

CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT
Due to SAAC by October 15

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
2015-2016	Sonia Crawford	Scrawford11@cnm.edu	224-4000 ext. 50138
Academic Year	Contact Person	Email	Phone Number

Subject of this Assessment Report:		
Program: CIS Digital Media <input checked="" type="checkbox"/> Certificate <input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" type="checkbox"/> AAS	Gen Ed Area: _____ Applicable to: <input type="checkbox"/> AA/AS <input type="checkbox"/> AAS	Discipline Area: _____

PART 2: EVIDENCE OF OVERALL PROGRAM EFFECTIVENESS

Summary of Program Successes:
<p>For the Fall 2015-Summer 2016 term there were thirteen students who completed the capstone project for the digital media concentration. Based on data from Spring 2016 and Summer 2016, the average score on their capstone projects was 86%. The score is high, although we need to improve in the competency five area. Overall it has been successful.</p>

Description and Evaluation of Recent Changes Made in Support of Student Learning:
<p>Due to remodeling of the SB building our support system has been scattered around multiple campuses. Due to that event, our students may have received better support if we were all in one central area.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed:	Classes/Cohorts Assessed:
<i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>	
Student Learning Outcomes:	
Demonstrate Professional Work and Design Skills	Capstone Project
Build Publications Using Desktop Publishing Software	Capstone Project
Create interactive projects publishing for the Mobile Web for Output to multiple smart device or tablet, while applying responsive design	Capstone Project
Create an Interactive Multimedia Presentation Integrating Graphics, Sound, Motion, and Movies using the Appropriate Software.	Capstone Project
Enhance and Prepare Vector Images for Output by using Digital Imaging Software	Capstone Project
Enhance and Prepare Photoshop Images for Output	Capstone Project

Measurement Tool(s) Used:	<i>Enter X's for type of tool</i>				Initial Achievement Target or Expectation:
	Internal	External	Direct	Indirect	
<i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>					
Projects, exams, textbook lessons and the capstone project	x		x		70% or better

Assessment Findings:						
Outcome of 1-6: A total of 9 digital media students completed the capstone project in Spring 2016 & Summer 2016. Results are as follows:						
*Note: Fall 15 data is missing. Only Spring16 and Summer 16 data are counted.						
	Com 1	Com 2	Com 3	Com 4	Com 5	Com 6
4	5	1	0	5	2	1
3.5	3	2	3	3	2	7

3	1	4	5	0	0	0
2.5	0	0	1	1	4	1
2	0	2	0	0	1	0
1.5	0	0	0	0	0	0
1	0	0	0	0	0	0

Using the achievement Target of 3+ criteria for 75% of our students, the raw data is:

Score	Com 1	Com 2	Com 3	Com 4	Com 5	Com 6
3+	9	7	8	8	4	8
<3	0	2	1	1	5	1
Meet Target	Yes	Yes	Yes	Yes	No	Yes
% of success	100%	78%	89%	89%	44%	89%

Analysis and Interpretation of Assessment Findings:

As the data shows, outcome five was below 75%. With this information, the assessment direction will be modified to provide better student success.

Action Plan in Support of Student Learning:

Continue to support students learning opportunities and their success.

Recommendations, Proposals, and/or Funding Requests:

N/A

PART 4: EMBEDDED OUTCOMES**Critical Thinking and Life Skills/Teamwork Development within Programs:**

- a) Please describe how Critical Thinking assessment is embedded within your program assessment.
- b) Please describe how Life Skills/Teamwork assessment is embedded within your program assessment.

a) All projects will require rework when being put into a web site. Working with a variety of file format for different platforms will require the student to test their sample work in a variety of applications to make sure that they display correctly.

b) In the majority of course in Digital Media group work is graded and evaluated by their mentors.

c) Students' textbook assignments, projects, group work are evaluated based on timelines and quality of workmanship.

PART 5: ASSESSMENT CYCLE PLAN (Copy and paste from original plan if unchanged)

Cycle Years:	Plan Description:

Student Learning Outcomes:	When Measured:	Where Measured:	How Measured:
Demonstrate Professional Work and Design Skills	Outcome 1 in Capstone	Outcome 1 in Capstone	Student demonstrates their skills and competency within the capstone project.
Build Publications Using Desktop Publishing Software	Outcome 2 in Capstone	Outcome 2 in Capstone	Same as above.
Create interactive projects publishing for the Mobile Web for Output to multiple smart device or tablet, while applying responsive design	Outcome 3 in Capstone	Outcome 3 in Capstone	Same as above.
Create an Interactive Multimedia Presentation Integrating Graphics, Sound, Motion, and Movies using the Appropriate Software.	Outcome 4 in Capstone	Outcome 4 in Capstone	Same as above.
Enhance and Prepare Vector Images for Output by using Digital Imaging Software	Outcome 5 in Capstone	Outcome 5 in Capstone	Same as above.
Enhance and Prepare Photoshop Images for Output	Outcome 6 in Capstone	Outcome 6 in Capstone	Same as above.