

Program Review Executive Summary Template

Based on the thorough program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This template is provided to assist institutions in providing a brief summary, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive summaries should be possible within two pages using this template format.

<p>Institution Name: Rose State College</p> <p>Program Name and State Regents Code: Multimedia Digital Design #113</p> <p>List Any Options: Digital Graphic Design and Mobile/Web Development</p> <p>Date of Review: 10-18-2017</p> <p>Recommended Date of Next Review: Fall 2022</p>
<p>Centrality to Institutional Mission: As a public and open admission institution that grants associate degrees, Rose State College provides higher education programs and services intended to foster lifelong learning for a diverse population.</p> <p>The Multimedia Digital Design – Digital graphic Design and Mobile/Web Development Options supports the campus mission of diversity in both our student and faculty populations. We actively recruit from all high schools, career technology centers and businesses. This results in a wide diversity in backgrounds, ages, initial abilities and ethnicity which fosters enhanced learning.</p>
<p>Program Objectives and Goals:</p> <p>The goal of the Multimedia Digital Design Degree is to prepare students with the necessary knowledge and skills to gain access to career opportunities in the digital design field. The coursework students complete in this degree will enhance their ability to acquire an entry-level job in the following growing fields: advertising, print, mobile/ web development, additive manufacturing, and 3D modeling. For professionals needing additional education or certification in the growing fields of Multimedia Digital Design, Certificates are available. Whether students are attaining certification and/or an AAS Degree in this field, they can seek a career in a wide array of digital design occupations.</p> <p>The design of this Program will prepare students to:</p> <ol style="list-style-type: none"> 1. Edit images and prepare them for print or web design; 2. Design layouts for print using software; 3. Develop 3D objects and designs; and 4. Create mobile apps and responsive websites.

The Certificates are designed to:

1. Edit images for all media;
2. Prepare students for designing layouts for print, media, and web;
3. Understand and work with 3D graphics and modeling; and
4. Enter the workforce in additive manufacturing.

The courses within the Certificate may be applied to an AAS Degree where students may be eligible to receive both a Certificate and an AAS Degree.

Quality Indicators Such As:

- Student Learning Outcomes
- Effective Teaching
- Effective Learning Environments
- External Curricular Evaluation
- Capacity to Meet Needs and Expectations of Constituencies

1. In our Advisory Board meetings held every Fall we continue to explore with our industry partners about internships for our students and gainful employment after degree completion. The CIT/MULT Advisory Board is essential in the continuing development of our programs to ensure that we meet the needs of our community.
2. We made changes to our degree programs to enable our students to become "Completers". This was accomplished by modifying the Multimedia Digital Design Degree to require the CIT2313 Systems and Implementation, the CIT/MULT capstone course. This allows students a greater opportunity to participate in the internships provided by industry and those on our advisory board. These opportunities have led to jobs for students. The current results this has been effective.

Productivity for Most Recent 5 Years

Number of Degrees: 24

Number of Majors: 50 Average

Other Quantitative Measures Such As:

- Number of Courses for Major
- Student Credit Hour in Major
- Direct Instructional Costs
- Supporting Credit Hour

Course Name

Prefix

Years

Number of Students Enrolled

Production – Roster of faculty members including the number of FTE faculty in the specialized courses within the curriculum – If available, information about employment or advanced studies of graduates of the program over the past five years – If available, information about the success of students from this program who have transferred to another institution	Social Media Tools & Strategies	MULT 1103	2012	N/A
			2013	35
			2014	31
			2015	30
			2016	37
			2017	32
	Introduction to Multimedia	MULT 1133	2012	54
			2013	49
			2014	41
			2015	24
			2016	35
			2017	36
	Photoshop/Digital Imaging	MULT 1413	2012	43
			2013	53
			2014	42
			2015	17
			2016	38
			2017	47
	Advanced Digital Imaging	MULT 1423	2012	N/A
			2013	N/A
			2014	23
			2015	11
			2016	9
			2017	12
	Photo Restoration	MULT 1443	2012	
			2013	
			2014	
			2015	
			2016	5
			2017	8

