2018-19 Digital Arts Annual Program Plan

I.A. **Program Profile: Purpose**

Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College?

Narrative

The Digital Media and Design Department (DMAD) provides students with CTE training in digital filmmaking and the use of Adobe Photoshop to edit photographs. The program is part of the well rounded course offerings as Skyline College.

I.B.   Program Planning Team

Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

Narrative

Sam Sanchez: Professor of Digital Media

II.A. **Analysis: Progress on Prior Program Objectives (Goals) and Activities**
Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

Narrative
No CPR/APP objectives have been previously established. New objectives will be created in this narrative for evaluation next year.

II.B.   Analysis: Program Environment
Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur.

Narrative
No recent internal or external changes have impacted or are expected to impact the program at this time.

II.C. **Analysis: Student Learning Outcomes (SLOs and PSLOs)**

(1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.

(2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable.

Narrative

Criteria for all SLOs were met in the recent assessment cycle. See attached DMAD SLO Assessment April 2019.pdf for details. We will continue to monitor and assess SLOs and make changes as necessary.

Evidentiary Documents

DMAD SLO Assessment April 2019.pdf

III.A. **Reflection: Considering Key Findings**

Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness.

Narrative

Criteria for all SLOs were met in the recent assessment cycle. The program is doing well in SLOs. No changes are necessary at this time.

III.B. Reflection: ISLOs

If your program participated in assessment of ISLOs this year:
(1) What are the findings and/or conclusions drawn?
(2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do.

Narrative

DMAD did not participate in ISLO assessment this year.

IV.A. **Strategy for Program Enhancement: Continuation/Modification**

Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item.

Narrative

DMAD has not yet participated in a CPR. There are no previous strategies to review.

The following are areas of program enhancement:

- Development of the DMAD web page on SkylineCollege.edu
- Highly targeted outreach to related departments in local high schools
- Creation of an AA-T in Digital Filmmaking
- Equipment request

See separate objectives for details.

IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests
Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

(1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.
(2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. Institutional Goals. Need help? Contact the PRIE Office for further instructions.

Narrative

Associated Objectives
863-AA-T in Digital Filmmaking

856-DMAD web page on SkylineCollege.edu

864-Equipment Request

861-Highly targeted outreach

Enhanced Budget with Objectives and Tasks
Enhanced Budget with Objectives of Digital Arts unit