

IMPERIAL VALLEY COLLEGE  
PROGRAM REVIEW COMPLIANCE FORM AND REQUEST FOR RESOURCES

PROGRAM/DEPARTMENT Multimedia Web Development

ACADEMIC YR. 2012-2013

Comprehensive Program Review

Annual Assessment

Request for Resources (check all that apply)

Please analyze your Program Review data as well as your SLO/SAO assessment findings in order to update to your Comprehensive Program Review report as needed. All changes to area needs and subsequent requests for additional resources must be reported at this time.

If your program is scheduled for a Comprehensive Program Review all forms are to be completed and submitted to the appropriate Dean/VP. If you are completing the annual Program Review Assessment only and have no changes to area needs, sign below and submit this form to appropriate Dean/VP. If your needs have changed as a result of your annual assessment of program review data, please complete the appropriate Request for Resources form(s) and submit to appropriate Dean/VP.

Craig M. Bluh 2/15/13  
Signature of Program Chair/Director Date

[Signature] 2/20/13  
Signature of Area Dean Date

[Signature] 2/28/13  
Signature of Area Vice President Date

Please attach the following documents to this Program Review Compliance form if you are requesting additional resources:

- Comprehensive Program Review
- Data Analysis Form
- SLO/SAO Assessments
- Request for Resources Forms

**Academic Program Evaluation – MULTIMEDIA AND WEB DEVELOPMENT**

**Division – EWD**

**Department - BUSINESS**

**BUSINESS COURSES**

| TERM                              | Enrollment | Fill Rate | # of Sections | Mass Cap | Avg. Class Cap | Avg. Class Size | FTES    | FTEF   | Productivity (FTES/FTEF) | Completion Rate | Success Rate |
|-----------------------------------|------------|-----------|---------------|----------|----------------|-----------------|---------|--------|--------------------------|-----------------|--------------|
| Fall 2009                         | 555        | 87.40%    | 20            | 635      | 31.75          | 27.75           | 67.51   | 4.72   | 14.3                     | 81%             | 62%          |
| Spring 2010                       | 631        | 86.32%    | 24            | 731      | 30.46          | 26.29           | 77.35   | 5.66   | 13.67                    | 76%             | 61%          |
| Fall 2010                         | 576        | 86.23%    | 21            | 668      | 31.81          | 27.43           | 71.29   | 4.92   | 14.49                    | 85%             | 68%          |
| Spring 2011                       | 672        | 85.06%    | 25            | 790      | 31.6           | 26.88           | 84.69   | 5.59   | 15.15                    | 81%             | 62%          |
| Fall 2011                         | 598        | 85.67%    | 22            | 698      | 31.73          | 27.18           | 73.01   | 5.12   | 14.26                    | 83%             | 67%          |
| Spring 2012                       | 473        | 68.35%    | 22            | 692      | 31.45          | 21.5            | 59.8    | 5.39   | 11.09                    | 83%             | 60%          |
| % Change Fall Semesters 09 - 11   | 7.75%      | -1.98%    | 10.00%        | 9.92%    | -0.06%         | -2.05%          | 8.15%   | 8.47%  | -0.28%                   | 2.47%           | 8.06%        |
| % Change Spring Semesters 10 - 12 | -25.04%    | -20.82%   | -8.33%        | -5.34%   | 3.25%          | -18.22%         | -22.69% | -4.77% | -18.87%                  | 9.21%           | -1.64%       |

**PROGRAM COMPLETION**

| Number of certificates completed<br>Between Fall 2009 and Spring 2012 | Number of Associate Degrees Completed<br>Between Fall 2009 and Spring 2012 |
|---|--|
| 2   | 2  |

**MULTIMEDIA AND WEB DEVELOPMENT COURSES - A.S AND CERTIFICATE**

A.A. Degree – Required Courses: ART 112, 160, CIS 137, 149, 155, 212, 214, WE 201, 220

