

**Argosy University
 College of Creative Arts and Design
 Advertising Bachelor 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 bachelor 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		68	32	20
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian			2	1
Black or African American			4	
Hispanic/Latino		19	6	5
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		28	9	8
Two or more races		17	11	4
White		4		2
Gender				
Female		41	15	5
Male		26	17	14
Annual Graduation (Total Headcount)				
		16	6	10
Completion Rate - (Expected program length = 12 quarters or 132 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	42.2%	35.0%	19.0%
	150% – % of students who completed the program within 150% of the expected program length.	51.1%	61.5%	40.9%
	200% – % of students who completed the program within 200% of the expected program length.	46.8%	55.9%	51.1%
Job Placement (Headcount of Students Available)				
		15	5	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)				
		40.0%	20.0%	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. Theory - Graduates apply industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards.

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.	10	3.5

Outcome 2. Design - Graduates develop concepts as well as analyze and incorporate aesthetics and layout 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.	10	3.3

Outcome 3. Technology and Production - Graduates demonstrate proficiency with the tools and graphic techniques of the profession to plan and implement production of advertising media such as print collateral, audio and video spots, and Web-interactive materials.

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.	10	3.6

Outcome 4. Critical Thinking: Graduates articulate the vision behind their creative work and promote their solutions to design and marketing problems consistent with professional standards.

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.	10	3.5
4b. PAC Committee feedback	85% of PAC committee (and employers) feedback survey at the portfolio show indicates that student work is appropriate.	3	100%

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. 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.	10	4.1
5b. Internship evaluation of students	90% of internship evaluations will demonstrate that students have acquired the appropriate knowledge, skills, and behaviors.	4	100%

Closing the Loop: Results of 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 (13 students assessed in early courses an none met the benchmarks).</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>