Program: Visual Communications
Division: Arts & Humanities
Date: 9/12/2017
Writer(s): Peter Kuo
SLO/SAO Point-Person: Peter Kuo

Audience: Deans, Vice Presidents of Student Services and Academic Services, All Planning and Allocation Committees. This document will be available to the public.

Uses: This Program Review will be used to inform the campus and community about your program. It will also be used in the processes of creating Division Summaries, determining College Planning Priorities and allocating resources. A final use is to document fulfillment of accreditation requirements.

Time Frame: This Program Review should reflect on program status during the 2016-17 academic year. It should describe plans starting now and continuing through 2017-18. This document also provides the opportunity to describe more long-term plans (optional).

Sections: The first section of this Program Review focuses on general program reflection and planning. The second section is a review of curriculum. Only programs with curriculum need to complete Section 2. The third section is a CTE update, to be completed by CTE programs only.

Topics: A list of topics of particular interest to Program Review readers can be found here:
https://goo.gl/23jrxt
Help: Contact Karin Spirn: kspirn@laspositascollege.edu

Instructions:

1) *Please respond to each question as completely as possible.*

2) *If the requested information does not apply to your program, write "Not Applicable."*

3) *Optional: Meet with your dean to review this document before October 13.*

4) *Send an electronic copy of this form to Karin Spirn and your Dean by October 16*

Links:

Program Review Home Page: https://goo.gl/XATgjJ

Fall 2016 Program Review Updates : https://goo.gl/YV8QOt

Frequently Asked Questions: https://goo.gl/iIhRtt

Section One: Program Snapshot

A. Data Review: Describe any significant changes to your program's data since last year's Program Review Update (Fall 2016).

Possible sources of relevant information might include, but are not limited to, the following:

- Data generated by your program
- Data from the Office of Institutional Research (https://goo.gl/WuR9cQ)
- CEMC Data
- Labor Market Data
- SLO/SAO Data

Headcount & Enrollment – Comparing data from Fall 15 to Fall 16, student headcount increased from 56 to 61, a 9% increase. Total enrollment increased from 81 to 95, a 17% increase. Numbers are still lower than the highest enrollment data available, from 2012, where headcount is 120 and enrollment is 183. However, that the number is encouraging since it is an increase from the previous fall semester and reverses a reverses a 4 year decline in enrollment.

For Spring 2017 student headcount is 78 and total enrollment is 134. Compared to Spring 2016, Headcount increased 20% (from 65 to 78) and Total Course Enrollment increased 44% (from 94 to 134). This is a significant increase from the previous spring semester as well as from Fall 2016. This is the first semester that the department started cross-listing courses, allowing the department to offer more courses per semester as well as offer the those courses more frequently. Students no longer have to wait a full year for introductory courses to be offered.

Enrollment status – For Fall of 2016 enrollment status is largely the same as previous years, with the majority 64% of students enrolling are continuing students. First time any college remains around the same 12% There is an increase in First-Time Transfer students from 11 to 20%, and a decrease in returning students from 13 to 3 percent. For Spring 2017, the data is largely the same as previous years, and has a comparatively larger percentage of returning students when compared to the fall semester at 87%.

Enrollment Management – Fall 2016 numbers are encouraging, all numbers show an increase from Fall 2015, and reversing a four year trend of decline. Productivity increases to 332 from 238.5. Full Time Equivalent student increased to 15.8 from 13.9. Fill rate increased from 45% to 79%.

Spring 2017, as compared to spring 2016. Productivity increased from 279.7 to 421. FTES increased from 15.7 to 23.4. Fill rate increased from 52% to 74%, which is the highest in the last five years. noting, again, this is the first semester the department is cross-listing courses which explains the substantial jump.

B. Changes to Program and Needs: Describe any significant changes to your program or your program's needs since the previous Program Review Update (Fall 2016).

Curriculum: Visual communications has made significant changes to curriculum over the last year. Significant changes	Mark an X next to each area that is addressed in your response.

are noted below.