Print Design	MULT 1513	2012	20
		2013	18
		2014	N/A
		2015	9
		2016	8
		2017	24
		2012	25
		2013	28
		2014	20
Computer Illustration	MULT 1613	2015	17
		2016	20
		2017	21
		2012	35
		2013	23
		2014	23
		2015	13
		2016	15
		2017	16
Animation	MULT 1913		
Dreamweaver/Web Design	MULT 2003	2012	
		2013	
		2014	15
		2015	9
		2016	8
		2017	10
3D Graphic Design	MULT 2113	2012	12
		2013	12
		2014	11
		2015	12
		2016	8
		2017	9

		2017					
Game Illustration & Storyboarding	MULT 2203	2012					
		2013					
		2014					
		2015					
		2016					
		2017	16				
3D Modeling I	MULT 2213	2012					
		2013					
		2014					
		2015					
		2016					
		2017	18				
Course Name	Prefix	Years	Number of Student Credit Hours				
Social Media Tools & Strategies	MULT 1103	2012					
		2013					
		2014					
		2015					
		2016					
		2017	96				

	Introduction to Multimedia	MULT 1133	2012	162
			2013	147
			2014	123
			2015	72
			2016	105
			2017	108
	Photoshop/Digital Imaging	MULT 1413	2012	129
			2013	159
			2014	126
			2015	51
			2016	114
			2017	141
	Advanced Digital Imaging	MULT 1423	2012	
			2013	
			2014	69
			2015	33
			2016	27
			2017	36
	Photo Restoration	MULT 1443	2012	
			2013	
			2014	
			2015	
			2016	15
			2017	24
	Print Design	MULT 1513	2012	60
			2013	54
			2014	0
			2015	27
			2016	24
			2017	72

Computer Illustration	MULT 1613	2012	75
		2013	84
		2014	60
		2015	51
		2016	60
		2017	63
Animation	MULT 1913	2012	105
		2013	69
		2014	69
		2015	39
		2016	45
		2017	48
Dreamweaver/Web Design	MULT 2003	2012	
		2013	
		2014	45
		2015	27
		2016	24
		2017	30
3D Graphic Design	MULT 2113	2012	36
		2013	36
		2014	33
		2015	36
		2016	24
		2017	27
Game Illustration & Storyboarding	MULT 2203	2012	
		2013	
		2014	
		2015	
		2016	48

	2017
3D Modeling I	MULT 2213
	2012
	2013
	2014
	2015
	2016
	2017 54
Direct instructional costs for the program for the review period:	
For FY 2012	1 X \$45,000= \$45,000
For FY 2013	1 X \$45,000= \$45,000
For FY 2014	1.5 X \$45,000= \$67,500
For FY 2015	1.5 X \$45,000= \$67,500
For FY 2016	1.5 X \$45,000= \$67,500
N/A	
Duplication and Demand	
Effective Use of Resources	For FY 2014, \$117,020 For FY 2015, \$89,565 For FY 2016, \$89,070
The decrease in expenditures are reflected in part to change in the costs in software licenses.	

<p>Strengths and Weaknesses</p>	<p>Strengths:</p> <ol style="list-style-type: none"> 1. Current full time and adjunct faculty have increased expertise in the subject matter. 2. BIT and Academic VP support of faculty and program. 3. The CIT/Multimedia Advisory Board provides vital information assuring our programs are meeting the needs of current industry. 4. Positive working relationships with Business and Mass Communications Programs. 5. Opportunities for both internal/external internships are increasing. <p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Maintaining the level of knowledge to continue relevance to current industry. 2. Stabilization of the academic budget
<p>Recommendations</p>	<ol style="list-style-type: none"> 1. Replace full-time faculty who have retired 2. Continue to develop and maintain articulation agreements with other institutions <p>Enhance marketing approach for Associate in Applied Science Degree Multimedia Digital Design</p>

Program Review Summary Template
3.7 Academic Program Review
 (optional)

Based on the thorough internal or external program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This program review template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive Summaries should be possible within two pages using the provided template (Program Review Executive Summary Template).

