

**PHILLIPS COMMUNITY COLLEGE INSTRUCTION  
DIVISION SUMMARY REPORT**

**Division of Applied Technology**

**October 2014**

**DIVISION MISSION STATEMENT**

The PCCUA Division of Applied Technology will provide students with a diverse set of “reality-based” educational programs designed to enhance application-based skill sets that will be attractive to local and regional employers.

**Specific Initiatives and Strategies  
In 2013-2014 Strategic Plan  
And Level Of Accomplishment**

<b>Priority Initiative in 2013-2014 Strategic Plan</b>	<b>Status</b>
Completed Graphic Communications Program Review for Arkansas Department of Higher Education (ADHE).	Submitted program review to Vice Chancellor for Instruction in August 2013. External review completed in October 2013. Program review documents sent to ADHE December 2013.
As part of The Arkansas Delta Training and Education Consortium (ADTEC), PCCUA submitted a US Department of Labor TAACCCT grant to strengthen manufacturing initiatives.	Awaiting approval.
Provided customized training to meet local industries’ needs.	Trained approximately 69 industry participants in Workplace Communication, Programmable Logic Controllers, and Industrial Math workshops.
Hosted the 2014 Young Manufacturers Academy to explore career opportunities for young men and women in manufacturing.	Twenty-six seventh, eight, and ninth graders participated.
Expanded assessment to include the welding program.	Implemented Fall 2014.
Reviewed and evaluated program/division outcomes and assessment results.	Reviewed results at the end of Fall 2013 and Spring 2014 semesters.
Participate in recruitment efforts	Ongoing. Recruitment consists of visits to area businesses, industries, and high schools promoting classes and specialized training. Participated in the following college-related recruitment activities in 2013-14: PCCUA College Fair in Helena DeWitt Career Fair Career & Technical Center College Fairs
Maintain division web page	Ongoing. Program coordinators work with faculty members on division updates.

## **SUMMATION OF 2013-2014 PLANNING ACTIVITIES**

Evidence of planning by the Applied Technology Division is documented by the following:

1. Division Meetings and Minutes
2. Instruction and Curriculum Meetings and Minutes
3. Annual Faculty Evaluation/Portfolio Reviews
4. Annual Division Summary Assessment Report
5. Dean and Program Coordinators Meetings
6. Recruitment Activities
7. Email—used extensively to dispense information of interest to the division and for group discussion
8. Annual budget and Carl Perkins Grant Submissions
9. Program Coordinator Meetings

## **SUMMATION OF 2013-2014 CLASSROOM ASSESSMENT ACTIVITIES**

Faculty submit to the Division Dean an Assessment Results/Action Plan report each semester of all courses taught validating outcomes results and plans to address unmet competencies at the end of each semester. These individual reports are combined into the division summary report which illustrates the achieved percentage outcomes for the five competencies for each degree program. Refer to Page 4 for an example of this report (2014 Program and Division Averages). To look at examples of program outcomes, please refer to Pages 5 and 6—2014 AAS in Advanced Manufacturing and AAS in Graphic Communication. All degrees follow the same format.

## **IMPROVEMENTS AND MODIFICATIONS AS A RESULT OF ASSESSMENT**

The division retention rate has improved as a result of assessment. Graphic Communication department is continuing to implement hybrid courses to improve retention and enrollment.

## **SUMMATION OF 2013-2014 BUDGET ACTIVITIES IN REGARD TO PURCHASES (EQUIPMENT, LEARNING AIDS, ETC.) AND ABILITY TO MEET INSTRUCTIONAL NEEDS**

Through grants and the institutional budget, the Division has been able to provide quality classroom instruction. Adequate supplies and equipment are available to meet instructional needs. Three Mac computers for the Graphics Department as well as Adobe software have been purchased and installed on each campus. Twenty computers and one instructor station were also purchased and installed in the Advanced Manufacturing Lab on the Helena campus this year.

