

Assessment Report

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:		
2019-2020	Carol Dewitt	clopez@cnm.edu
Academic Year	Contact Person	Email

Name of Program:	Courses:
Computer Information AAS Degree: Digital Media	CIS 1350 FDMA 1120 FDMA 1220 FDMA 1260 FDMA 1515 FDMA 1535 FDMA 1540 FDMA 1630 FDMA 2287 FDMA 2325 FDMA 2855

PART 2: PROGRAM SUMMARY

Provide a high-level review of the program to include highlights, successes, challenges, significant changes, and significant resources needed to support the program.
<p>All program courses and MCO's aligned with HED Catalog FDMA course numbering. ALL FDMA courses have Templates created in the LMS development. Faculty processes implemented for accessing and maintaining SharePoint, LMS Templates and DM Master Syllabus. Part-time faculty pool expansion. OLC and CBE formats offered (FDMA 2287 and FDMA 2855). Course Consistency, Course content and material updates started for FDMA Templates (FDMA 1220, FDMA 1260). Pathstream exclusive format design for OLC-Cognify-Pathstream, Cognify-Pathstream, and LMS-Pathstream. Lessons developed for both Open-source software and Adobe software and OER course materials integration where available.</p>

Part 3: DATA REVIEW

Program Data (Each Review Year is defined as Summer, Fall, and Spring terms)	Review Year 19-20	Review Year 18-19	Review Year 17-18
Annual number of graduate awards is greater than 10	23	27	27
Number of declared majors	231	207	196
Average class size	17	22	20
Annual Average class retention rate is 70% or above (SAGE 65%)	84%	88%	86%
Annual C-Pass rate for coursework is 60% or above	69%	71%	74%
Average class fill rate at 60% or above capacity within a term or over a year	56%	70%	66%
Transfer numbers/percent	NA	7 (26%)	4 (15%)
Full-time to part-time faculty ratio	40: 8	35: 0	43: 0

Summarize how your program met or did not meet the target measures based on the data above.

Emphasis on InDesign, Illustrator, and Photoshop outcomes scored above 90%.
 Demonstrate professional work and design skills with emphasis on After Effects outcomes scored in the 80% range.
 Outcome #3: Create interactive website with emphasis on on-line portfolio scored 73%, below the 75% target.
 The course (Mobile Apps) aligned with Outcome #3 has been removed from the program. How does this affect the rubric outcome criteria?
 The On-line Portfolio was the only rubric outcome that scored below the 75% target. Improvement since 2018-2019 when all rubric outcomes scored below the 75% target. Capstone students at 11 compared to 36 students' previous year.

Part 4: PROGRAM LEARNING OUTCOME ANALYSIS.

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Build Publications Using Desktop Publishing with focus on InDesign	InDesign – CIS2310	Capstone project.	Outcomes above 90%
Create an Interactive Multimedia Presentation Integrating Graphics, Sound, Motion and Movies using the Appropriate Software. With emphasis on Video Editing and After Effects	Aftereffects-Premiere – CIS2336	Capstone project.	Outcomes above 80%
Create an interactive web site digital media projects for publishing for the web with emphasis on On-line portfolio	Mobile Apps – CIS2351	Capstone project.	Outcomes scored at 73% below the 75% target
Demonstrate Professional Work and Design Skills	Capstone Mentor	Capstone project, and Other.	Outcomes scored well above the 75% target. (Above 90%)

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Demonstration of a variety of projects created using a Vector Artwork Application, with emphasis on Illustrator	Illustrator – CIS2355	Capstone project.	Outcomes scored well above the 75% target. (Above 80%)
Enhance and Prepare Raster and Vector Images for Output by using Digital Imaging Software with emphasis on Photoshop	Photoshop – CIS1330	Capstone project.	Outcomes scored at 73% below the 75% target.

Interpretation of Assessment findings
<p>Emphasis on InDesign, Illustrator, and Photoshop outcomes scored above 90%.</p> <p>Demonstrate professional work and design skills with emphasis on After Effects outcomes scored in the 80% range.</p> <p>Outcome #3: Create interactive website with emphasis on on-line portfolio scored 73%, below the 75% target.</p> <p>The course (Mobile Apps) aligned with Outcome #3 has been removed from the program. How does this affect the rubric outcome criteria?</p>

Part 6: ADDITIONAL ACTION PLAN IN SUPPORT OF STUDENT LEARNING (IF APPROPRIATE)

Upcoming year	Changes planned for the upcoming year	Data motivating this change
2020-2021	On-line Portfolio consistent throughout the program. BrightSpace portfolio review	Learning outcome attached to Capstone below the fill target
2020-2021	Review Capstone Rubrics for FDMA courses and learning outcomes. Review course curriculum for activities that prepare students for Capstone assessment. Review new digital media careers.	Ensure that students are well prepared for the Capstone and a career.
2020-2021	Review course leads and course templates.	Ensure that faculty leads are assigned to preferred courses that will be maintained through templates that all faculty will use.

Please Select all the following that characterize the types of changes described in the above action plan:

- Assessment criteria revision Assessment methodology revision Assignment revision
- Budgetary reallocation Change in teaching approach Course content revision
- Curricular Revision Faculty training/development Process revision

Part 6: COMMENTS

Use this section to record any comments, notes, or questions from individuals who reviewed this report.
School Dean:
SAAC Representative: