

CENTRAL NEW MEXICO COMMUNITY COLLEGE

ASSESSMENT REPORT

Due to SAAC by September 30

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
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Academic Year	Contact Person	Email	Phone Number

Subject of this Assessment Report:		
Program: <u>CIS</u> <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> AA <input checked="" type="checkbox"/> AS <input checked="" type="checkbox"/> AAS	Gen Ed Area: _____ Applicable to: <input checked="" type="checkbox"/> AA/AS <input checked="" type="checkbox"/> AAS	Discipline Area: <u>Digital Media</u>

PART 2: EVIDENCE OF ACHIEVEMENT OF PROGRAM OUTCOMES

Summary of Program Success in Achieving Desired Outcomes:
<p>For the fiscal year 2013-14, of the 1766 students with this declared major, 114 earned their degree. The average class size was 19 students and the retention rate was 85.17%. Of those 114 graduates, 72.3% went to work in the CIS field. 28 out of 114 graduates were from Digital Media concentration.</p>

Description and Evaluation of Recent Changes Made in Support of Student Learning:
<p>Student completed the 5 Rubrics based on project developed in courses and did not have to recreate a new portfolio, but demonstrate projects that were created in digital media classes.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING PROCESSES

Learning Outcome(s)/Exit Competencies Assessed:	Classes/Cohorts Assessed:
<i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i> Follow Rubrics Navigational Interface of Organize class projects	CIS1330, CIS2310, CIS2340, CIS2350, CIS2355, CIS2360

Measurement Tool(s) Used:	Enter X's for type of tool				Initial Achievement Target or Expectation:
	Internal	External	Direct	Indirect	
<i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>					
Rubrics #1 Exit Competencies: 1 Demonstrate Professional Work and Design Skills Requirements Demonstrate Professional Work and Design Skills	x				Student attending orientation session and turning in projects at the posted due date. Session and classes were used to help students in the capstone course to stay on track. Meet with mentors on a regular basis. Student written input of task completed on rubrics
Rubrics #2 Exit Competencies: 2 Build Publications Using Desktop Publishing Software	x				Demonstrated In-Design projects published a Brochure and export to PDF format, and upload to a web server and a copy to a DVD Student written input of task completed on rubrics
Rubrics #3 Exit Competencies: 3 Create interactive projects publishing for the web Requirements Create interactive project(s) publishing for the web	x				Student posted content on a DVD for evaluation, and uploaded content to the W3 server or any other web server embedding navigation menu which demonstrate interactivity Student written input of task completed on rubrics
Rubrics #4 Exit Competencies 4: Digital Media Requirements Design and Develop a Digital Video	x				Student posted content on a DVD for evaluation, and uploaded content to the W3 server or any other web server embedding navigation menu which demonstrate interactivity Student written input of task completed on rubrics
Rubrics#5 Exit Competency #5 Enhance and Prepare Raster and Vector Images for Output by using Digital Imaging Software	x				Project demonstrated in developmental format, but exported into web format for incorporation into a web page demonstration multitasking. Student written input of task completed on rubrics

Assessment Results/Findings:
An Increase of student completing projects and organizing content for presentation on multiple platforms. Required students to write and describe where rubric skill was demonstrated on assignment submission.

Analysis and Interpretation of Assessment Results/Findings:

File Management organization, exporting to different software applications. Multitasking skills improvement.

Action Plan in Support of Student Learning:

Some Rubrics may need to be revised due to the changes in course content being taught, New software implemented, and the need to develop content for social media and mobile apps market.

Recommendations, Proposals, and/or Funding Requests:

New course in designing Mobile App to be evaluated. Design content Multitasking and social media interaction,

PART 4: EMBEDDED OUTCOMES**Critical Thinking and Life Skills/Teamwork Development within Programs:**

- a) Please describe how Critical Thinking assessment is embedded within your program assessment.
- b) Please describe how Life Skills/Teamwork assessment is embedded within your program assessment.

a) Final Exams or quizzes will be based on textbook content and application of project development on an active web server.

b) Students work on team based research of current market conditions such as usage and development of multiple platform software knowledge men of mobile apps and HTML5 design specifications. Many project requirements will be based on community needs such as reducing underage drinking and DWI solutions.

PART 5: ASSESSMENT CYCLE PLAN (Copy and paste from original plan if unchanged)**Plan Description:**

To provide more instructional content based on designing content for HTML5 Specification and Mobile Applications used in wireless devices.

Student Learning Outcomes/Exit Competencies:	When Measured:	Where Measured:	How Measured:
1. Interact with File Management compression	Submission of Weekly Homework assignments	Homework submission	File must be in zip format and extracted correctly when selected
2. Creating a Web site interface screen	End of term Class projects	Web Host Server	Facilitation of Interface Navigation on a browser or other storage device
3. Identify and explain basic concepts of HTML 5 Syntax Coding	Submission of Weekly Homework assignments	Export to a Browser	Tested and executed in multiple browser programs
4. Develop a variety content using of Creative Cloud Software Applications	Submission of Weekly Homework assignments	Classroom Activities	Submission of Classroom projects at end of term.
5. Researching new content to expand learning	End of term submissions	Classroom Activities	Execution of Application.
6. Create a 3D model Logo from Post Production Effects	End of term project submission	Movie Player Program	Embedded object into a different application such as video.
7. Displaying project for Portfolio development	Capstone Course	Web Server or DVD	Rubrics
8. Creating a PDF Presentation in Graphic Design and Editing Software.	End of term Project Submission	Upload to Network Server	Proper display on Projection screen.
9. Interact and research in a Team based learning activity	End of term project submission	Classroom Activities	Instructor and Group Grading procedures
10. Using Digital Media to Research and Create Social Media Content and Apps	End of Term project submission	Mobile Devices	Execution on Mobile Devices and Web Browsers, Tablets