## INITIATIVES & STRATEGIES TO INCLUDE IN THE 2014-2015 STRATEGIC PLAN

The Applied Technology department will:

1. Participate in the ADTEC Consortium TAACCCT grant to strengthen manufacturing initiatives to be more responsive to meeting industries' needs.
2. Submit Advanced Manufacturing and Renewable Energy Technology Program Review for Arkansas Department of Higher Education (ADHE)
3. Promote recruitment and retention efforts on all three campus locations.
4. Apply and evaluate course level and program assessment for continual improvement of student learning and success in Graphic Communications, Advanced Manufacturing, and Renewable Energy Technology.
5. Add Renewable Energy components to Advanced Manufacturing degree.
6. Provide a supportive environment for faculty that includes training and development opportunities
7. Update software programs, textbooks and other sources of information and technology to provide state of the art instruction
8. Maintain division web page
9. Conduct Applied Tech Advisory Committee meetings
10. Work with local industries to meet customized training needs.

**Division of Applied Technology Division  
Core Competencies - Program and Division Averages  
Fall 2013 - Spring 2014**

<b>Graphic Communications Core Competencies</b>	<b>Fall 2013</b>	<b>Spring 2014</b>
<b>Student Retention Rate</b>	<b>91%</b>	<b>87%</b>
Communication	90%	50%
Cultural Awareness	94%	63%
Social and Civic Responsibility	92%	74%
Critical Thinking	97%	91%
Mathematical Reasoning		
Technology Utilization	93%	79%
<b>Program Average</b>	<b>93%</b>	<b>71%</b>

<b>Adv. Manufacturing/RET Core Competencies</b>	<b>Fall 2013</b>	<b>Spring 2014</b>
<b>Student Retention Rate</b>	<b>62%</b>	<b>100%</b>
Communication		
Cultural Awareness		
Social and Civic Responsibility	80%	100%
Critical Thinking	65%	100%
Mathematical Reasoning		
Technology Utilization	65%	100%
<b>Program Average</b>	<b>70%</b>	<b>100%</b>

<b>Division Core Competencies</b>	<b>Fall 2013</b>	<b>Spring 2014</b>
<b>Student Retention Rate</b>	<b>89%</b>	<b>77%</b>
Communication	90%	50%
Cultural Awareness	94%	63%
Social and Civic Responsibility	86%	87%
Critical Thinking	81%	96%
Mathematical Reasoning		
Technology Utilization	79%	90%
<b>Division Average</b>	<b>87%</b>	<b>77%</b>

## Advanced Manufacturing/Renewable Energy Technology

Program Outcome	Assessment Method/Measurement	Sp 13	Fall 13	Sp 14	
		To provide high quality advanced manufacturing courses/programs to prepare graduates with skills to enter the workforce in a mid-level manufacturing position.	85% of all advanced manufacturing students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	96	70
	85% of AAS students will score 70% or higher in the capstone course.	----	----	----	
<b>Division Outcome</b>	<b>85% of all applied technology students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.</b>	91	87	77%	
<b>Student Retention Rates</b>		82	62	100%	

**Upon completion of this program, students will be able to:**

PCCUA Core Competency	Division Core Competency	Program Goals	Student Learning Outcome – Courses Assessed		Assessment Method/Measurement	Sp 13	Fall 13	Sp 14	ACTION PLANS
<b>Communication</b>	Students will demonstrate the ability to communicate effectively in their chosen discipline using visual and oral media	The interactive process through which there is an exchange of verbal and/or nonverbal information	IT 263 IT 1213 IT 233 RET 143		70% of students will score 70% or higher on the communication student learning outcomes for selected courses.	100	----	----	NONE
<b>Cultural Awareness</b>	Students will demonstrate ability to identify, analyze, and remediate problems critical to their chosen discipline	Students will acknowledge the diversity of groups and demonstrate toward ideas from others.	IT 263 IT 233 RET 143		70% of students will score 70% or higher on the Cultural Awareness student learning outcomes for selected courses.	100	----	----	NONE
<b>Social and Civic Responsibility</b>	Students will demonstrate knowledge of ethics and legal issues appropriate to their chosen discipline	Students will demonstrate knowledge of ethics and legal issues appropriate to their chosen discipline.	IT 1203 IT 1243 IT 1273 IN 114 IT 113 IT 214 IT 273	RET 103 RET 113 RET 124 RET 134 RET 143	70% of students will score 70% or higher on the Social and Civic Responsibility student learning outcomes for selected courses.	94	80	100	NONE
<b>Analytical &amp; Critical Thinking</b>	Students will demonstrate ability to identify, analyze, and remediate problems critical to their chosen discipline	Students will demonstrate ability to identify, analyze, and remediate problems critical to their chosen discipline	IT 1233 IT 1253 IT 1273 IT 113 RET 113 RET 124 RET 143		70% of students will score 70% or higher on the Critical Thinking student learning outcomes for selected courses.	94	65	100	NONE
<b>Mathematical Reasoning</b>	Students will demonstrate ability to perform computations appropriate to their chosen discipline	Students will demonstrate ability to perform computations appropriate to their chosen discipline	IT 133 IT 214 RET 143		70% of students will score 70% or higher on the Mathematical Reasoning student learning outcomes for selected courses.	----	----	----	NONE
<b>Technology Utilization</b>	Students will demonstrate ability to perform technical operations to their chosen discipline	Students will demonstrate ability to perform technical operations to their chosen discipline.	IT 163 IN 114 IT 113 IT 133 IT 233 IT 243 IT 253 IT 1203 IT 1213 IT 1233 IT 1223	IT 1253 IT 1273 IT 1273 IT 1263 RET 103 RET 113 RET 124 RET 134 RET 143 AFLS 1203 AFLS 2103	70% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	92	65	100	NONE

