Graphic & Interactive Design (CTE) Program Review

Rubric Evaluation	Kristin Tripp Caldwell (Same Division Faculty)	Anand Venkataraman (Faculty At-Large)	Alejandro Favela (Staff At-Large)	Valerie Fong (Administrator)
A. Re-Accreditation Information				
2. Did the program maintain accreditation?				
4. What were the major citations of the last re-accreditation report (e.g. areas of improvement, strategic direction, facilities, personnel, etc.)?				
Reader Feedback	The GID program does not have or seek accreditation, does not apply.	This is NA to this program	Program accreditation and re-accreditation does not apply to GID	N/A
B. Advisory Board				
1. Did the program hold an annual advisory board meeting each year of the five-year cycle?				
2. Did the program submit the advisory board meeting minutes each year of the five-year cycle?				
3. Did the program include the web address/link to the online minutes?				
How many criteria are met?	Yes the program held an annual meeting of the advisory board and submitted the minutes - Meets the Standard	Yes the program held an annual meeting of the advisory board and submitted the minutes - Meets the Standard	Yes the program held an annual meeting of the advisory board and submitted the minutes - Meets the Standard	Yes the program held an annual meeting of the advisory board and submitted the minutes - Meets the Standard
4. Were there any advisory board commendations/special mentions identified?				
How many criteria are met?	The program received commendations - Meets the Standard	Not Applicable	Not Applicable	The program received commendations - Meets the Standard
5. Are there any identified actions for improvement or recommendations based on feedback from the program's advisory board?				
6. What actions has the program taken to address recommendations made by the Advisory Board? What barriers has the program faced in implementing improvements?				
How many criteria are met?	The program was not able to take actions or investigate because it did not get the support	The program was able to take actions or investigate the recommendations and received the needed	The program was able to take actions or investigate the recommendations and received the needed	

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	needed - Needs Some Improvement to Meet the Standard	support to proceed - Meets the Standard	support to proceed - Meets the Standard	
Reader Feedback	The program advisory board suggested that increased marketing and outreach would raise enrollment ant the profile of the program throughout the region and state. Individual faculty are doing some of that work and seeing benefits but more needs to be done by the institution.	This is not applicable since the program was commended by the AB. However, marketing and other promotional efforts can be seen as investments into the future growth of the program, as budget permits.		N/a

C. Regional Labor Demand

1. In the data table above, what does the regional labor demand data trend indicate?

How many criteria are met?		Labor demand has an upward trend – Excellent	Labor demand has an upward trend - Excellent	Labor demand has an upward trend - Excellent

2. Describe the regional demand for labor in this sector. If the projected data trend shows no change/flat, an increase, or decrease in labor demand, explain why.

Overall, in this section:	The narrative includes fewer than 2 of the criteria - Needs Major Improvement to Meet the Standard	The narrative includes all 3 of the criteria - Meets the Standard	The narrative includes all 3 of the criteria - Meets the Standard	The narrative includes all 3 of the criteria - Meets the Standard

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Reader Feedback	Would be curious to hear a bit more detail about the reasons (if known) about the rise in labor demands particularly in the animation and media artist sectors. For example, if they relate to a rise in production productivity.	Since this is a dynamic field, a long-term trend (2018-2023 - 5 years) doesn't carry much significance. Rather, the dept should, if possible seek out larger volumes of more focused data (over the last 2-3 years)	The narrative shows an understanding of the increasing need for graphic designers for the next 5 years in the region.	N/A
D. Regional Labor Supply				
1. In the data table above, what does the regional labor supply data trend indicate?				
How many criteria are met?	Labor supply has a downward trend - Excellent	Labor supply has a downward trend - Excellent	Labor supply has a downward trend - Excellent	Labor supply has a downward trend – Excellent
2. Describe the regional supply for labor in this sector over the last five years. If. the data trend shows no change/flat, an increase, or decrease in labor supply, explain why.				
Overall, in this section:	The narrative includes all 3 of the criteria - Meets the Standard	The narrative exceeds expectations – the narrative could be used as an exemplar – Excellent	The narrative includes all 3 of the criteria - Meets the Standard	The narrative includes all 3 of the criteria - Meets the Standard
Reader Feedback	Would be helpful to see reference to data on how rising salaries in other sectors may be drawing workers from the graphic design workforce.	N/A	The narrative shows an understanding of the demographical changes and a shift to higher paying (tech related) jobs occurring in the area.	N/A
E. Regional Wages				
1. In the data table above, what does the wage data trend indicate?				

