PHILLIPS COMMUNITY COLLEGE INSTRUCTION
ANNUAL REPORT

Division of Applied Technology **October 2013**

DIVISION MISSION STATEMENT (optional)

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 2012-2013 Strategic Plan And Level Of Accomplishment

Priority Initiative in 2012-2013 Strategic Plan	Status
Conduct 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.
Provide customized training to meet local industries' needs	Trained approximately 60 industry participants in three Workplace Communication workshops and one Programmable Logic Control workshop
Add Renewable Energy components to Advanced Manufacturing degree.	Submit for approval in Spring, 2014.
Participate in the Arkansas Delta Transportation Education Project (ADTEP) to support workforce training for the agriculture industries.	Farm workers program was conducted on the DeWitt and Helena campuses. Eight CPs in Agri Mechanics and Equipment were awarded.
Participate in the U.S. Department of Labor Arkansas Sector Partnership to support training in green occupations.	Mike Shaw and Terry Turner currently use the training trailer on their perspective campuses and travel as needed to share with others.
Establish and evaluate program/division outcomes and assessment results.	Ongoing. Analyze outcomes and assessment results; develop action plans.
Expand program accessibility to broader range of groups, including secondary students	Ongoing. Renewable Energy Technology (RET) program continues to be offered to a broad range of students including secondary center students.
Secure facilities, equipment, and software to support "hands on" learning	Ongoing. Training Centers on all three campuses are equipped to support applied technology class offerings and programs. Through the U.S. Department of Labor Arkansas Sector Partnership and Carl Perkins Grant, additional equipment has been purchased to expand the Renewable Energy Technology curriculum to include solar thermal and solar photovoltaic classes.
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 2012-13: 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.
Revise student learning outcomes	Ongoing. Student learning outcomes for Graphics Communications, Advanced Manufacturing, and Renewable Energy courses have been implemented. Data is currently being gathered and analyzed for improvement purposes.

SUMMATION OF 2012-2013 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 2012-2013 CLASSROOM ASSESSMENT ACTIVITIES

Faculty members who teach in the Graphics and Advanced Manufacturing, and Renewable Energy Technology programs have implemented the assessment process and are monitoring the outcomes. All results are being monitored and summarized into the division summary report. Assessment results and actions plans are submitted to Applied Technology Dean at the end of each semester. Faculty submit to the Division Dean an Assessment Results/Action Plan report each semester of all courses validating outcomes results and plans to address unmet competencies. These individual reports are combined into one report which illustrates the achieved percentage outcomes for the six competencies for the capstone course and each degree program. Refer to Page 5 for an example of this report. To look at an example of program outcomes, please refer to Page 6—AAS Graphic Communications Program and Division Summary Sheet. 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 Communications department is considering implementation of some hybrid courses to improve retention and enrollment.

SUMMATION OF 2012-2013 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. Plans are being made to purchase three Mac computers for the Graphics Department (one on each campus) as well as Adobe software.

INITIATIVES & STRATEGIES TO INCLUDE IN THE 2013-2014 STRATEGIC PLAN

The Applied Technology department will:

1. Participate in the Arkansas Delta Transportation Education Project (ADTEP) to support workforce training for the agriculture industries. .
2. Participate in the U.S. Department of Labor Arkansas Sector Partnership to support training in Green occupations as well as improve Green skills in existing occupations and industries.
3. Participate in the AATYC Workforce Training Consortium.
4. Promote recruitment and retention efforts on all three campus locations.
5. 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.
6. Add Renewable Energy components to Advanced Manufacturing degree.
7. Determine curriculum needs and purchase equipment with Title III grant in 2013-14 for Advanced Manufacturing and Renewable Energy Technology
8. Provide a supportive environment for faculty that includes training and development opportunities
9. Update software programs, textbooks and other sources of information and technology to provide state of the art instruction
10. Maintain division web page
11. Conduct Applied Tech Advisory Committee meetings
12. Work with local industries to meet customized training needs.

Division of Applied Technology Division
Core Competencies - Program and Division Averages
Fall 2011 - Spring 2013

Graphic Communications Core Competencies	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Student Retention Rate	**83%**	**100%**	**87%**	**92%**
Communication	100%	80%	100%	0%
Cultural Awareness	100%	80%	100%	67%
Social and Civic Responsibility	83%	78%	83%	89%
Critical Thinking	81%	68%	82%	78%
Mathematical Reasoning	100%	78%	0%	100%
Technology Utilization	84%	89%	91%	92%
Program Average	**91%**	**79%**	**76%**	**71%**

Adv. Manufacturing/RET Core Competencies	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Student Retention Rate	**95%**	**92%**	**92%**	**82%**
Communication	100%	100%	100%	100%
Cultural Awareness	100%	100%	0%	100%
Social and Civic Responsibility	94%	95%	100%	94%
Critical Thinking	100%	100%	100%	94%
Mathematical Reasoning	97%	86%	100%	0%
Technology Utilization	96%	100%	99%	92%
Program Average	**98%**	**97%**	**83%**	**80%**

Division Core Competencies	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Student Retention Rate	**86%**	**82%**	**90%**	**87%**
Communication	100%	90%	100%	50%
Cultural Awareness	100%	90%	50%	84%
Social and Civic Responsibility	89%	87%	92%	92%
Critical Thinking	91%	84%	91%	86%
Mathematical Reasoning	99%	82%	50%	50%
Technology Utilization	90%	95%	95%	92%
Division Average	**95%**	**88%**	**80%**	**76%**

Division of Applied Technology – AAS Graphic Communications Program
Program Outcome and Core Competencies - Assessment Results/Action Plan
Semester: Spring 2013

Program Outcome	Assessment Method/Measurement	Semester Results						Action Plan
		Fall 09	Sp 10	Fall 10	Sp11	Fall 12	SP 13	
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.	97%	98%	78%	99%	91%	85%	
	85% of AAS students will score 70% or higher in the ART 263 – Art Seminar capstone course.	100%	100%	33%	100%	0%	0%	
Division Outcome	**85% of all applied technology students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.**							
Student Retention Rates		**90%**	**94%**	**95%**	**95%**	**87%**	**92%**	

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
						Fall 09	Sp 10	Fall 10	Sp 11	Fall 12	SP 13	
Communication	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.	**100%**	**96%**	**58%**	**100%**	**100%**	**0%**	
Cultural Awareness	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.	**100%**	**100%**	**50%**	**100%**	**100%**	**67%**	
Social and Civic Responsibility	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.	**85%**	**98%**	**72%**	**100%**	**83%**	**89%**	
Critical Thinking	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.	**100%**	**97%**	**81%**	**100%**	**82%**	**78%**	
Mathematical Reasoning	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%**	**25%**	**100%**	**0%**	**100%**	
Technology Utilization	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 ART 211 ART 262 PR 103 PR 113 PR 114	PR 123 PR 133 PR 143 PR 164 PR 224 PR 233 NT 253 NT 273	75% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	**96%**	**95%**	**98%**	**94%**	**91%**	**92%**	