

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Web Design and Development

Division: BCT Department: DMA Program Code: APWDDD

Type of Award: A.A. A.S. A.A.S.
 Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Students will code Web pages to industry standards and best practices.	Rubric and data collected at Certificate assessment.	Winter 2023	All students evaluated in Certificate assessment.	All students evaluated in Certificate assessment.
Students will design Web pages to industry standards and best practices.	Rubric and data collected at Certificate assessment.	Winter 2023	All students evaluated in Certificate assessment.	All students evaluated in Certificate assessment.
Students will create industry standard user experience deliverables.	Rubric and data collected at Certificate assessment.	Winter 2023	All students evaluated in Certificate assessment.	All students evaluated in Certificate assessment.
Students will create industry standard digital strategy deliverables.	Rubric and data collected at Certificate assessment.	Winter 2023	All students evaluated in Certificate assessment.	All students evaluated in Certificate assessment.
Students will program Web pages to industry standards and best practices.	Rubric and data collected at Certificate assessment.	Winter 2023	All students evaluated in Certificate assessment.	All students evaluated in Certificate assessment.

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Data from the five certificates will be collected and evaluated by a departmentally developed rubric. Institutional research will provide pass/fail rates for WEB students in DMA courses.

2. Indicate the standard of success to be used for this assessment.

PROGRAM ASSESSMENT PLANNING FORM

70% of WEB students will pass their DMA courses. 70% of students in each certificate will achieve a 3 or higher on a 4 point scale.

3. Indicate who will score and analyze the data (data must be blind-scored).

Full-time WEB faculty.

Submitted by:

Name: Kelley Gottsching Kelly/Gottsching Date: 9/24/18
 Print/Signature
 Dept. Chair: William Anderson Date: 9/24/18
 Print/Signature
 Dean: Eva Jamulski Date: 9-27-18
 Print/Signature

Reviewed by AC
1/24/19

Please return completed form to the Office of Curriculum & Assessment, SC 257.