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How many criteria are met?	The occupational wage trend increased - Excellent	The occupational wage trend increased – Excellent	The occupational wage trend increased - Excellent	The occupational wage trend increased - Excellent

2. Describe the regional trend for wages in this sector over the last five years. If the data trend shows no change/flat, an increase, or decrease in wages, explain why.

Overall, in this section:	The narrative includes all 3 of the criteria - Meets the Standard	The narrative includes all 3 of the criteria - Meets the Standard	The narrative includes all 3 of the criteria - Meets the Standard	
Reader Feedback	N/A	The explanation provided for average wage increase is that demand exceeds supply. Yet - one of the stated goals of the program is to reduce the gap between the two. This suggests that some reconciliation is in order.	The narrative shows an understanding in the increase in wages as a result for low supply and high demand for graphic designers and multimedia artists.	N/A

F. Program 13.5 Course Completion

1. In the data table above, what does the data trend indicate about the number of students completing the 13.5 CTE units each year in the last five years within your program?

How many criteria are met?	The number of students completing 13.5 units increased over the 5 year period - Excellent	The number of students completing 13.5 units increased over the 5 year period - Excellent	The number of students completing 13.5 units increased over the 5 year period - Excellent	The number of students completing 13.5 units increased over the 5 year period – Excellent

2. If the data trend shows no change/flat, an increase, or decrease in the number of students completing the 13.5 CTE units, explain why.

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Overall, in this section:	The narrative includes all 3 of the criteria - Meets the Standard	N/A	The narrative includes all 3 of the criteria - Meets the Standard	The narrative includes all 3 of the criteria - Meets the Standard
Reader Feedback	A bit more information on the growth in variety of workforce opportunities, expansion of profession would be helpful. (tiny spelling error" design profession attracts" rather than "attaches")		The narrative lists reasons for the for the increasing trend in students completing 13.5 units.	N/A

G. Program Graduate Employment Rates

1. In the data table above, what does the graduate employment rate indicate for certificate/degree completers (e.g., Within one year after Community College Completion)?

How many criteria are met?	Employment rate is less than 69% - Needs Major Improvement to Meet the Standard	Employment rate is less than 69% - Needs Major Improvement to Meet the Standard	Employment rate is less than 69% - Needs Major Improvement to Meet the Standard	Employment rate is less than 69% - Needs Major Improvement to Meet the Standard

2. Describe the graduate employment rate trend for both certificates and degrees. If the projected data trend shows no change/flat, an increase, or decrease, explain why.

Overall, in this section:	The narrative includes all 4 of the criteria - Meets the Standard	The narrative includes all 4 of the criteria - Meets the Standard	The narrative includes all 4 of the criteria - Meets the Standard	The narrative includes 3 of the criteria - Needs Some Improvement to Meet the Standard
Reader Feedback	As a reader coming from an aligned industry (film production) with some familiarity into the graphic	As I understand it (from the narrative) the sub-par employment rate of graduates in this program	Great explanation for students choosing to follow a "self-employed"	The explanation seems reasonable.

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	design and arts areas, I agree with the assessment of the writer. Workers in these industries have been traditionally freelance, working on a project by project basis. This may account for the lower than expected employment rate, depending on how that data is calculated. Very recently I have noticed some increase in full-time corporate film/media production work in the Bay Area, it will be interesting to see if this trend is happening in the graphic design/ animation areas as well.	is due to the majority of students "NOT" doing it for a job, but rather for life-enrichment.	route rather than working for a corporate employer.	