Description of the program's connection to the institutional mission and goals:

The Associate in Applied Science Degree Multimedia Digital Design, at Rose State College provides an educational avenue for students to enter the job market in the following areas: digital graphic design, Mobile/Web design and development, 3D modeling and pursuits in freelance entrepreneurship. Or, continue their educational pursuits at a four-year institution. The Rose State College Multimedia Digital Design degree provides the students with an overview in the field of multimedia digital design while developing the necessary skills to be a productive, trusted member of the digital business community.

3.7.5 Process (Internal/External Review):

Previous Reviews and Actions from those reviews:

Analysis and Assessment (including quantitative and qualitative measures) noting key findings from internal or external reviews and including developments since the last review:

This is accomplished with a yearly comparison with our External Advisory Board. This board is comprised of local businesses, government agencies and educators. Based on recommendations from the Board we continually update our curriculum to reflect the current and future industry needs.

Based on the data available, a decline in enrollment was seen in academic years 2012 through 2015. Current data indicates that this trend reversed in 2016 and will continue throughout the 2017 academic year. There was a marked increase from 2016 to Fall 2017.

Changes to our degree plans were implemented after consultation with our advisory board. Professors also researched job opportunities in these areas and adjusted and updated curriculum accordingly. Current data for the 2017 academic year indicates this decrease experienced through 2015 has stabilized and enrollment has started to increase dramatically since 2016.

A. Centrality of the Program to the Institution's Mission:

As a public and open admission institution that grants associate degrees, Rose State College provides higher education programs and services intended to foster lifelong learning for a diverse population.

The Multimedia Digital Design – Digital graphic Design and Mobile/Web Development Options supports the campus mission of diversity in both our student and faculty populations. We actively recruit from all high schools, career technology centers and businesses. This results in a wide diversity in backgrounds, ages, initial abilities and ethnicity which fosters enhanced learning.

B. Vitality of the Program:

B.1. Program Objectives and Goals:

The goal of the Multimedia Digital Design Degree is to prepare students with the necessary knowledge and skills to gain access to career opportunities in the digital design field. The coursework students complete in this degree will enhance their ability to acquire an entry-level job in the following growing fields: advertising, print, mobile/ web development, additive manufacturing, and 3D modeling. For professionals needing additional education or certification in the growing fields of Multimedia Digital Design, Certificates are available. Whether students are attaining certification and/or an AAS Degree in this field, they can seek a career in a wide array of digital design occupations.

The design of this Program will prepare students to:

1. Edit images and prepare them for print or web design;
2. Design layouts for print using software;
3. Develop 3D objects and designs; and
4. Create mobile apps and responsive websites.

The Certificates are designed to:

1. Edit images for all media;
2. Prepare students for designing layouts for print, media, and web;
3. Understand and work with 3D graphics and modeling; and
4. Enter the workforce in additive manufacturing.

The courses within the Certificate may be applied to an AAS Degree where students may be eligible to receive both a Certificate and an AAS Degree.

B.2 Quality Indicators (including Higher Learning Commission issues):

1. In our Advisory Board meetings held every Fall we continue to explore with our industry partners about internships for our students and gainful employment after degree completion. The CIT/MULT Advisory Board is essential in the continuing development of our programs to ensure that we meet the needs of our community.
2. We made changes to our degree programs to enable our students to become “Completers”. This was accomplished by modifying the Multimedia Digital Design Degree to require the CIT2313 Systems and Implementation, the CIT/MULT capstone course. This allows students a greater opportunity to participate in the internships provided by industry and those on our advisory board. These opportunities have led to jobs for students. The current results this has been effective.