Course Updates – We are currently updating VCOM 56 Design Concepts I and VCOM 57 Design Concepts II are being updated and renamed Introduction to Graphic Design, and Branding and Identity Design, respectively, in order to better reflect the course content for students picking classes. Currently, we are also working on VCOM 59 Illustrator II, VCOM 62 Web Design II, VCOM 63 Multimedia Production. For all course updates, we are removing the Studio Lab hours and changing all courses to a combination of Lecture Sours and Lab Hours.

Course Updates Completed - Many of the other course updates have been finished the previous semester and is scheduled to be active for Spring 2018 or has already gone through the system. Notably, VCOM 53 Photoshop I, VCOM 54 Illustrator I, VCOM 51 Color theory, and VCOM 50 Process of design have been changed to 3 units so that they can be better used by students for transferring and articulation.

New Courses – A number of new courses have been created to encourage additional enrollment. In keeping with the goals from last years review, many of the new courses created are intended to add to the skillsets required for individuals looking to enter the workforce in Interaction Design and Web Design. New courses for web design include a UI/UX course, which is very much in demand in the industry right now and we look forward to being able to offer it soon. We have created a Wordpress course which introduces students to content management systems and dynamic websites.
Additionally, other new courses that have been approved include History of Design, Digital Painting I & II, Photoshop & Lightroom for Photographers.
New Courses that are currently being built include: InDesign II, and Creative Portfolio Preparation

Enrollment Management Changes: Changes to section offerings, such as adding/removing sections or increasing/lowering class size.
All of VCOMs course offerings will have smaller class sizes. The current computer lab at 713 is smaller than the previous classroom and only has 24 student stations and the computers are very close to each other. We are still listing the cap for each course as 30 because courses usually do not fill up completely and some students are averse to being on a wait list.
We are actively cross-listing related courses in order to increase enrollment, to offer courses more frequently so students do not take courses out of sequence, and to increase the number of students that can take the introductory courses who go on to take the advanced course offerings. Spring 2017 is the first semester we cross-listed several courses and have

Definitions of terms:
https://goo.gl/23jrxt

	Community Partnerships/Outreach
X	Curriculum*
X	Enrollment Management
	External Factors
X	Facilities,** Supplies and Equipment (Including Software)
	Financial/Budgetary
	Human Resources
X	Learning Support
	LPC Planning Priorities https://goo.gl/LU99m1
	Pedagogy
	Professional Development
	Services to Students
	SLO/SAO Process
	Technology Use

*Curriculum will also be addressed in Part 2 (Curriculum Review).

**Facilities will also be addressed in Question H.

seen an increase in the enrollment. It's not entirely certain whether this number will be sustainable as we offer some of the courses every semester, lessening the wait for students.

Enrollment Management Needs: VCOM needs to be able to have more FTEF allocation in order to provide a robust and comprehensive program for its students. A number of changes in the curriculum affect the programs ability to offer courses in a timely manner for students:

1. During course updates, four of the courses are changed from 2 units to 3 units. While this is helpful for the students because the courses will be able to better articulate with other institutions and offer similar content to comparable courses at other institutions, the change effectively reduces the number of courses the department is able to offer.
2. Expanding and updating curriculum to reflect current industry standard, especially for web design. Our current courses in web design reflect an industry standard that is out of date. Current industry standards have expanded and expect graduating students entering the field to have a broader set of knowledge than we are currently offering. Courses have been created (UI/UX, Wordpress) but the department needs the FTEF allocation to be able to offer them on a regular basis. If possible, UI/UX courses can be expanded further since there is a lot of demand in the industry for user interaction and user experience designers.
3. The department hopes to create a new certificate for Digital Illustration. The course requirements for this certificate will be a combination of existing VCOM courses and ARTS courses, with only the addition of a digital painting sequence. The department needs more FTEF allocation to be able to offer the course on a regular basis.