Acceptable Courses: ART 120, 260, BUS 260, CIS 107, 202

Certificate - Required Courses: ART 112, 160, BUS 260 or ENGL 101, CIS 137, 149, 155, 212, 214, WE 201, 220

**MULTIMEDIA AND WEB DEVELOPMENT COURSES - ENROLLMENT, FILL RATE & WAIT LISTS**

| COURSES  | Course Cap | Enrollment - # Sections |          |          |          |          |          | Fill Rate |         |         |         |         |         | S 13 |
|----------|------------|-------------------------|----------|----------|----------|----------|----------|-----------|---------|---------|---------|---------|---------|------|
|          |            | F 09                    | S 10     | F 10     | S 11     | F 11     | S 12     | F 09      | S 10    | F 10    | S 11    | F 11    | S 12    |      |
| ART 112  | 24         |                         | 30 - 1   |          | 29 - 1   |          | 26 - 1   |           | 125%    |         | 120.83% |         | 108.33% |      |
| ART 120  | 18         | 31 - 1                  | 28 - 1   | 25 - 1   | 30 - 1   | 29 - 1   | 39 - 2   | 172.22%   | 155.56% | 138.89% | 166.67% | 161.11% | 108.33% | 6    |
| ART 160  | 25         | 28 - 1                  | 27 - 1   | 24 - 1   | 25 - 1   | 24 - 1   | 20 - 1   | 116.67%   | 112.50% | 100%    | 104.17% | 96%     | 80%     | 2    |
| ART 260  | 25         | 28 - 1                  | 25 - 1   | 24 - 1   | 25 - 1   | 25 - 1   | 22 - 1   | 116.67%   | 104.17% | 100%    | 104.17% | 100%    | 88%     |      |
| BUS 260  | 28         |                         | 53 - 2   | 29 - 1   | 20 - 1   | 33 - 1   | 19 - 1   |           | 98.15%  | 103.57% | 71.43%  | 94.29%  | 67.86%  | 14   |
| CIS 107  | 24         | 21 - 1                  | 22 - 1   | 21 - 1   | 24 - 1   | 22 - 1   | 8 - 1    | 95.45%    | 100%    | 95.45%  | 100%    | 91.67%  | 33.33%  |      |
| CIS 137  | 29         | 30 - 1                  |          | 26 - 1   |          | 29 - 1   |          | 107.14%   |         | 92.86%  |         | 100%    |         |      |
| CIS 149  | 29         | 30 - 1                  | 39 - 1   | 29 - 1   | 63 - 2   | 29 - 1   | 32 - 1   | 107.14%   | 103.33% | 103.57% | 105%    | 100%    | 110.34% |      |
| CIS 155  | 29         |                         | 32 - 1   |          | 31 - 1   |          | 29 - 1   |           | 106.67% |         | 103.33% |         | 100%    |      |
| CIS 202  | 28         |                         | 29 - 1   |          | 27 - 1   |          | 28 - 1   |           | 103.57% |         | 96.43%  |         | 100%    | 2    |
| CIS 212  | 28         | 32 - 1                  |          | 27 - 1   |          | 21 - 1   |          | 114.29%   |         | 96.43%  |         | 75%     |         |      |
| CIS 214  | 29         |                         | 26 - 1   |          | 20 - 1   |          | 14 - 1   |           | 86.67%  |         | 71.43%  |         | 48.28%  |      |
| ENGL 101 | 25         | 492 - 21                | 472 - 22 | 585 - 25 | 493 - 20 | 634 - 24 | 602 - 23 | 117.14%   | 138.82% | 117.00% | 131.47% | 106.57% | 104.70% | 94   |
| WE 201   | 30         |                         | 29 - 1   | 23 - 1   | 30 - 1   | 33 - 1   | 28 - 1   |           | 96.67%  | 76.67%  | 100%    | 110%    | 93.33%  | 2    |
| WE 220   | 30         |                         | 22 - 1   | 15 - 1   | 18 - 1   | 25 - 1   | 18 - 4   |           | 73.33%  | 50%     | 60%     | 83.33%  | 60%     |      |

