

Continuing Education

Department Goal Assessment

Location: Office 110, 600 N Market St

Date: 12/6/2010

Department/Position: Director of Continuing Education

Department Mission

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.

Brief Overview of Primary Services, Programs, Functions

The continuing education program offers courses in art and design for personal enrichment and professional growth. Courses can be taken for credit or non-credit. In addition to individual courses, adult students may choose from six certificate programs: Arts & Design, Digital Design, Graphic Design, Web Design, Photography, and Interior Design.

Continuing Education also offers Young Artists programs designed to engage high school students with DCAD. Specifically, we offer a one-week Pre-College Art Studio program designed for students interested in attending an art and design college, as well as portfolio-building events and workshops

Departmental goals

1. Offer a diverse and dynamic range of courses in art and design throughout the year
2. Provide a skill set for students to achieve employment or advancement in their chosen field of study
3. Build enrollment in the A.F.A. Degree Program through Young Artist programs.

Assessment Goal 1:

4. Are the right mixture/number of classes being offered to attract students
5. Are classes being offered at the right times and semester
6. What new classes/programs/certificates should be added

Assessment Goal 2:

1. Are the current course offerings rigorous enough (too rigorous)
2. Are students gaining employment/advancement due to their training at DCAD
3. Are faculty in touch with trends in their field

Assessment Goal 3:

1. Are the current CE programs for young artists attracting them to the degree program

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Strategic Goal I: Grow existing programs

Department Goal	Functional Area	Responsibility	Methodologies	Resources	Measures	Outcomes	Timeline
Goal 1: Offer a diverse and dynamic range of courses in art and design through out the year	Non-Degree Programs	Director of Continuing Education	Variety course offerings each semester Events to show case the CE program (Exhibitions, Drawing Marathon, Pre-College Art Studio Program, Kaleidoscope)	Direct effort in recruiting instructors Student and Instructor Feedback regarding course revisions and/or additions Funds for instructor salaries Funds for events Funds for advertising	Number of courses offered/run each semester by category Student survey/course evaluations Enrollment	Large selection of art and design courses that meet the need of the students Increased enrollment and community involvement	Each semester and annually
Goal 2: Provide a skill set for students to achieve employment or advancement in their chosen field	Non-Degree Programs	Director of Continuing Education	Attract qualified faculty Cohesive certificate program that is up-to-date with trends in the job market and economy	Direct effort Student and Instructor Feedback regarding course revisions and/or additions	Survey: Certificate graduates Enrollment in Certificate Programs Evaluate number of students who return to DCAD and number who take more than one class	Increased satisfaction and commitment of students with the continuing education program Increased awareness of DCAD as a career resource Providing local employers with trained personnel	Each semester and annually
Goal 3: Assist building enrollment in the Degree program	Non-Degree Programs	Director of Continuing Education	Offering programs/workshops to young artists such as Pre-College Art Studio, Drawing Marathon, Portfolio Workshops and Kaleidoscope	Direct effort Prospect lists via Admissions Funds for programs Funds for marketing	Number of degree students that began in CE	Increased continuing education and degree enrollment Conversion of CE Young Artists to A.F.A. Degree Students	Annually