

**IMPERIAL VALLEY COLLEGE DISTRICT
REVIEW OF CAREER TECHNICAL EDUCATION TRAINING PROGRAMS
2013**

MULTIMEDIA AND WEB DEVELOPMENT

I. Program Description

The Multimedia and Web Development program is an interdisciplinary program that combines technical knowledge with design, communication, and problem solving skills. It includes multimedia software applications and programming languages that allow a student to build dynamic Web applications. Students learn how to process information and then make this information available to audiences via electronic media. The program provides students with entry level competencies for employment as a Web Developer or other position which requires knowledge to produce a variety of computer, Web, and/or multimedia graphics, animation, sound and video production, and/or content materials. The program provides entry level training to qualify students for collaborative projects working from within small design firms or for developing web pages for small or large businesses.

A. Degree

Associate in Science, Multimedia and Web Development

B. Certificate

Certificated of Achievement, Multimedia and Web Development

II. Career Opportunities

Graphic Designer, Website Development, Web Designer, Web Database Management,

III. Industry Certification/Accreditation (to be completed by faculty)

Adobe Photoshop CS6 ACE exams tests your knowledge of correcting, painting, and retouching images. This includes an understanding of Adobe Bridge, and processing digital camera raw files using Camera Raw.

Adobe Dreamweaver CS6 ACE exam tests your knowledge of site architecture, designing page layouts, coding pages, and formatting page elements with CS6.

IV. Industry Recognized Credentials (IRC) (to be completed by faculty)

Adobe Photoshop CS6 ACE exams tests your knowledge of correcting, painting, and retouching images. This includes an understanding of Adobe Bridge, and processing digital camera raw files using Camera Raw.

Adobe Dreamweaver CS6 ACE exam tests your knowledge of site architecture, designing page layouts, coding pages, and formatting page elements with CS6.

V. Labor Market Demand

The Multimedia and Web Development at Imperial Valley College meets a documented labor market demand. Employment trends for this field are derived from a variety of sources. These are listed below:

A. Employment Trends (Employment Development Department):

Occupation	TOP Code	SOC Code	2008	Average Job Openings per Year
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Graphic Designers	0614.30	271024	40	1*
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*Same data as 2012. No updates from State Employment Development
Occupational Employment Projections 2008-2018
Imperial County
<http://www.labormarketinfo.edd.ca.gov/CommColleges/>

B. Employment Trends (Faculty Assessment):

As the field expands in utilization there are more job opportunities offered by local businesses.

VI. Other Regional Programs

There are no other similar training programs in Imperial Valley.

VII. Employment and Completion

(Based on State Core Measures Report, 2011-2012, 2012-2013 & 2013-2014)

Core 2: Completions. Measures completions for Career Technical Education student concentrators. Receipt of a certificate or degree or enrollment in a California four-year public university with or without a degree is considered a completion.

Fiscal Year Planning	Program	Total Completions	IVC Completion Rate	State Avg. Completion Rate
2013-2014	Website Design and Development	4/4	100%	75.13%
2012-2013	Website Design and Development	0	0	76.02%
2011-2012	Website Design and Development	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
Core Indicator Two – Total Completions – Certifications, Degrees and Transfer
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Core 3: Persistence and Transfer. The percent of Career Technical Education student concentrators (students who have successfully completed a minimum of 12 units of related Career Technical Education coursework) who persist in education at the community college level or transfer to a two or four-year institution.

Fiscal Year Planning	Program	Persistence	IVC Persistence Rate	State Avg. Persistence Rate
2013-2014	Website Design and Development	3/5	60%	79.85%
2012-2013	Website Design and Development	1/1	100%	81.82%
2011-2012	Website Design and Development	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
Core Indicator Three – Persistence and Transfer
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Core 4: Student Placement. The percent of Career Technical Education students who have earnings the following year (as found in the unemployment insurance base wage file) or are in an apprenticeship program, or the military.

Fiscal Year Planning	Program	Placements	IVC Placement Rate	State Avg. Placement Rate
2013-2014	Website Design and Development	3/3	100%	56.67%
2012-2013	Website Design and Development	0	0	57.13%
2011-2012	Website Design and Development	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
Core Indicator Four – Employment

Pursuant to the FCMAT report, CTE programs are also being evaluated for student demand, certificate and program completion, local labor demand, and a facility utilization for CTE programs in the new CTE building.

VIII. Enrollment Trends

Course	Year	Sections	Avg. Class	CAP	Fill Rate
CIS137	2012-2013	1	30	29	103.45%
CIS137	2011-2012	1	29	29	100%
CIS137	2010-2011	1	26	28	92.86%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
CIS149	2012-2013	5	25.8	29	88.97%
CIS149	2011-2012	2	30.5	29	105.17%
CIS149	2010-2011	3	30.7	29	104.55%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
CIS155	2012-2013	2	23.5	29	81.03%
CIS155	2011-2012	1	29	29	100%
CIS155	2010-2011	1	31	30	103.33%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
CIS212	2012-2013	1	19	24	79.17%
CIS212	2011-2012	1	21	28	75%
CIS212	2010-2011	1	27	28	96.43%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
CIS214	2012-2013	1	13	24	54.17%
CIS214	2011-2012	4	14	29	48.28%
CIS214	2010-2011	1	20	28	71.43%

IX. Completions

	2012-2013		2011-2012		2010-2011	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates
Multimedia & Web Development	1	0	2	2	1	1

X. FTES/FTEF Analysis

Year	FTES	FTEF	FTES/FTEF
2012-2013	250.88	19.53	12.85
2011-2012	175.92	12.67	13.88
2010-2011	153.7	12.13	12.67

XI. Facility Utilization Plan (to be completed by faculty)

Imperial Valley College utilizes the latest Creative Suite 6 to train our students. Imperial Valley College deploys the CS6 software in computer labs across up to date hardware and software trends that would be used on the job. Our primary lab consists of thirty four ready to use computers. Our secondary lab consists of twenty four computers.

XII. SWOT Analysis (to be completed by faculty)

Strengths <i>-Real world projects help students gain experience.</i> <i>-Utilizing current and up to date software and hardware in classrooms.</i> <i>-Using website development tools that are relevant in the profession today.</i> <i>-CS6 individual user is now subscription based and is easier to afford for students at home.</i>	Weaknesses <i>-Ongoing effort to stay with the latest version of the CS6 Suite.</i> <i>-The program covers both front-end and back-end website development—students often migrate towards one of the two</i> <i>-lower enrollments in the programming classes tend to depress our FTES/FTEF ratio</i>
Opportunities <i>-The ability to teach students to go into practice of the profession on their own.</i> <i>-Imperial Valley College has offered student internship in related fields</i>	Threats <i>-A higher concentration of employability when specialized in either front-end or back-end website development.</i> <i>-Sales model to make the software available in labs has changed significantly.</i>

XIII. Program Evaluation (to be completed by EWD office)

XIV. Recommendation (to be completed by EWD office)