**MULTIMEDIA AND WEB DEVELOPMENT COURSES - PRODUCTIVITY (FTES/FTEF)**

| COURSE   | FTES |       |      |      |      |      | FTES |      |      |      |      |      | PRODUCTIVITY |       |      |       |      |       |
|----------|------|-------|------|------|------|------|------|------|------|------|------|------|--------------|-------|------|-------|------|-------|
|          | F 09 | S 10  | F 10 | S 11 | F 11 | S 12 | F 09 | S 10 | F 10 | S 11 | F 11 | S 12 | F 09         | S 10  | F 10 | S 11  | F 11 | S 12  |
| ART 112  |      | 5.14  |      | 4.97 |      | 4.46 |      | 0.2  |      | 0.2  |      | 0.2  |              | 25.7  |      | 24.85 |      | 22.3  |
| ART 120  | 6.38 | 5.76  | 5.14 | 6.17 | 5.7  | 8.02 | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.4  | 31.9         | 28.8  | 25.7 | 30.85 | 28.5 | 20.05 |
| ART 160  | 4.8  | 4.63  | 4.11 | 4.29 | 4.11 | 3.43 | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 24           | 23.15 | 20.6 | 21.45 | 20.6 | 17.15 |
| ART 260  | 4.80 | 4.29  | 4.11 | 4.29 | 4.29 | 3.77 | 0.20 | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 24           | 21.45 | 20.6 | 21.45 | 21.5 | 18.85 |
| BUS 260  |      | 5.45  | 5.49 | 2.06 | 3.39 | 1.95 |      | 0.40 | 0.20 | 0.20 | 0.20 | 0.20 |              | 13.63 | 27.5 | 10.3  | 17   | 9.75  |
| CIS 107  | 2.88 | 3.02  | 2.88 | 3.29 | 3.02 | 1.1  | 0.20 | 0.20 | 0.20 | 0.2  | 0.2  | 0.2  | 14.4         | 15.1  | 14.4 | 16.45 | 15.1 | 5.5   |
| CIS 137  | 3.09 |       | 2.67 |      | 2.98 |      | 0.20 |      | 0.2  |      | 0.2  |      | 15.5         |       | 13.4 |       | 14.9 |       |
| CIS 149  | 3.09 | 3.19  | 2.98 | 6.48 | 2.98 | 2.98 | 0.20 | 0.20 | 0.2  | 0.4  | 0.2  | 0.20 | 15.5         | 15.95 | 14.9 | 16.2  | 14.9 | 14.9  |
| CIS 155  |      | 3.29  |      | 3.19 |      | 2.98 |      | 0.20 |      | 0.20 |      | 0.20 |              | 16.45 |      | 15.95 |      | 14.9  |
| CIS 202  |      | 2.98  |      | 2.78 |      | 2.88 |      | 0.20 |      | 0.20 |      | 0.20 |              | 14.9  |      | 13.9  |      | 14.4  |
| CIS 212  | 3.29 |       | 2.78 |      | 2.16 |      | 0.20 |      | 0.20 |      | 0.20 |      | 16.5         |       | 13.9 |       | 10.8 |       |
| CIS 214  |      | 2.67  |      | 2.06 |      | 1.44 |      | 0.20 |      | 0.20 |      | 0.20 |              | 13.35 |      | 10.3  |      | 7.2   |
| ENGL 101 | 50.6 | 48.55 | 60.2 | 50.7 | 65.2 | 61.9 |      |      |      |      |      |      |              |       |      |       |      |       |
| WE 201   |      | 0.99  | 0.79 | 1.03 | 1.13 | 0.96 |      | 0.07 | 0.07 | 0.07 | 0.07 | 0.07 |              | 14.14 | 11.3 | 14.71 | 16.1 | 13.71 |
| WE 220   |      | 2.64  | 0.18 | 2.16 | 3.00 | 2.16 |      | 0.07 | 0.07 | 0.07 | 0.07 | 0.28 |              | 37.71 | 2.57 | 30.86 | 42.9 | 7.714 |