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B.3. Minimum Productivity Indicators:

Time Frame (e.g.: 5 year span)	Head Count	Graduates
2013	57	6
2014	56	2
2015	43	10
2016	42	6
2017	52	N/A

B.4. Other Quantitative Measures:

a. Number of courses taught exclusively for the major program for each of the last five years and the size of classes:

Course Name	Prefix	Years	Number of Students Enrolled
Social Media Tools & Strategies	MULT 1103	2012	N/A
		2013	35
		2014	31
		2015	30
		2016	37
		2017	32
Introduction to Multimedia	MULT 1133	2012	54
		2013	49
		2014	41
		2015	24
		2016	35
		2017	36
Photoshop/Digital Imaging	MULT 1413	2012	43
		2013	53
		2014	42
		2015	17
		2016	38
		2017	47

Advanced Digital Imaging	MULT 1423	2012	N/A
		2013	N/A
		2014	23
		2015	11
		2016	9
		2017	12
Photo Restoration	MULT 1443	2012	
		2013	
		2014	
		2015	
		2016	5
		2017	8
Print Design	MULT 1513	2012	20
		2013	18
		2014	N/A
		2015	9
		2016	8
		2017	24
Computer Illustration	MULT 1613	2012	25
		2013	28
		2014	20
		2015	17
		2016	20
		2017	21
Animation	MULT 1913	2012	35
		2013	23
		2014	23
		2015	13
		2016	15
		2017	16
Dreamweaver/Web Design	MULT 2003	2012	
		2013	
		2014	15
		2015	9
		2016	8
		2017	10
3D Graphic Design	MULT 2113	2012	12
		2013	12
		2014	11
		2015	12
		2016	8
		2017	9

Game Illustration & Storyboarding	MULT 2203	2012	
		2013	
		2014	
		2015	
		2016	
		2017	16
3D Modeling I	MULT 2213	2012	
		2013	
		2014	
		2015	
		2016	
		2017	18

b. Student credit hours by level generated in all major courses that make up the degree program for five years:

Course Name	Prefix	Years	Number of Student Credit Hours
Social Media Tools & Strategies	MULT 1103	2012	105
		2013	105
		2014	93
		2015	90
		2016	111
		2017	96
Introduction to Multimedia	MULT 1133	2012	162
		2013	147
		2014	123
		2015	72
		2016	105
		2017	108
Photoshop/Digital Imaging	MULT 1413	2012	129
		2013	159
		2014	126
		2015	51
		2016	114
		2017	141

Advanced Digital Imaging	MULT 1423	2012	
		2013	
		2014	69
		2015	33
		2016	27
		2017	36
Photo Restoration	MULT 1443	2012	
		2013	
		2014	
		2015	
		2016	15
		2017	24
Print Design	MULT 1513	2012	60
		2013	54
		2014	0
		2015	27
		2016	24
		2017	72
Computer Illustration	MULT 1613	2012	75
		2013	84
		2014	60
		2015	51
		2016	60
		2017	63
Animation	MULT 1913	2012	105
		2013	69
		2014	69
		2015	39
		2016	45
		2017	48
Dreamweaver/Web Design	MULT 2003	2012	
		2013	
		2014	45
		2015	27
		2016	24
		2017	30
3D Graphic Design	MULT 2113	2012	36
		2013	36
		2014	33
		2015	36
		2016	24
		2017	27

Game Illustration & Storyboarding	MULT 2203	2012	
		2013	
		2014	
		2015	
		2016	
		2017	48
3D Modeling I	MULT 2213	2012	
		2013	
		2014	
		2015	
		2016	
		2017	54

c. Direct instructional costs for the program for the review period:

For FY 2012 1 X \$45,000= \$45,000
 For FY 2013 1 X \$45,000= \$45,000
 For FY 2014 1.5 X \$45,000= \$67,500
 For FY 2015 1.5 X \$45,000= \$67,500
 For FY 2016 1.5 X \$45,000= \$67,500

d. The number of credits and credit hours generated in the program that support the general education component and other major programs including certificates:

N/A

e. A roster of faculty members, faculty credentials and faculty credential institution(s). Also include the number of full time equivalent faculty in the specialized courses within the curriculum:

Faculty	Credential	Institution that granted degree
Jeff Thompson	MS Computer Information Technology	Oklahoma City University
Donna Wilson	M.Ed. in Community College Education	University of Central Oklahoma
Terry Byers	MS Computer Resource Management	Webster University

f. If available, information about employment or advanced studies of graduates of the program over the past five years:

N/A

g. If available, information about the success of students from this program who have transferred to another institution:

N/A

B.5. Duplication and Demand:

In cases where program titles imply duplication, programs should be carefully compared to determine the extent of the duplication and the extent to which that duplication is unnecessary. An assessment of the demand for a program takes into account the aspirations and expectations of students, faculty, administration, and the various publics served by the program. Demand reflects the desire of people for what the program has to offer and the needs of individuals and society to be served by the program.