Facilities, Supplies, and Equipment: The purchased Wacom digital tablets have been installed since November 2016. The tablets are used in a number of classes from Photoshop to Illustrator to Color theory and is popular with students. For Fall 2017, IT has put in new computers in the 713 Mac Lab which has updated Creative Suite Software (newest 2017 version. Previous version was 2015). The lab still needs a new black and white laser printer capable of duplexing and printing 11x17 paper. The current printer, an HP8000, while functional, is slow and takes a long time to process larger files and will crash if trying to process certain typefaces.

VCOM also needs to have an additional classroom. Having an additional classroom will allow VCOM and PHOTO to better coordinate and schedule classes to accommodate students' needs. There have been a number of requests from students for

more evening classes that does not conflict with their work schedule and we believe that being able to offer more evening classes will be able to help student enrollment.

Learning Support: VCOM is very proud to have our first student tutor in the tutoring center. The student tutor offers tutoring in Photoshop I, Photoshop II, Web Design I and Web Design II, and has received a number of requests. With IT's help, we've also installed two mac computers in the Tutoring Center with the latest software so students can use the Tutoring center as well as the computer lab to work on their assignments outside of class. We hope to be able to offer this service to VCOM students in the future and have additional student tutors in the upcoming semesters.

C. Reflection: What plans from the 2016 Program Review Update or any previous Program Reviews/Updates have been achieved and how?

Community Relationships and Partnerships: VCOM has participated in a number of outreach events, including the Granada High School Career Fair, LPC's Majors Fairl, CTE Day, and Spotlight series. **Curriculum:** VCOM has set a goal to update many of the courses in its curriculum and has completed the majority of the updates. The few remaining courses are actively being updated this semester and should go through the system by semester's end. Refer to question B for more details on updates to the curriculum. **Enrollment Management:** Our goal for enrollment was to increase enrollment and to offer the introductory courses more often in order to push more people to the advanced courses. Spring 2017 was the first semester where we cross-listed course, which saw an increase in total enrollment. While not ideal, it is likely we will continue this practice for the foreseeable future until we are able to offer more courses to split up the classes. We will also monitor enrollment to see whether there is enough demand to sustain the numbers when offering the introductory classes every semester and adjust course offerings accordingly. Offering some courses every semester might lead to lower average enrollment over time since it is being offered more often, but we also have a number of new courses that we can offer. **Facilities:** Wacom tablets have been installed. New	Mark an X next to each area that is addressed in your response.

Definitions of terms: https://goo.gl/23jrxt	
X	Community Partnerships/Outreach
X	Curriculum*
X	Enrollment Management
	External Factors
X	Facilities,** Supplies and Equipment (Including Software)
	Financial/Budgetary
	Human Resources
	Learning Support
	LPC Planning Priorities https://goo.gl/LU99m1
	Pedagogy
	Professional Development
	Services to Students
	SLO/SAO Process
	Technology Use

*Curriculum will also be addressed in Part 2 (Curriculum Review).

**Facilities will also be addressed in Question H.

computers have been installed with the latest software. IT also put in a new projector which is very nice.	

D. Impacts to Students (Optional): Discuss at least one example of how students have been impacted by the work of your program since the last Program Review Update (only if you did not already answer this in Questions A, B or C).

	Mark an X next to each area that is addressed in your response.	
	Definitions of terms: https://goo.gl/23jrxt	
		Community Partnerships/Outreach
		Curriculum*
		Enrollment Management
		External Factors
		Facilities,** Supplies and Equipment (Including Software)
		Financial/Budgetary
		Human Resources
		Learning Support
		LPC Planning Priorities https://goo.gl/LU99m1
		Pedagogy
		Professional Development
		Services to Students
		SLO/SAO Process
		Technology Use
	*Curriculum will also be addressed in Part 2 (Curriculum Review).	
	**Facilities will also be addressed in Question H.	