**Division of Applied Technology – AAS Graphic Communication Program  
Program Outcome and Core Competencies - Assessment Results/Action Plan  
Semester: Spring 2014**

Program Outcome	Assessment Method/Measurement	Semester Results			Action Plan
		SP 13	Fall 13	SP 14	
To provide high quality graphic communications courses/programs to prepare graduates with skills to enter the workforce in a mid-level design position.	85% of all Graphic Communication students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	85%	88%	71%	Emphasize deadlines and assignment completion
	85% of AAS students will score 70% or higher in the ART 262 – Art Seminar capstone course.	0%	100%	53%	Emphasize deadlines and assignment completion
<b>Division Outcome</b>	85% of all applied technology students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	91%	87%	77%	
<b>Student Retention Rates</b>		92%	91%	87%	

**Upon completion of this program, students will be able to:**

PCCUA Core Competency	Division Core Competency	Program Goals	Student Learning Outcome – Courses Assessed		Assessment Method/Measurement	Semester Results			Action Plan
						SP 13	Fall 13	SP 14	
<b>Communication</b>	Students will demonstrate the ability to communicate effectively in their chosen discipline using visual and oral media	Demonstrate listening, verbal, electronic, and/or presentation skills, essential for graphic design in a professional and appropriate manner.	ART 262	PR 114	75% of students will score 70% or higher on the communication student learning outcomes for selected courses.	0%	90%	50%	Student retention and assignment completion
<b>Cultural Awareness</b>	Students will demonstrate ability to identify, analyze, and remediate problems critical to their chosen discipline	Interact with diverse groups of people in the graphic design environment.	ART 262	PR 113	75% of students will score 70% or higher on the Cultural Awareness student learning outcomes for selected courses.	67%	94%	63%	Student retention and assignment completion
<b>Social and Civic Responsibility</b>	Students will demonstrate knowledge of ethics and legal issues appropriate to their chosen discipline	Understand and be able to apply the legal, ethical, political, and/or environmental concepts appropriate for the graphic design environment.	ART 262 PR 103 PR 113	PR 123 PR 164 NT 253	75% of students will score 70% or higher on the Social and Civic Responsibility student learning outcomes for selected courses.	89%	92%	74%	Student retention and assignment completion
<b>Analytical &amp; Critical Thinking</b>	Students will demonstrate ability to identify, analyze, and remediate problems critical to their chosen discipline	Analyze, interpret, and evaluate data necessary to solve design problems and support graphic design decisions.	ART 133 ART 262 PR 103	PR 113 PR 123 PR 133 PR 143	75% of students will score 70% or higher on the Critical Thinking student learning outcomes for selected courses.	78%	97%	91%	Student retention and assignment completion
<b>Mathematical Reasoning</b>	Students will demonstrate ability to perform computations appropriate to their chosen discipline	Understand and be able to apply mathematical skills and methods in the creation of design problems	ART 262	PR 113	75% of students will score 70% or higher on the Mathematical Reasoning student learning outcomes for selected courses.	100%	100%		
<b>Technology Utilization</b>	Students will demonstrate ability to perform technical operations to their chosen discipline	Demonstrate skills in graphic communications software and other technology skills needed to perform in the graphic design environment.	ART 133 ART 143 AR 262 PR 103 PR 113 PR 114	PR 123 PR 133 PR 143 PR 164 PR 224 NT 253 NT 273	75% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	92%	93%	79%	Student retention and assignment completion