

PROGRAM ASSESSMENT REPORT

I. Background Information

1. Program Assessed

Program name: Web Design and Development
Program code: APWDDD
Division: BCT
Department: DMA

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

2. Semester assessment was administered (check one):

[x] Fall 2016
[] Winter 20 ____
[] Spring/Summer 20 ____

3. Assessment tool(s) used (check all that apply):

- [] Portfolio
[] Standardized test
[] Other external certification/licensure exam (please describe): _____
[] Graduate Survey
[] Employer Survey
[] Advisory Committee Survey
[] Transfer follow-up
[] Externally evaluated performance or exhibit
[] Externally evaluation of job performance (internship, co-op, placement, other)
[x] Capstone experience (please describe): Development of client websites in WEB 235
[] Other (please describe):

4. Have any of these tools been used before?

[] Yes (if yes, identify which tool)
[x] No

If yes, has this tool been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed/total number of students enrolled in the course.

10 students assessed out of 11 enrolled in the course.

6. Describe how students were selected for the assessment.

a. Describe your sampling method.

Students submitting a client website at the end of the term were included in the analysis.

b. Describe the population assessed (e.g. graduating students, alumni, entering students, continuing students)?

Students are generally at the end of the WEB program, either finishing that semester or perhaps with 1-2 more classes remaining.

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II. Results

1. If applicable, briefly describe the changes that were implemented in the program as a result of the previous assessment.

N/A

2. State each outcome (verbatim) from the Program Assessment Planning or Program Proposal form for the program that was assessed.

Outcome 1: Students will code web pages to industry standards and best practices.

Outcome 2: Students will design web pages to industry standards and best practices.

3. Briefly describe assessment results based on data collected during the program assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. ***Please attach a summary of the data collected (as a separate document).***

9 out of the 10 students (90%) met the standard of success on the rubric, which was a score of 80% or higher.

4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. ***Please attach the rubric/scoring guide used for the assessment (as a separate document).***

The rubric has 6 questions that pertain to Outcome 1 and 6 questions that pertain to Outcome 2.

Average scores for each outcome are consistent with the overall assessment outcome. 9 out of 10 students achieved a score of 80% or higher on Outcome 1. 9 out of 10 students achieved a score of 80% or higher on Outcome 2.

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths:

None of the 12 rubric items had an average score below 80%, so there were a number of strong areas.

The single strongest area for Outcome 1 related to website performance (load time optimization).

The single strongest area for Outcome 2 concerned the effective use of typography.

Weaknesses:

The weakest areas for Outcome 1 related to coding for accessibility and SEO best practices. While the average scores were above 80%, these areas had the lowest performance of all items related to Outcome 1.

The weakest area for Outcome 2 related to the website design being at a professional level of quality. The average score here was above 90%, but it was the lowest average of all the rubric items.

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.

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The relatively weaker areas, especially pertaining to Outcome 1, are likely due to the students not having taken the WEB 233: Web Analytics & SEO course, as it is not required for the degree. Students may also not have taken WEB 213: Web User Experience II (which would have given them more accessibility training) yet, because they were moving through the coding and design tracks and were taking that class as one of their final courses. The training and review provided on both topics in WEB 235 was sufficient to move them to a successful level.

There is no corrective action to take regarding either outcome, as students did meet the success criteria at a rate greater than the target threshold of 75% (90% of the students met the outcomes).

2. Identify any other intended changes that will be instituted based on results of this assessment activity (check all that apply). Describe changes and give rationale for change.

a. Outcomes/assessments from Program Assessment Planning or Program Proposal form:

b. Program Curriculum:

course sequencing

course deletion

course addition

changes to existing program courses (specify):

other (specify):

c. Other (specify):

3. What is the timeline for implementing these actions? N/A

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this program.

The assessment tool was an effective measure of student achievement of learning outcomes for this program. Should the web coding and web design skillsets expand to include further topics the assessment tool will be revised to encompass those skills.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

3. Which outcomes from Program Assessment Planning or Program Proposal form have been addressed in this report?

All Selected

If "All", provide the report date for the next full review: _____ Winter 2020 _____.

If "Selected", provide the report date for remaining outcomes: _____.

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Submitted by:

Name: Jason Withrow / Jason Withrow Date: 4/30/2018
Print/Signature

Department Chair: Walter Anderson / [Signature] Date: 9/24/18
Print/Signature

Dean: [Signature] Samulski Date: 9-27-18
Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 257.

REGISTRATION DIVISION SEP 28 2018