E. Obstacles: What obstacles has your program faced in achieving plans and goals?

See question Section I Question B for program needs.	Mark an X next to each area that is addressed in your response.	
	Definitions of terms: https://goo.gl/23jrxt	
		Community Partnerships/Outreach
		Curriculum*
	X	Enrollment Management

	External Factors
X	Facilities,** Supplies and Equipment (Including Software)
	Financial/Budgetary
	Human Resources
	Learning Support
	LPC Planning Priorities https://goo.gl/LU99m1
	Pedagogy
	Professional Development
	Services to Students
	SLO/SAO Process
	Technology Use
	*Curriculum will also be addressed in Part 2 (Curriculum Review).
	**Facilities will also be addressed in Question H.

F. Short Term Planning: What are your most important plans (either new or continuing) for next year?

Curriculum: Continuing plan to finish updating all courses so they are current and to finish all new major courses and integrate them into program. Next major plan is to update the program's degree and certificate offerings. Specifically, the Web Design certificate needs to be updated to include the new UI/UX course and Wordpress course as it is a course that's highly in demand in the current workforce. See Section 1 Question B and Section 2 Question B for details. **Enrollment Management:** Continue to request additional approvals to offer more courses and to try to be able to offer summer courses.	Mark an X next to each area that is addressed in your response.

	Definitions of terms: https://goo.gl/23jrxt

	Community Partnerships/Outreach
X	Curriculum*
X	Enrollment Management
	External Factors
	Facilities,** Supplies and Equipment (Including Software)
	Financial/Budgetary
	Human Resources
	Learning Support
	LPC Planning Priorities https://goo.gl/LU99m1
	Pedagogy
	Professional Development
	Services to Students
	SLO/SAO Process
	Technology Use
	*Curriculum will also be addressed in Part 2 (Curriculum Review).

	**Facilities will also be addressed in Question H.

G. Long Term Planning (Optional): Please detail any long-term plans for the next 3-5 years. (Only if you have significant plans, such as implementation of a grant project, creation of long-term initiatives including those using restricted funds such as Equity or SSSP, construction and outfitting of a new building).

	Mark an X next to each area that is addressed in your response.
	Definitions of terms: https://goo.gl/23jrxt
	Community Partnerships/Outreach
	Curriculum*
	Enrollment Management
	External Factors
	Facilities,** Supplies and Equipment (Including Software)
	Financial/Budgetary
	Human Resources
	Learning Support
	LPC Planning Priorities https://goo.gl/LU99m1
	Pedagogy
	Professional Development
	Services to Students
	SLO/SAO Process
	Technology Use
	*Curriculum will also be addressed in Part 2 (Curriculum Review).
	**Facilities will also be addressed in Question H.

H. Do you have any facilities needs that are currently unmet? If yes, please describe.

The Mac Lab at 713 needs a new black and white laser printer capable of duplexing and printing 11x17 paper. The current printer, an HP8000, while functional, is slow and takes a long time to process larger files and will crash if trying to process certain typefaces.

VCOM also needs to have an additional classroom. Having an additional classroom will allow VCOM and PHOTO to better coordinate and schedule classes to accommodate students' needs. There have been a number of requests from students for more evening classes that does not conflict with their work schedule and we believe that being able to offer more evening classes will be able to help student enrollment.

I. Mission: Explain how your program's plans and accomplishments support the mission of Las Positas College:

>*Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.*

The Visual Communications department's plans educate and trains students to enter the exciting field of graphic arts, graphic design, web design, and UI/UX design. Over the last year, we have updated a number of courses to reflect the latest software and labor market demands as well as create new courses that are in high demand by employers. We have also updated a number of courses to have the same number of units and content to match other institutions which will help students for transfer and articulating the classes. The department also received updated software and hardware, which will help those students who wish to retrain and learn the latest version of the software.

J. Program-Set Standard (Instructional Programs Only): Did your program meet its program-set standard for successful course completion? __X__yes _____no

(This data can be found here: https://goo.gl/b59nCy)

If your program did not meet your program-set standard, discuss possible reasons and how this may affect program planning or resource requests.

