

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Web Design and Development Certificate
 Division: BCT Department: DMA

Program Code: CTWBTC → CTWDDC

Type of Award: A.A. A.S A.A.S.
 Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Create accessible standards compliant web pages.	Project from WEB210	Fall 2017	Students who have completed WEB210	All
Create written deliverables evaluating website user experience.	Project from WEB213	Fall 2017	Students who have completed WEB213	All
Design industry standard digital interfaces.	Project from WEB215	Fall 2017	Students who have completed WEB215	All

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.
 Departmentally developed rubric.
2. Indicate the standard of success to be used for this assessment.
 70% of students will score 75% or better.
3. Indicate who will score and analyze the data (data must be blind-scored).
 WEB Faculty will score and analyze the data.
4. Explain the process for using assessment data to improve the program.
 Based on the program assessment, we would modify course content, sequencing, and pre-requisites.

Submitted by:

Name: Kelley K. Gottschang *Kelley K Gottschang* Date: 11-13-2013
Print/Signature
 Dept. Chair: Jason Withrow / Jason Withrow Date: 11/18/13
Print/Signature

logged 12/3/13 sjf

PROGRAM ASSESSMENT PLANNING FORM

Dean:  Date: 12/2/13
Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 247.

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Web Technology

Division: BCT

Department: DMA

Program Code: CTWBTC

Type of Award: A.A. A.S. A.A.S.
 Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Create accessible standards compliant web pages	Projects from INP170	Fall 2015	Students who have completed INP170	All
Create written deliverables evaluating website user experience	Project from INP203	Fall 2015	Students who have completed INP203	All

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.
Departmentally developed rubric.
2. Indicate the standard of success to be used for this assessment.
75% of students will score 75% or better.
3. Indicate who will score and analyze the data (data must be blind-scored).
INP Faculty will blind score and analyze the data
4. Explain the process for using assessment data to improve the program.
Based on the program assessment we would modify course content, sequencing, and pre-requisites

Submitted by:

Name: Jason Withrow *Jason Withrow* Date: 1/25/12
Print/Signature
 Dept. Chair: Jason Withrow *Jason Withrow* *Jennifer Baker* Date: 1/25/12
Print/Signature
 Dean: Rosemary Wilson *Rosemary Wilson* *Dean* Date: 2/1/12
Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 247.

1099ed/2/6/12 sjv
 Office of Curriculum & Assessment
 Approved by the Assessment Committee 10/10/06

PROGRAM APPROVAL DOCUMENT (PAD)

Program Name: Web Technology Program Code:

Division: BCT Department: INP CIP Code:

Type of Award: A.A. A.S. A.A.S. Certificate Certificate of Completion Advanced Certificate Post/Cert

Is this an occupational program eligible for Perkins Funding? yes no Effective Year: Fall 2003

Program Features

Provide a general description of the program's purpose and general goals. State the criteria for entry into the program, along with projected enrollment figures. Explain any connection to other WCC programs, as well as accrediting agencies or professional organizations. Note any special features of the program, such as jobs for which the student will be prepared, as well as potential career paths.

This certificate is for people who are comfortable using computers and the Internet, and want to take the first steps toward becoming professional Website developers, programmers, and administrators. It introduces Web authoring and graphics, user-centered development and information architecture. This is a basic certificate providing students with the necessary foundation for an entry-level Internet position. Possible positions include Production Assistant, Web Coder, Webmaster and Technical Assistant.

This program has a Level II pre-requisite of INP 100 (at least a C-) or basic Computer Literacy (Pass).

The current INP program has approximately 850 students enrolled in classes for the 2002-2003 semester. A little over half of these students are enrolled in lower-level courses, which would be part of this basic certificate program.

We are not currently going to offer industry certification with this program. However, we are looking at organizations such as CIW and Macromedia for possible accreditation in the future.

Upon completion of this program, students have the option of continuing onto one of our Advanced Certificates to enhance and refine their skills in an area of specialization. They can also combine this certificate with one our Advanced Certificates to complete the Associate Degree in Applied Science.

Our Associate Degree in Applied Science can currently be transferred to Wayne State University and Eastern Michigan University in the following programs:

- EMU College of Technology - Technology Management

The articulation agreement states that INP students can transfer their INP Associate in Applied Science degree directly to the Technology Management program. The INP credits will count toward the Technical Concentration credits (46 credits) and some of the General Education requirements. This is a 2+2 agreement.