B.5. Duplication and Demand Issues:

Address Duplication:

N/A

Address Demand:

The demand for Associate in Applied Science Degree Multimedia Digital Design, continues to grow. Students seeking employment after graduation would be qualified for entry-level and higher level positions in the fields of multimedia digital graphic design, Web site design, social media design and advertising layout and design, and print layout and design. Our program is not designed for complete specialization in a particular area, but it provides a solid foundation upon which graduates may be employed. Some possible job titles would include digital graphic designer, graphic artist, game designer, Web designer, and Web developer, social media manager and print designer.

Students are assessed through the last course they take in the program: Project Design and Management, and/or Internship. We have had support from businesses, both on and off campus, providing our students with service-learning projects and internships.

However, we are currently evaluating this Option to see how it can be transformed to meet the rapidly changing business and marketing environment.

B.5.a. Detail demand from students, taking into account the profiles of applicants, enrollment, completion data, and occupational data:

N/A

B.5.b. Detail demand for students produced by the program, taking into account employer demands, demands for skills of graduates, and job placement data:

Based on suggestions from the CIT Advisory Board which meets every Fall we have examined our Programs to further meet the needs of our community. Recommended changes include the expanded need for Python Scripting for 3D modeling jobs, increased emphasis on Ethics and a thorough understanding of content marketing and design.

B.5.c. Detail demand for services or intellectual property of the program, including demands in the form of grants, contracts, or consulting:

The Division of Business and Information Technology at Rose State College is engaged in consulting in local area businesses and school systems to resolve issues in 3D modeling and additive manufacturing, project management, and cybersecurity, all of which indirectly relate the AAS Associate in Applied Science Degree Multimedia Digital Design and the options in Digital Graphic Design and Mobile/Web Design.

B.5.d. Detail indirect demands in the form of faculty and student contributions to the cultural life and well-being of the community:

N/A

B.5.e. The process of program review should address meeting demands for the program through alternative forms of delivery. Detail how the program has met these demands:

To meet the changing student needs we offer six of our courses in a hybrid format, seven of our courses in an online format and all twelve of courses in a traditional format. We are actively developing all classes in an online format to be able to offer the degree 100% online. We also rotate the times and days of the weeks of our course offerings to further meet our students' needs.

B.6. Effective Use of Resources:

Resources include financial support, (state funds, grants and contracts, private funds, student financial aid); library collections; facilities including laboratory and computer equipment; support services, appropriate use of technology in the instructional design and delivery processes, and the human resources of faculty and staff.

For FY 2014, \$117,020

For FY 2015, \$89,565

For FY 2016, \$89,070

The decrease in expenditures are reflected in part to change in the costs in software licenses.

*Low Producing Program Reviews follow a different format and template.

Institutional Program Recommendations: (describe detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements)

Recommendations	Implementation Plan	Target Date
1. Replace full-time faculty who have retired 2. Continue to develop and maintain articulation agreements with other institutions 3. Enhance marketing approach for Associate in Applied Science Degree Multimedia Digital Design	1. Identify sources and an appropriate amount of monies needed to replace full-time faculty 2. Strengthen current relationships and meet with RSC's articulation partners 3. Meet with VP of Marketing to develop a strategy	1. Have new faculty in place by Fall 2019 semester 2. Ongoing 3. Immediately

Summary of Recommendations:

	Department	School/College	Institutional
Possible Recommendations:			
Expand program (# of students)	x		
Maintain program at current level			
Reduce program in size or scope			
Reorganize program			
Suspend program			
Delete program			

Department/
Program Head

Diana Wilson
(Signature)

Date

10/23/17

Dean Mark Zippin
(Signature)

Date 10/23/17