K. SLO/SAO Reflection: Describe an example of how your program used course SLO data (CSLOs), Student Service Area Outcome (SAO) data or Program SLO data (PSLOs) from last year (2016-17) to impact student learning or achievement. Focus on PSLOs or CSLOs where you have multiple semesters of data to analyze. (Copy the box below if you would like to discuss multiple examples.)

Course Name, Program Name or Student Service Area:
Color Theory, Visual Communications (Spring 2017)
Text of the CSLO, SAO, or PSLO: • Upon completion of VCOM 51, students should be able to describe the different interactions of color and how it affects color perception and to be able to revise/adjust color combinations to achieve color harmony.   • Upon completion of VCOM 51, students should be able to explain the difference between additive and subtractive color models and identify the appropriate instances to use each color model.   • Upon completion of VCOM 51, students should be able to make compositional decisions using color as the main design element by selecting colors appropriate to a

project's design and communication goals.

- Upon completion of VCOM 51, students should be able to recognize traditional color schemes and color relationships when looking at color combination

Describe the quantitative or qualitative results:
A total of 21 students completed the course, with all of the students receiving a C or better, with 2 students receiving Cs, 5 receiving Bs and 14 receiving As.

Discuss and reflect upon student achievement for this CSLO/PSLO/SAO. Discuss any actions taken so far (and results, if known) and your action plan for the future:
By the end of the semester, students are able to work with color with ease ad intuition. They have developed a sense of mixing and combine colors together and are able to select colors appropriate to a projects design and communications goals. Students' understanding of color harmonies and color schemes help them decide on color combinations. Course has been made easier with the addition of Wacom tablets but some students still take a bit of time to familiarize themselves with computer controls. Course has been changed to give more time to get used to working with colors digitally and it seems to have helped students complete assignments over the course of the semester.

What changes in student achievement are evident across the semesters you analyzed? What are some possible explanations for these changes in student achievement?
Student achievements have improved from Spring 16 to Spring 17. The installation of the Wacom tablets definitely helped as students no longer have to struggle with mixing color using a mouse or have to purchase and bring their own hardware and struggle with driver incompatibilities and other technical issues.

L. Plans for Analysis of SLO/SAO Data: Identify the PSLOs, CSLOs, or SAOs that your program plans on focusing on the upcoming year with subsequent analysis. (Copy the box below as needed.)

Circle One: (CSLO)   ~~PSLO~~   ~~SAO~~
Course, Program Name, or Student Service Area: **Illustrator I, Visual Communications**
Text of CSLO/PSLO/SAO: Upon completion of VCOM 54, students should be able to create new Illustrator Documents efficiently and open existing Illustrator Documents for editing and modification: set-up/launch, retrieve, save for print and screen. • Upon completion of VCOM 54, students should be able to demonstrate understanding of the Pen Tool, individual anchor points, and Bezier handles, and be able to manipulate artwork on a point-by-point level. • Upon completion of VCOM 54, students should be able to use Illustrator at the most basic level to create illustrations and simple graphic designs. • Upon completion of VCOM 54, students will be able to work in the Illustrator interface with facility.

If you plan on analyzing a PSLO, identify the CSLOs that feed into the PSLO that will need to be assessed.

Section Two: Curriculum Review
(Programs with Courses Only)

The following questions ask you to review your program's curriculum. To see the last outline revision date and revision due date:

> **1. Log in to CurricUNET**
> **2. Select "Course Outline Report" under "Reports/Interfaces"**
> **3. Select the report as an Excel file or as HTML**

Curriculum Updates

A. Title V Updates: Are any of your courses requiring an update to stay within the 5 year cycle? List courses needing updates below.

> The generated report shows the following courses as needing to be updated.
> VCOM 40 Design Shop: Business of Design
> VCOM 52 Introduction to Typography
> VCOM 55 Web Design I
> VCOM 56 Design Concepts I
> VCOM 57 Design Concepts II
> VCOM 58 Photoshop II
> VCOM 59 Illustrator II
> VCOM 60 Creative Portfolio/Self Promotion
> VCOM 62 Web Design II
> VCOM 63 Website/Multimedia Production
> VCOM 64 InDesign I, Layout Techniques
>
> Most of the courses listed have already been updated during Spring 2016 and is in various stages of approval. The courses that are being updated Fall 2017 are Illustrator II, Design Concepts I, Design Concepts II, Web Design II, and Website/Multimedia Production. These courses are expected to be completed this semester and be ready by Spring 2018.

