement efforts.

Student Learning Outcomes Assessment Trends

Your program had 14 responses to the survey.

Items that may be topics of discussion for this program include:

- Celebrate the good feedback you received about the real-life application of concepts and the variety of courses included in the program. Students seem to really appreciate the hands-on learning.
- Students seem to appreciate the quality of instruction and the variety of courses and learning experiences.
- There are some suggestions for improvement from the students. It might be valuable to look at past survey results to identify trends in the qualitative feedback received from students. Those results are housed on the Program Excellence web site.

- A couple of students commented about the effectiveness of the learning experiences at the The majority of the students either strongly agreed or agreed that they were able to learn and master both the program outcomes and the Core Abilities. Students seemed to not understand what it means to “transfer social and natural science theories into practical applications.” Some of this can be attributed to the wording of this particular Core Ability.

Graduate Follow-Up Trends

Year	2012-13
Types of jobs obtained	Freelance Graphic Designer Graphic Designer Marketing Coordinator Marketing Specialist
Companies hiring Western graduates	Jenlis Inc., Winona, MN UW-Stout, Menomonie, WI Wincraft, Winona, MN Metallics Inc., Onalaska, WI Miken Sports, Caledonia, MN Wausau Convention and Visitors Bureau, Wausau, WI Building Automation Products, Gays Mills, WI

Year	2013-14
Types of jobs obtained	Graphic Artist Graphic Designer Graphic Designer/Marketing Coordinator Webmaster Intern
Companies hiring Western graduates	JT Graphics & Advertising, La Crosse, WI La Crosse Tribune, La Crosse, WI Deans Satellite & Security, Sparta, WI Core Products, Osceola, WI Fun Company, New Lisbon, WI Insty-Prints, Winona, MN City of La Crosse, WI

Year	2014-15
Types of jobs obtained	Graphic & Web Designer Graphic Design Assistant Graphic Designer Pre-Press Sales Associate
Companies hiring Western graduates	illumin8 marketing llc, La Crosse, WI JT Graphics & Advertising, Inc., La Crosse, WI Corporate Casuals & Promotional Products, Winona, MN La Crosse Mail & Print, La Crosse, WI News Publishing, Whitehall, WI Wichelt Imports Inc., Stoddard, WI

	Xcel Energy, Winona, MN Trane, La Crosse, WI ADAR, La Crosse, WI
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Career Pathways Assessment

This assessment contains responses from two faculty members and two dean/associate dean. With limited participation, there is limited ability to summarize. Please contact Mike Poellinger to re-administer. Preliminary findings include:

- There is an opportunity to explore Credit for Prior Learning and partnerships with Business and Industry Services.
- There is some disagreement on the incorporation of performance-based assessment.
- There is an opportunity to review curriculum to ensure that it meets Western's quality standards.
- There is concern that the program is not filled to capacity.