Pl=Plan   I = Implement   E & R = Evaluate & Report

List Program/Department Goals:	Year 1 (2011-2012)			Year 2 (2012-2013)			Year 3 (2013-2014)			Year 4 (2014-2015)			Year 5 (2015-2016)			Year 6 (2016-2017)		
	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su
1. Design page layouts for potential customers, which successfully integrate text and graphics in a variety of pieces including newsletters, brochures, catalog inserts and other finished works.																		
2. Demonstrate skills regarding the effective use of typography to communicate in written word utilizing type style, font variety and graphic effects to maximize the message.																		
3. Demonstrate skills in using color systems and digital images for the printed page and for the World Wide Web.																		
4. Create Web pages which include graphics, fonts, hyperlinks, lists, animation and cascading style sheets																		
5. Demonstrate skills in: a. Creating web sites while abiding by intellectual property laws, b. Storing, renaming and moving files created, c. Posting Web sites to a Web server.				I (4)	I (4)	I (4)	I (4) E&R (4)		I (4) E&R (4)		I (4) E&R (4)			P (4)		I (4)	I (4) E&R (4)	
All Goals (1-5)	E&R (1) I (3)	E&R (2) E&R (3)																
Goals Changed Spring 2015																		

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Goal	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Demonstrate graphic design theory to include the principles of design, elements of composition, image formats and typography in the creation of digital media.								PI (8)	I (8)	I (8)	E&R (8)	I (10)	I (10)	E& R (10)
2. Demonstrate the knowledge of manipulating video images by using digital video editing systems.												PI (12)	I (12)	E&R (12)
3. Create and publish responsive Web pages that follow the web standards published by the World Wide Web Consortium (W3C).						PI (5)	I (5)	PI (9)	I (9) E&R (5) I (13)	I (9) I (13)	E&R (9) E&R (13)	I (11)	I (11)	E &R (11)
4. Create a graphic design portfolio of work that clearly demonstrates the effectiveness of visual communication.														
All Goals (1- 4)						PI (6) PI (7)	I (6) I (7)	I (6) I (7)	I (14) I (15) E&R (6) E&R (7)	I (14) I (15)	I (14) I (15) E&R (14) E&R (15)	I (16) I (17)	I (16) I (17)	I (16) I(17) E&R (16) E&R (17)

Plan (Pl) - This semester the faculty will determine what they want to know about the objective and identify the method they will use to assess this course objective/goal. They should identify a benchmark/threshold of minimal satisfactory outcomes. If the faculty will be repeating an assessment to collect trend data, this step may not be needed. Review the previously used assessment tool and revise as needed, but try to stay as consistent as possible so that previous year's results are comparable.

Pilot (P) – A pilot study may be needed if the official assessment will be a very large sample of students. The purpose of this pilot is to assure the methodology and/or student artifacts or tool is appropriate for the educational goal being assessed and norming of the instrument should be conducted. All necessary changes, as indicated by the pilot, will be made accordingly before the official assessment is implemented.

Implement (I) – The assessment of students' knowledge, skill and/or beliefs (for a sample group if the eligible pool is larger) linked to the objective will be implemented.

Evaluate & Report (E & R) – During this semester, faculty will share the results of the assessment with their peers, as well as any trend data or other related assessments completed. Collectively, they will review the results, compare to benchmarks identified and describe what, if any changes should be implemented. A Student Learning Report is completed to report findings and share planned changes. The final report is reviewed by the members of the Disciplines Committee and ultimately posted on the college website on eSTORM.

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1. Goals 1-5 Online vs. Classroom Instruction Spring 2010
2. Goals 1-4 CIS 171 Spring 2011
3. Goals 1-5 CIS 296 Fall 2007-2011
4. Program Goal #5b Fall 2013 & Spring 2014
5. Program Goal #3 and Program Goal #1: Web Development I: Spring 2015
6. CIS 296: Web and Graphic Internship – Employer Report: Spring and Summer 2015
7. Student Satisfaction Graphic Communications, Web Designer and Development
8. Creation of Digital Media Fall 2015/Spring 2016
9. HTML Web Design Skills Fall 2015/Spring 2016
10. Creation of Digital Media Fall 2016/Spring 2017 (Coming Soon)
11. HTML Web Design Skills Fall 2016/Spring 2017 (Coming Soon)
12. Digital Video Spring 2017 (Coming Soon)
13. Program Goal #3 (0140) and Program Goal #1 (0141): CIS 176 Web Development I: Fall 2015/Spring 2016
14. CIS 296: Web and Graphic Internship – Employer Report: Fall 2015, Spring/Summer 2016
15. Student Satisfaction Graphic Communications, Web Designer and Development Fall 2015, Spring/Summer 2016
16. CIS 296: Web and Graphic Internship – Employer Report: Fall 2016, Spring/Summer 2017 (Coming Soon)
15. Student Satisfaction Graphic Communications, Web Designer and Development Fall 2016, Spring/Summer 2017 (Coming Soon)

Note: Include the Assessment Project Title number when filling in the chart.   Ex. Pl-1, P-1, I-1, R-1, etc.
REMINDER: After changes are implemented, use the same tool to re-assess the impact of the changes implemented.

*Examples of some assessment tools: rubrics¸ course embedded questions, student attitude surveys, standardized exams, focus groups, employer surveys, student performances, program developed assessments, certification/licensure results, etc.

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