

Student Outcomes Assessment Graphic Communications

Assessment data for all the undergraduate majors in the Department of Industrial Technology comes from several sources. The most important of these are the Student Outcome Assessment plans which include the follow-up studies of our graduates. There are two primary goals of the Department of Industrial Technology. They are to provide quality degree programs designed to prepare

- management-oriented technical professionals for careers in durable and non-durable product industries and related technical service areas and
- to prepare education professionals (teachers and teacher educators) for industrial technology related programs in secondary and post-secondary schools, colleges, and universities.

The purpose of student outcomes assessment in the Department of Industrial Technology is to provide assurance that the various curricular programs within the Department achieve the above goals. This is especially important in view of the changing needs of students within a society characterized by dynamic evolution in technology. The department faculty have in prior years completed the university-wide mandated student outcomes assessment (SOA) plan for each of its majors and areas of study. The plan consists of outcomes and competencies, frequency and methods of assessment, and analysis and interpretation of results.

In summary, assessments are conducted at four different stages in the student's life cycle in the department, namely at program entry, mid program, near program completion, and five years after graduation. After the assessments are carried out annually at each stage, the faculty utilizes the results to determine if student needs are being met and what program improvements are needed. The SOA is dynamic and evolving. It is a type of in-process inspection, which helps to ensure the quality of our programs and graduates. Refer to the plans of each program located in Appendix 22 for any desired details.

A. Benchmarks

Desired student outcomes for Graphic Communications majors were developed in 1994, and each year surveys are used to determine how well students are meeting the outcomes at program entry, mid-program, and near the end of the program.

B. Procedures

Each year outcomes surveys are administered to Graphic Communications majors in three courses: 330:022 Communication Technology (program entry), 330:150 Screen Printing Technology (mid-program), and 330:194 Graphic Arts Estimating and Management (near program end). Students are also asked to mark how many hours they have in the program to ensure that they are placed in the correct survey grouping regardless of the class.

Students at the beginning of the program and at mid-program are asked to mark their level of attainment regarding program outcomes, and also answer several questions that will help faculty with recruitment and advising. When surveyed at the end of the program, students are asked to mark the level of attainment regarding program outcomes and to rate various elements of their program as important for employment and advancement, such as liberal arts core classes.