### MULTIMEDIA AND WEB DEVELOPMENT COURSES - COMPLETION & SUCCESS RATES

| COURSE   | Completion Rate |       |       |       |       |       | Success Rate |       |       |       |       |       |
|----------|-----------------|-------|-------|-------|-------|-------|--------------|-------|-------|-------|-------|-------|
|          | F 09            | S 10  | F 10  | S 11  | F 11  | S 12  | F 09         | S 10  | F 10  | S 11  | F 11  | S 12  |
| ART 112  |                 | 90%   |       | 79%   |       | 88%   |              | 80%   |       | 76%   |       | 77%   |
| ART 120  | 87%             | 93%   | 100%  | 87%   | 100%  | 85%   | 61%          | 82%   | 80%   | 70%   | 97%   | 62%   |
| ART 160  | 93%             | 89%   | 83%   | 96%   | 92%   | 100%  | 93%          | 85%   | 83%   | 88%   | 79%   | 85%   |
| ART 260  | 82%             | 100%  | 75%   | 84%   | 100%  | 73%   | 79%          | 96%   | 63%   | 52%   | 76%   | 50%   |
| BUS 260  |                 | 92%   |       | 100%  |       | 74%   |              | 83%   |       | 95%   |       | 58%   |
| CIS 107  | 90%             | 91%   | 71%   | 92%   | 91%   | 75%   | 81%          | 86%   | 52%   | 75%   | 91%   | 63%   |
| CIS 137  | 83%             |       | 85%   |       | 76%   |       | 33%          |       | 65%   |       | 59%   |       |
| CIS 149  | 97%             | 84%   | 86%   | 86%   | 83%   | 94%   | 83%          | 65%   | 72%   | 65%   | 59%   | 66%   |
| CIS 155  |                 | 84%   |       | 84%   |       | 90%   |              | 69%   |       | 61%   |       | 66%   |
| CIS 202  |                 | 76%   |       | 78%   |       | 71%   |              | 69%   |       | 63%   |       | 64%   |
| CIS 212  | 72%             |       | 89%   |       | 86%   |       | 53%          |       | 70%   |       | 62%   |       |
| CIS 214  |                 | 88%   |       | 80%   |       | 100%  |              | 77%   |       | 65%   |       | 93%   |
| ENGL 101 | 59.0%           | 71.0% | 71.0% | 71.0% | 69.0% | 72.0% | 41.0%        | 37.0% | 52.0% | 58.0% | 52.0% | 56.0% |
| WE 201   |                 | 97%   | 91%   | 83%   | 85%   | 82%   |              | 90%   | 83%   | 70%   | 64%   | 79%   |
| WE 220   |                 | 95%   | 93%   | 67%   | 92%   | 89%   |              | 95%   | 93%   | 67%   | 84%   | 89%   |

**Recent Enrollment Demand:** High \_\_\_\_\_ Medium  X  Low \_\_\_\_\_

**Projection for Future Demand:** Growing \_\_\_\_\_ Stable  X  Declining \_\_\_\_\_

**Opportunity Analysis:** (Successes, new curriculum development, alternative delivery mechanisms, interdisciplinary strategies, etc.)

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 positions which require 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. The LMI data 2008-2018 indicate jobs will be available for students in the program; however, it is difficult to identify a specific occupation title in the LMI data for this program. This program will not only train students as web developers and multimedia specialists, but will also give students skills that will be valuable in many occupations.

