

PROGRAM PROPOSAL FORM

- ☒ **Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- ☒ **Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

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| Program Name: Division and Department: Type of Award: Effective Term/Year: Initiator: | <u>Web User Experience</u> <u>BCT Division; INP Department</u> <input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input type="checkbox"/> Cert. <input checked="" type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp. <u>F2009</u> <u>Jason Withrow</u> | Program Code: <u>CVWUE</u> CIP Code: <u>11-0801</u> |
| Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program. | <p>This advanced certificate builds upon the user experience fundamentals covered in the Web Technology certificate. Of the three tracks in the Web Technology certificate (coding, graphics, and user experience) this is the only track not to have an advanced certificate.</p> <p>It is intended for INP students interested in user experience careers as well as those already working in user experience who wish to further expand their skillsets. There is no accreditation or certification associated with this advanced certificate, although students who already have bachelor's degrees will find themselves well-suited for further education in master's programs such as the University of Michigan School of Information.</p> <p>Successful completion of the Web Technology Certificate is a prerequisite for enrolling in the Web User Experience Advanced Certificate.</p> <p>In a given academic year it is likely that 20-25 students would be pursuing this advanced certificate. That is based on the number of students completing INP 203: Designing User Experience II who expressed an interest in a web user experience advanced certificate.</p> | |
| Need Need for the program with evidence to support the stated need. | <p>Some of the students completing INP 203: Designing User Experience II expressed an interest in a web user experience advanced certificate. Those students proceeded on to INP 253: Designing User Experience III, even though that course was not associated with any advanced certificate. Since most INP students are focused on getting a certificate, having students take a course that is not part of a certificate says a great deal about their level of interest in the topic.</p> <p>The INP Advisory Committee has also been strongly supportive of the advanced certificate, as their companies employ user experience professionals and they clearly recognize the value of that skillset and knowledge base.</p> | |

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| <p>Program Outcomes / Assessment</p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p> | <p><u>Outcomes</u></p> <ol style="list-style-type: none"> 1. Create deliverables that a user experience professional typically produces. 2. Provide recommendations for user experience issues that effectively resolve those concerns. | <p><u>Assessment method</u></p> <p>1-2. Review by external evaluators (current user experience professionals outside the INP faculty) using a department-developed user experience rubric.</p> |
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Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

| <p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> | <p><i>First Term (Fall):</i></p> <p>ENG 107: Technical Writing I (3 credits; 45 lecture hours; Level I prerequisite of Academic Reading and Writing Levels of 6)</p> <p>INP 233: Web Analytics & SEO (3 credits; 45 lecture hours; Level I prerequisites of Academic Reading and Writing Levels of 6 as well as INP 153 with a grade of 'C' or better)</p> <ul style="list-style-type: none"> • Course being developed and will be offered for the first time when this certificate is available in F2009 <p>INP 253: Designing User Experience III (3 credits; 45 lecture hours; Level I prerequisites of Academic Reading and Writing Levels of 6 as well as INP 203 with a grade of 'C' or better)</p> <p><i>Total Credits: 9</i></p> | | | | | | | | | | | | | | | | | | | | | |
|--|--|---------------|----------------|---------------|---------|--------|--------|-----------------|-----|-----|---------------------|-----|-----|----------------------|-----|-----|-------|-----|-----|----------------|---------------|---------------|
| <p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p> | <table border="1"> <thead> <tr> <th></th> <th>START-UP COSTS</th> <th>ONGOING COSTS</th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td>\$ N/A</td> <td>\$ N/A</td> </tr> <tr> <td>Training/Travel</td> <td>N/A</td> <td>N/A</td> </tr> <tr> <td>Materials/Resources</td> <td>N/A</td> <td>N/A</td> </tr> <tr> <td>Facilities/Equipment</td> <td>N/A</td> <td>N/A</td> </tr> <tr> <td>Other</td> <td>N/A</td> <td>N/A</td> </tr> <tr> <td>TOTALS:</td> <td>\$ N/A</td> <td>\$ N/A</td> </tr> </tbody> </table> | | START-UP COSTS | ONGOING COSTS | Faculty | \$ N/A | \$ N/A | Training/Travel | N/A | N/A | Materials/Resources | N/A | N/A | Facilities/Equipment | N/A | N/A | Other | N/A | N/A | TOTALS: | \$ N/A | \$ N/A |
| | START-UP COSTS | ONGOING COSTS | | | | | | | | | | | | | | | | | | | | |
| Faculty | \$ N/A | \$ N/A | | | | | | | | | | | | | | | | | | | | |
| Training/Travel | N/A | N/A | | | | | | | | | | | | | | | | | | | | |
| Materials/Resources | N/A | N/A | | | | | | | | | | | | | | | | | | | | |
| Facilities/Equipment | N/A | N/A | | | | | | | | | | | | | | | | | | | | |
| Other | N/A | N/A | | | | | | | | | | | | | | | | | | | | |
| TOTALS: | \$ N/A | \$ N/A | | | | | | | | | | | | | | | | | | | | |
| <p>Program Description for Catalog and Web site</p> | <p>This program is for students interested in Web user experience. Courses focus on the knowledge and skills necessary to design, evaluate, and enhance the user experience for a wide variety of Web sites and Web applications.</p> | | | | | | | | | | | | | | | | | | | | | |