B. Degree/Certificate Updates: Are any degrees/certificates requiring an update to do changes to courses (title, units) or addition/deactivation of courses? List needed changes below.

> Yes. Degrees and certificates need significant updates to reflect current industry standards and the courses that are most likely to be offered as well as incorporating some of the new courses that have been approved. The current certificate structure (one certificate with two difference emphasis) will also be changed to separate certificates. We are also going to try to add an additional certificate of achievement which can be accomplished with a combination of existing VCOM classes and art classes and an addition of only one new course offering. A snapshot is attached below.

		AA Graphic Design		Certificate Graphic Design		Certificate Print Design		Certificate Web and Interaction Design		Certificate Digital Illustration	
Required Courses (Same For Alll)		VCOM 51 Color Theory	3	VCOM 51 Color Theory	3	VCOM 51 Color Theory	3	VCOM 51 Color Theory	3	VCOM 51 Color Theory	3
		VCOM 53 Photoshop I	3	VCOM 53 Photoshop I	3	VCOM 53 Photoshop I	3	VCOM 53 Photoshop I	3	VCOM 53 Photoshop I	3
		VCOM 54 Illustrator I	3	VCOM 54 Illustrator I	3	VCOM 54 Illustrator I	3	VCOM 54 Illustrator I	3	VCOM 54 Illustrator I	3
		VCOM 56 Design Concepts I	3	VCOM 56 Design Concepts I	3	VCOM 56 Design Concepts I	3	VCOM 56 Design Concepts I	3		
		VCOM 60 Creative Portfolio	3	VCOM 60 Creative Portfolio	3	VCOM 60 Creative Portfolio	3	VCOM 60 Creative Portfolio	3	VCOM 60 Creative Portfolio	3
Required Courses (For individual Emphasi		VCOM 52 Typography	3	VCOM 52 Typography	3	VCOM 52 Typography	3	VCOM 55 Web Design I	3	VCOM 45A Digital Painting I	3
		VCOM 57 Design Concept II	3	VCOM 57 Design Concept II	3	VCOM 64 InDesign I	3	VCOM ?? Wordpress	3	VCOM 45B Digital Painting II	3
		VCOM 64 InDesign I	3	VCOM 64 InDesign I	3	VCOM 59 Illustrator II	3	VCOM ?? UI/UX	3	Arts 2A Beginnign Drawing	3
		VCOM 58 Photoshop II	3	VCOM 58 Photoshop II	3	VCOM 65 Prepress	3				
		VCOM 59 Illustrator II	3	VCOM 59 Illustrator II	3						
Electives		Pick One	3	Pick One	3	Pick Two	6	Pick One	3	Pick Two	6
		VCOM 55 Web Design I		VCOM 55 Web Design I		VCOM 58 Photoshop II		VCOM 62 Web Design II		VCOM 59 Illustrator II	
		VCOM 2 Wordpress		VCOM 2 Wordpress		VCOM 59 Illustrator II		VCOM 63 Multimedia Production		VCOM 58 Photoshop II	
		VCOM 4 UI/UX		VCOM 4 UI/UX		VCOM 57 Design Concept II		VCOM ?? History of Design		VCOM ?? Portfolio Prep	
		VCOM ?? InDesign II		VCOM ?? InDesign II		VCOM ?? History of Design		VCOM 40 Design Shop		ARTS 12A Beginnig Painting	
		VCOM 65 Electronic Prepress		VCOM 65 Electronic Prepress		VCOM 40 Design Shop		VCOM ?? Portfolio Prep		ARTS 7A Beginning Watercolor	
		VCOM 70 Photoshop & Lightroom		VCOM 70 Photoshop & Lightroom		VCOM ?? InDesign II					
		VCOM ?? History of Design		VCOM ?? History of Design		VCOM ?? Portfolio Prep					
		VCOM 40 Design Shop		VCOM 40 Design Shop						Pick one	3
		VCOM ?? Portfolio Prep		VCOM ?? Portfolio Prep						VCOM 56 Design Concept I	
										ARTS 23 2D Design	
Total Units			33		33		33		27		30

