

**Argosy University
 College of Creative Arts and Design
 Advertising Associate of Science Assessment Review
 FY17 (2016-2017)**

To support program quality and integrity, the San Diego campus of the College of Art and Design’s Advertising associate program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. If you have any questions, please contact Dr. Melinda Lester, Senior Director of Institutional Effectiveness at 714-338-4211 or mlester@aii.edu.

By The Numbers		FY16	FY17	FY18
Annual Enrollment		23	13	2
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian				
Black or African American			1	
Hispanic/Latino		5	5	
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		13	4	2
Two or more races		5	3	
White				
Gender				
Female		12	4	1
Male		11	9	1
Annual Graduation (Total Headcount)		5	4	3
Completion Rate - (Expected program length = 6 quarters or 66 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	11.1%	37.5%	25.0%
	150% – % of students who completed the program within 150% of the expected program length.	14.3%	22.25%	37.5%
	200% – % of students who completed the program within 200% of the expected program length.	15.4%	14.3%	22.5%
Job Placement (Headcount of Students Available)		1	4	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		100%	50.0%	N/A*

*Not Yet Reported

FY17 Achievement of Program Outcomes

The annual review process includes direct and indirect assessments, with rubrics, tests, surveys and metrics used to measure the success of the Student Learning Outcomes (SLOs) for each program. The categories included herein to compile the results are *Mostly Successful*, *Needs Improvement*, *Not Successful* and *Insufficient or No Data*.

The category of “*Mostly Successful*” required the program or department to have the majority of their goals achieved (75% and above). The category of “*Needs Improvement*” was indicated where 50-74% of the program goals showed some success. The “*Not Successful*” category was indicated when a program goal was not meeting the success rate indicated in the Criteria for Success for that SLO at 49% or below. “*Insufficient Data*” was indicated when there was not enough information about the program goal to make a decision about the overall goal. This would include not having enough graduates, a newer program at the campus, or results not reported.

S	Mostly Successful - Combined scores at 75% and above	NI	Needs Improvement - Combined scores at 50-74%	N	Not Successful – Combined scores 49% and below	ND	No Data
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- Outcome 1.** Demonstrate proficiency with the tools and graphic techniques of the profession to plan and manipulate advertising media in the production of print collateral and video spots.

Measure	Criteria for Success	# Students Assessed	Results
1a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	4.0

- Outcome 2.** Demonstrate the ability to effectively use aesthetic and layout concepts in the design process for advertising campaigns and marketing communications.

Measure	Criteria for Success	# Students Assessed	Results
2a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.0

- Outcome 3.** Apply industry knowledge and critical thinking skills to describe and develop key elements of effective advertising problems and solutions using the language and concepts of the profession.

Measure	Criteria for Success	# Students Assessed	Results
3a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	4.0

Outcome 4. Articulate and apply the professional standards of the industry through a demonstration of their ability to relate advertising/ marketing techniques and visual communication skills to client-driven campaigns.

Measure	Criteria for Success	# Students Assessed	Results
4a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.8

Outcome 5. Professionalism - Graduates demonstrate professional presentation skills, articulation of visual problem solving, and mastery of industry standards, business practices and ethics.

Measure	Criteria for Success	# Students Assessed	Results
5a. Demonstrate professional presentation; articulation of knowledge of advertising and visual problem solving; and mastery of industry standards, professional practices and ethics.	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.8

FY17 Action Plan and Use of Results

Outcome	Main Issue	Action Taken	Results of Action Taken
2	<p>Low scores on Design skills and developing concepts and layout in the design process for advertising campaigns and marketing communications.</p> <p>This is especially evident in the earlier courses. A focus on early courses will be a strategy for improvement (4 students assessed in early courses and only 1 met the benchmark).</p>	<p>A refinement of assessments to allow faculty to better evaluate student skills in the earlier courses needs to be the focus.</p> <p>Faculty will be utilized to determine the student needs to improve the early course skills.</p>	<p>Initial results show the improvements in skills in the early courses has improved and assessments show the area meeting and exceeding the benchmarks.</p>