

Western Technical College Program Planning Document - Action Plan

Program/Department Name		Graphic Design					Date Created		9/27/2017				
Division		Business Division					Date Reviewed		10/8/2018 by Gary Brown				
Academic Year Launched	Doing, Done, Ditch, Delay*	Solution/Action	Key Results	Current Level of Performance	Performance Measurement	Non-Financial Resources Needed	Financial Resources Needed				Program Priority (1-6)	Point Person	Timeline
							Capital \$** (\$5,000+)	Capital Description(s)	Operational \$	Operational Description(s)			
2018-2019	Done	Administer end of course survey to all classes in the Graphic Design Program	4-Stakeholder Satisfaction		Survey every course for every program instructor								
2018-2019	Doing	Re-evaluate Business Showcase and work with Marketing and rest of Division (additional \$1000)	4-Stakeholder Satisfaction									Ken	
2018-2019		Recruitment Student Survey (centered around course offering format desires)		2017 Graphic Design Enrollment of 68 students	Increase enrollment by 5%	Help writing and deploying a good survey. Identify personnel that could help						Paul	Administer early Spring 2019
2019-2020		New Light and Tripod (Need to upgrade outdated equipment)	4-Stakeholder Satisfaction			Cover Under Minor Equipment & Software - Already in budget.			\$ 1,000		3		
2019-2020		Cameras: Replace outdated Equipment, 4 @\$750	4-Stakeholder Satisfaction			Cover Under Minor Equipment & Software - Already in budget.			\$ 3,000		1		
2019-2020		3 Tablet Devices 3x\$1,000 (Need to upgrade outdated equipment)	1-Course Completion						\$ 3,000		5		
2019-2020		Large Format Printer (\$3500)	1-Course Completion						\$ 3,500		2	Craig	

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2019-2020		Wacom Tablet classroom set (replace outdated equipment qty: 17@\$199)	4-Stakeholder Satisfaction						\$ 3,400		4		

Standard Costs

Additional Monitor	\$175 - \$300
All-in-One (staff computer)	\$900
Desktop Computer	\$1,000
Display (depending on size) <i>\$5,000+ would be capital</i>	\$2,000 - \$8,000
Elmo	\$800
Full-time Faculty	\$80,000
Projector	\$3,000
Projector Screen	\$400

Capital E

- A capitalized asset is defined as an item with a life expectancy of 2 or more years.
- A **set** is a group of interrelated items that f
- **Software is capitalized if the cost is over \$ software is an annual license or subscription Accounting Manual (FAM).**

Spree

Line Break Within a Cell	Press Alt an
Change Row Height	Position mc arrow and c
Save Document As	Excel Macro
Enable Content	If promptec

Instructions for Working Through the Action Plan

- If requesting new funding, add the information on a new line
- Can add multiple years to the "**Academic Year Launched**" column (i.e. 2018-19, 2019-20)
- Multiple items can be included in the same cell if they are tied together and/or will be assigned the same p
Solution/Action example: "Update technology: software \$4,000 (operational) and purchase new proje
- If requesting more than one item for capital or operational within the same priority level, list all items in th
the **Financial Resources Needed** section in the **Capital \$** and **Operational \$** columns appropriately
- Multiple selections can be made from the "**Capital Description(s)**" and "**Operational Description(s)**" drop-
- Only select one **Key Result** for each line item
- Only select one **Priority** for each line item; items with different priorities should be entered on separate lir
- Deans and Associate Deans must review and approve this document before items are entered into the An

Equipment Definition

with a purchase price of **\$5,000 or more** per unit or set and

function together, like a computer, monitor and keyboard.

**\$5,000 and it has a useful life of 2 years or more. If the
in fee, it must be expensed per the WTCS Financial**

Spreadsheet User Tips

and Enter keys

mouse over row line so the white cross becomes a double
double click

Macro-Enabled Workbook (*.xlsm)

When you click Enable Content when the document first opens

priority level

Factors \$6,000 (capital)" - Priority 1

in the **Solution/Action** column and total the dollar amount in

dropdown menus; select one at a time

uses

Annual Planning Database

Western Technical College Program Planning Document - Data & Evidence

Program/Department Name	Graphic Design	Date Created	9/27/17
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1. Using the data and evidence analysis for your program/department, identify the trends that you see in your quantitative data.

WTCS QRP Data Cube

- Consecutive three year decline in C or better course completion; 81.45 – 79.73 – 77.87
- General Studies C or better course completion averages 70.27%, while program classes average 89.67% across all classes
- First term classes average 80.4% C or better completion

2015 WTCS Comparative Data

- Madison has benchmark 5-year C or better course completion rate of 82.5% to our 72.3% (2016 DEAS)
- Milwaukee has benchmark 5-year retention rate of 74.2% to our 57% (2016 DEAS)
- Milwaukee has benchmark 5-year 3rd year graduation rate of 49.5% to our 22.4% (2016 DEAS)

2015 SSI Comparison

- High registration conflict (1.35) and class convenience (1.43) Gaps
- High internship opportunities (1.71) Gap
- Faculty care about students as individuals (.19) but don't take student differences into consideration while teaching a course (.98) Gaps

2. Using the data and evidence for your program/department, identify themes that you see in your qualitative data.

2016 Student Learning Outcomes (SLO)

- Students not clear on the tie between projects and industry
- Students noted a lack of industry collaboration
- Students very frustrated with construction and technological issues (printer)
- Students thought GD instructors are engaging, care, and are knowledgeable

2017 Student Learning Outcomes (SLO)

- Students thought GD instructors were helpful, knowledgeable, and offer unique perspectives
- Students appreciated the flexible, creative, project-based work
- Students mentioned changing the way GD instructors taught the curriculum (teaching style / delivery methods)
- Students noted lack of connection to industry / field experience

3. Strengths and best practices our program/department could share with others include:

- Facilities look great and are welcoming
- Knowledge of and comfort with technology amongst faculty
- Improved student printing experience (integration of the Fiery RIP)
- Strong student club involvement
- Increased level of service learning integration
- Compassionate faculty

4. Based upon thorough data and evidence analysis, the 3-4 areas or issues we are most concerned about include:

1. Stronger student recruitment
2. Make more intentional industry connections
3. Stronger student retention
4. Relevant teaching methods and styles

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9/27/17

Division

Business Division

Date Reviewed

Links to Data

<https://facultyresources.westerntc.edu/program-planning-resources/business/>

Annual Data and Evidence Analysis 2018-2019

Annual Data and Evidence Analysis 2019-2020