When our program was being developed, the Computer Information Systems staff worked with employers who indicated that students with multimedia and web development skills would have an edge in the job market not only when they applied for jobs such as Web Developer but also when they applied for jobs in other fields, such as office administration and management --jobs that show growth in LMI data. Jobs in these fields are common in the public sector, and the public sector is the largest employer for Imperial County – law enforcement, department of corrections, homeland security, county, cities, public utilities, and education. These skills will also be valuable for private sector jobs such as jobs in the banking or retail areas. It is also our contention that the Multimedia and Web Development program will train employees who need to upgrade their digital media skills as their jobs evolve and/or will train employees who want to advance/promote. Our conclusions are backed up by the COE Environmental Scan for ICT occupations, quoted above and attached to this email. Employers have concurred that they need people who can process images, take and process basic digital video, update websites, manage outreach, etc. These job skills are embedded in jobs without “multimedia” or “web” in the job title.

**Summary of Program "Health" Evaluation:** (Including consideration of size, score, productivity and quality of outcomes)

There has always been a high demand for enrollment in the Multimedia and Web Development program and that trend continued in Spring 2012 at 103%. Except for advanced courses, such as programming, the courses fill to over maximum quota.

Productivity in the core courses over the past three years has averaged 13.0. The student retention rate in the program courses was at 96% for spring 2012, which is higher than the averages for CIS courses in general. The success rate is similar for CIS and Multimedia and Web Development courses, which is in the low 70s. Students are more successful in front-end courses, which are taken at the beginning of the program. There is a lower retention and success rate for the back end courses because the back end courses require computer programming and are more technical.

### **Student Learning Outcomes and Program Learning Outcomes**

#### **Student Learning Outcomes Assessment:**

All SLO's in the program have been assessed at least once. The department continues to monitor, assess and update SLO's as necessary.

#### **Program Learning Outcomes Assessment:**

The PLO's for the Multimedia Web Development program were written with good intentions, but for a number of reasons proved to be less useful than we had hoped. Therefore, in Fall 2012, the Department rewrote all Program Learning Outcomes and will begin assessing **these** new outcomes with the Spring 2013 semester.

| Course  | units | # SLOs Identified | Spring 2012 | Fall 2012 | Spring 2013 | Fall 2013 | Spring 2014 | Fall 2014 | Spring 2015 | Fall 2015 | Spring 2016 |
|---------|-------|-------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
| CIS 137 | 3     | 4                 |             | 1         |             |           |             |           |             |           |             |
| CIS 149 | 3     | 3                 | 3           | 2         |             |           |             |           |             |           |             |
| CIS 155 | 3     | 3                 | 2           | 1         |             |           |             |           |             |           |             |
| CIS 202 | 3     | 3                 | 2           |           |             |           |             |           |             |           |             |
| CIS 214 | 3     | 3                 | 1           |           |             |           |             |           |             |           |             |
| WE 201  | 1     | 1                 | 1           | 1         |             |           |             |           |             |           |             |
| WE 220  | 1     | 1                 | 1           | 1         |             |           |             |           |             |           |             |

#### Future Goals of Program

We are looking into becoming a Microsoft IT Academy. Allowing students to become Microsoft certified in a wide variety of areas should bring more students into the CIS, CISCO and Multimedia programs.

### Resource requests from annual program review

1. Photoshop is an integral part of the multimedia program. Unfortunately, Adobe's licensing fees are expensive. The Adobe software is necessary for CIS 155 as well as ART 160 and ART 260. The two art courses are currently using an older version of the software and we need to upgrade, so that students use the same software across the program.
2. This program like all the programs in the Business Department needs full-time secretarial support. The recent 50% cut in secretarial services it is creating additional difficulties for the program. Without proper staff support it is even harder for the program to grow and prosper.
3. The computers in Room 801 are working well but needed upgrades in processing power and memory will be necessary once the next version of Adobe software is available.
4. A new projector in Room 801 is needed to better display program essentials.