C. DE Courses/Degrees/Certificates: Detail your department's plans, if any, for adding DE courses, degrees, and/or certificates. For new DE degrees and/or certificates (those offered completely online), please include a brief rationale as to why the degree/certificate will be offered online.

There are currently no plans for adding distance education courses for the department. In the future, we would like to be able to offer some of the core technology classes (Photoshop, Illustrator) as DE courses.

Section Three: CTE Updates
(CTE Programs Only)

A. Labor Market Conditions: Examine your most recent labor market data. Does your program continue to meet a documented labor market demand? Does this program not represent unnecessary duplication of other training programs in the college's service area? (Please note: your labor market data should be current within two years. Contact <u>Vicki Shipman</u> or the current CTE Project Manager for access to data).

> The Centers of Excellence Community College Consortia projects 948 annual job openings between 2014–2017. The COECCC reports an average total of 478 Visual Communications completers per year from 2011 to 2015, yielding a demand of 470 openings per year of the combined occupations.

B. Advisory Boards: Has your program complied with advisory board recommendations? If not, please explain.

> Yes. Implemented department name change, which will officially take effect for Fall of 2018. The department will be renamed Graphic Design and Digital Media which will more accurately reflect the departments course offerings and how it directly relates to career pathways for students.
> Also currently working on updating the programs degrees and certificates, and have received preliminary support from the advisory board.
> Per the suggestion of the advisory board, we are also trying to offer more classes.

C. Strong Workforce Program Metrics: Utilizing LaunchBoard, review the Strong Workforce Program Metrics. Review the data and then answer the following questions.

(Contact <u>Vicki Shipman</u> or the current CTE Project Manager for help accessing the data).

C1. Does your program meet or exceed the regional and state medians **for increased enrollments, completions, and/or transfer since your last program review**? If not, what program improvements may be made to increase this metric?

> **Base Year: 2015-2016**
>
> **Enrollments:** LPC 0; EastBay 623; Entire Bay Area 210; State 101. LPC's enrollments do not exceed the EastBay, Entire Bay and State. To increase enrollments, we have started to cross-list courses so we can offer more courses and offer them more often. Introductory courses (which tends to have higher enrollment) are being offered every semester and the increased enrollment should have a rollover effect to increase the enrollment in the advanced courses as well. We have also written new courses that have now been approved and will be offered starting Spring 2018. Courses like UI/UX design has been requested by students for a long time and is in high demand in the current job industry and should be a popular class.
>
> **LPC Completions:** LPC 6; EastBay 6; Entire Bay Area 6; State 7. LPC's completions meet the EastBay and Entire Bay Area however not State. To increase completions, faculty will encourage students to complete paperwork to earn their certification/degree; faculty will encourage Student Services to effectively implement DegreeWorks. Additionally, we are currently in the process of

updating our degrees and certificates as well as offering a new degree.

LPC Transfer: There are insufficient data to calculate this metric. Possible issue with LPC TOP Code.

C2. Does your program meet or exceed the regional and state medians **for students gaining employment in their field of study**? If not, what program improvements may be made to increase this metric?

There are insufficient data to calculate this metric. Possible issue with LPC TOP Code.

C3. Does your program meet or exceed the regional and state medians **for student employment rates after leaving the college**? If not, what program improvements may be made to increase this metric?

There are insufficient data to calculate this metric. Possible issue with LPC TOP Code.

C4. Does your program meet or exceed the regional and state medians **for increased student earnings and median change in earnings?** If not, what program improvements may be made to increase this metric?

There are insufficient data to calculate this metric. Possible issue with LPC TOP Code.