

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Continuing Education

Fiscal Year: 2011

GOAL 1: Offer a diverse and dynamic range of courses in art and design throughout the year.

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| DCAD Mission Reference ...to educate talented and committed students to become art makers, idea generators, problem solvers and visual communicators who can redefine the way we perceive and experience the world around us. DCAD also serves as a visible stakeholder, cultural anchor and catalyst for the revitalization of downtown Wilmington. |
| The Continuing Education Department is dedicated to fostering a creative community by offering a wide variety of opportunities in art and design for personal enrichment and professional growth. |
| DCAD Strategic Plan Reference |
| Strategic Goal I: Grow existing programs |
| DCAD Outcomes (measurable, subset of goal) |
| <ul style="list-style-type: none">• Increase enrollment• Increase the number of courses conducted• Enhance student satisfaction• Increase participation in community events |
| Assessment Methods/ Measures |
| <ul style="list-style-type: none">• Student enrollment• Courses conducted as a percent to total courses offered• Course evaluations/student survey• Attendance count for community events |
| What / Who is being assessed |
| <ul style="list-style-type: none">• Department• Director• Communication/Marketing effectiveness• Instructor effectiveness |
| Frequency of Assessment Administration |
| <ul style="list-style-type: none">• Upon beginning and conclusion of each semester• Upon conclusion of each event |
| Reliability/Validity Information |
| Reliability-counts of enrollment, courses, and attendance are highly reliable and have been tracked for years. Validity-Course evaluations provide external feedback; an opportunity to increase student participation in surveys exists. |
| Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes) FY 2011 targets |
| <ul style="list-style-type: none">• Student enrollment – average 135 students/semester• Courses conducted as a percent to total courses offered – average 32 courses conducted/semester• Course evaluations/student survey – 90% overall satisfaction rate• Attendance count for community events – 68 participants for Drawing Marathon; 52 students for CE exhibition |
| Results (Actual Level of Achievement) |
| (Describe, based on quantitative data) <ul style="list-style-type: none">• Student enrollment – average 127 students/semester as of 3/10/11 (-6%); final enrollment pending• Courses conducted as a percent to total courses offered – average 29 courses conducted/semester (-9%); final course count pending |

- Course evaluations/student survey – 95% overall satisfaction rate (+5%); W/S evaluation pending
- Attendance count for community events – 77 participants for Drawing Marathon (+13%); 52 students for CE exhibition (pending April opening)

Actions Taken (comprehensive, narrative analysis to address results)

1. Student enrollment was negatively impacted by economy and historically low enrollment in summer semester (due to family obligations, lack of commitment to 12-week schedule). Action pending: implement two six week semesters (courses meeting 2x/week for six weeks) to enhance enrollment. In addition, have increased visibility for summer Pre-College Art Studio Program (via enewsletters, Admission correspondence, and marketing) to maximize enrollment.
2. Courses Conducted – actions as above.
3. Course evaluations/student survey – will use positive testimonials in web/print publications; ask instructors to emphasize importance of completing surveys and how the information is used.
4. Drawing Marathon advertising pending; CE exhibition mailing completed; to begin collecting work 3/21/2011.

Closing the loop

| <u>Action</u> | <u>Implementation Date</u> | <u>Results</u> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------|
| <ul style="list-style-type: none">• Implement Summer I/II schedule; June 6, 2011• Increase survey participations; May 14, 2011• Increase participation in events; March 19, 2011 (Marathon); April 1 (CE Exhibition) | | |

GOAL 2: Provide a skill set for students to achieve employment or advance in their chosen field of study

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| DCAD Strategic Plan Reference |
| Strategic Goal I: Grow existing programs |
| DCAD Outcomes (measurable, subset of goal) |
| <ul style="list-style-type: none">• Increase student enrollment & engagement with Certificate programs• Increase student satisfaction with outcome of Certificate programs |
| Assessment Methods/ Measures |
| <ul style="list-style-type: none">• Student enrollment• Student engagement• Certificate student surveys |
| What / Who is being assessed |
| <ul style="list-style-type: none">• Department• Director• Instructor effectiveness |
| Frequency of Assessment Administration |
| <ul style="list-style-type: none">• Upon conclusion of FY |
| Reliability/Validity Information |
| Reliability & Validity - new certificate survey implemented FY 2010 |
| Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes) FY 2011 targets |
| <ul style="list-style-type: none">• 40% started new career• 30% increased salary• 70% expanded skill set to build resume/expertise |
| Results (Actual Level of Achievement) |
| (Describe, based on quantitative data) <ul style="list-style-type: none">• Pending 2011 Survey |

Actions Taken (comprehensive, narrative analysis to address results)

Review of Certificate Programs in progress with Area Coordinators (ID, CG).

Update of course outlines delivered to CG instructors to ensure uniformity in setting expectations and goals.

Closing the loop

| <u>Action</u> | <u>Implementation Date</u> | <u>Results</u> |
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| <ul style="list-style-type: none">• Implement Survey by 3/25/2011• Summarize results early April 2011• Meet with ACs and gather feedback from stakeholders to re-vamp/update Certificate Programs based on feedback. | | |

GOAL 3: Assist building enrollment in the A.F.A. Degree Program.

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| DCAD Strategic Plan Reference |
| Strategic Goal I: Grow existing programs |
| DCAD Outcomes (measurable, subset of goal) |
| <ul style="list-style-type: none">• Increase student enrollment in the Pre-College Art Studio Program• Increase student enrollment in the Pre-College Portfolio Workshop |
| Assessment Methods/ Measures |
| <ul style="list-style-type: none">• Student enrollment• Student engagement (multiple touch-points with DCAD)• Student Surveys |
| What / Who is being assessed |
| <ul style="list-style-type: none">• Department• Director• Instructor effectiveness• Communication between CE & Admissions |
| Frequency of Assessment Administration |
| <ul style="list-style-type: none">• Upon launch of each program; at onset of fall |
| Reliability/Validity Information |
| Reliability & Validity – Enrollment counts highly reliable; additional notes (tags &/or comments in GradPro) available for review; opportunity exists to enhance student participation in surveys |
| Standard or Criterion or Benchmark (percentage expected to “meet” or “exceed” expectations for the outcomes) FY 2011 targets |
| <ul style="list-style-type: none">• 50 participants for Pre-College Art Studio Program• 40 participants for the Pre-College Portfolio Workshop• Target: 20% of all participants to enroll in the A.F.A. program |
| Results (Actual Level of Achievement) |
| (Describe, based on quantitative data) <ul style="list-style-type: none">• Pending program enrollment |

Actions Taken (comprehensive, narrative analysis to address results)

Increased distribution of Pre-College Art Studio Program brochure (mail, e-newsletters, customized links).
Request for student feedback via DCAD instructor.
Monitor student status in GradPro (applicant, etc.).

Closing the loop

| <u>Action</u> | <u>Implementation Date</u> | <u>Results</u> |
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| <ul style="list-style-type: none">• Monitor student completion in Portfolio Workshop (June 2011).• Monitor student registration in Pre-College Art Studio Program (mid-June 2011).• Monitor student satisfaction (July 2011).• Monitor student applications/confirmations (on-going via GradPro). | | |