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| Program Information | Accreditation/Licensure – N/A |
| | Advisors – Jason Withrow, Kelley Gottschang, Tim White |
| | Advisory Committee – INP Advisory Committee |
| | Admission requirements – Completion of Web Technology certificate |
| | Articulation agreements – Could be eligible for the EMU Technology Management degree, which accepts the other INP certificates |
| | Continuing eligibility requirements – N/A |

Assessment plan:

| Program outcomes to be assessed | Assessment tool | When assessment will take place | Courses/other populations | Number students to be assessed |
|--|---|--|---|--------------------------------|
| 1. Create deliverables that a user experience professional typically produces. | Departmentally-developed user experience rubric | Winter 2013 and every 3 years thereafter | Deliverables from INP 233 and INP 253 will be used | At least 15 students |
| 2. Provide recommendations for user experience issues that effectively resolve those concerns. | Departmentally-developed user experience rubric | Winter 2013 and every 3 years thereafter | Recommendations from INP 233 and INP 253 will be used | At least 15 students |

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

A departmentally-developed rubric will be used by outside experts when they evaluate the student work.

2. Indicate the standard of success to be used for this assessment.

Each student will have an overall average computed across all their evaluated documents, using the 1-5 scale in the rubric. At least 80% of the students will achieve an overall average of 4 or higher.

3. Indicate who will score and analyze the data.

INP full-time faculty will score and analyze the data.

4. Explain how and when the assessment results will be used for program improvement.

Every 3 years the program assessment will take place, with the first assessment occurring in winter 2013.

If the threshold of 80% of students achieving an overall average of 4 or higher is not met, changes will be made in one or more of the following areas:

- In the course content (for the courses that comprise the advanced certificate) to address the area(s) of concern
- In the course sequencing
- In the course and/or program pre-requisites

- In the course lineup that comprises the advanced certificate (perhaps adding or removing courses)

| REVIEWER | PRINT NAME | SIGNATURE | DATE |
|---|-----------------|------------------------|----------|
| Department Chair/ Area Director | Jason Withrow | <i>Jason Withrow</i> | 2/4/09 |
| Dean | Rosemary Wilson | <i>Rosemary Wilson</i> | 2/12/09 |
| Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval | Roger Palay | <i>Roger M. Palay</i> | 3/19/09 |
| President | Larry Whitworth | <i>Larry Whitworth</i> | 4/28/09 |
| Board Approval | | | 04/28/09 |

for logged 2/16/09 sjv 3/25/09 fr
 Office of Curriculum & Assessment

Program Information Report

School of Information Technology

The School of Information Technology gathers the diverse areas that make up the computer technology of today. From basic programming languages to systems development through networking, these programs provide the core of information technology. Develop skills in computer forensics or learn how to run a successful e-business, the growing field of applied information technology is waiting for you.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

After completing a certificate, students can progress to the next level, the advanced certificate. The credit hours required for these programs also vary. This type of certificate provides a more specialized level of skill development, and often allows students to upgrade their positions at their places of employment.

The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate, advanced certificate, and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate and advanced certificate can be applied to the credit hours needed for the Associate in Applied Science degree.

Alternatively, students can earn an AAS in Occupational Studies by completing a certificate, advanced certificate and General Education requirements.

Internet Professional

Join the Web development industry through the completion of these certificates and degree.

Web User Experience (CVWUE)

Advanced Certificate

Program Effective Term: Fall 2009

This program is for students interested in Web user experience. Courses focus on the knowledge and skills necessary to design, evaluate and enhance the user experience for a wide variety of Web sites and Web application.

Applying for Admission to the Program:

Completion of the Web Technology certificate

| Major / Area Requirements | | (9 credits) |
|---------------------------|-------------------------------|-------------|
| ENG 107 | Technical Writing I | 3 |
| INP 233 | Web Analytics and SEO | 3 |
| INP 253 | Designing User Experience III | 3 |

Minimum Credits Required for the Program:

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