- EMU College of Technology - Communication Technology

INP students can transfer almost all of their INP Associate in Applied Science degree to the Communication Technology program. The INP credits will count toward the Technical Concentration credits as well as some of the General Education requirements. Advisors in the Communication Technology have agreed to work with INP students on an individual basis to figure out the best solution for transferring credits.

Need

State the need for the program and provide evidence to support the stated need.

The current INP curriculum does not provide enough flexibility to add in new material as technologies evolve. We are limited by the number of credits required for both the Certificate (36) and Associate Degree (64). We cannot add new material without removing old material, and the evolution of Web technology doesn't always mean that old technology disappears.

In addition, students do not get enough of a well-rounded foundation, nor do they have the opportunity to specialize in a particular area of Web Development. Currently they have only two options: Design or Technical. These are somewhat vague and do not give the students enough of a specialization to compete in a tight economic market.

The Web Technology certificate is the foundation of our new curricular structure. This new structure allows students the flexibility to obtain multiple advanced certificates as well as the opportunity to obtain a more well-rounded preparation for employment. In addition, it provides a framework into which new content can be added as the industry evolves. Furthermore, the new curriculum structure also allows students to obtain certification in a more reasonable amount of time - 2 semesters as opposed to 3 full semesters plus spring semester.

The INP Advisory Committee has verified the need for these changes to the INP curriculum in order to make sure our students are receiving the necessary skills for employment in an increasingly competitive market.

Outcomes

State the overall knowledge to be gained, skills to be learned, and attitudes to be developed by students who participate in this program.

Students will acquire a foundation knowledge of web design and development. Skills include coding web pages, creating graphics for the web, gathering and organizing information for the web, basic project management and planning and building a small-scale website. Students will also gain experience working in a team environment as well as enhance both their verbal and written skills through several written assignments in both INP 153 and INP 190. In addition, students will also gain a solid understanding of how the Internet and the Web works, including technologies, protocols and concepts.

Curriculum

List the sequence of courses in the program by semester, including credit hours, co- and pre-requisites.

Number	Course	Credits	Pre-requisites*
First Term			
INP 150	Web Coding I.....	3	INP 100 (Level II)
INP 153	User Experience I.....	3	NONE
First or Second Term:			
INP 160	Internet Technology.....	3	INP 100 (Level II)
INP 152	Web Imaging I.....	3	INP 100 (Level II)
Second Term:			
INP 170	Web Coding II.....	3	INP 150
INP 190	Web Development I.....	3	INP 150 and 153

* Pre-requisites assumed to be Level I unless otherwise stated.

Credits required to complete the program: 18

Assessment

Describe the assessment process that will be used to determine the effectiveness of the program.

The outcomes expected upon successful completion of this program include:

- Obtain the necessary skills for successful employment in reasonable amount of time
- Enhance existing skills (for professional development students)
- Continue onto an Advanced Certificate

Direct measures to be used in assessing these outcomes may include:

- Portfolio assessment
- Tracking of INP students

Indirect measures to be used in assessing these outcomes may include:

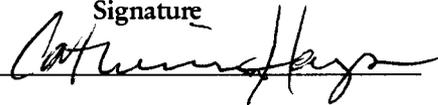
- Employer surveys
- Annual graduate surveys
- Alumni surveys

Budget

Specify program costs in the following areas, per academic year, including any start-up costs: faculty, training, travel, materials, resources, facilities, equipment, and any other costs.

There will be no start-up or additional costs for this program. The current year's budget (2002-2003) will be sufficient for supporting this new program.

- Faculty: \$230,900
- Training/Travel: approximately \$3000
- Resources: No new resources needed
- Facilities: Existing facilities in GM 005, GM 018 and TI 237 are sufficient
- Equipment: No new equipment needed, including software and hardware
- Additional Costs: None anticipated

Approval Recommended:	Print Name	Signature	Date
Program Initiator: <u>Catherine Hayes</u>			<u>3/14/03</u>

Dept. Chair/Director: Catherine Hayes _____

Catherine Hayes

3/14/03

Dean/Administrator: Rosemary Wilson _____

Rosemary Wilson

3/17/03

VP of Instruction: _____

Thomas M. Palsky

3/26/03

President: LARRY WHITWORTH _____

Larry Whitworth

4/8/03

Date of Board Approval: _____