

**Argosy University  
College of Creative Arts and Design  
Fashion Design Bachelor of Fine Arts Assessment Review  
FY17 (2016-2017)**

To support program quality and integrity, the San Diego campus of the College of Art and Design’s Fashion Design 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](mailto:mlester@aii.edu).

<b>By The Numbers</b>		<b>FY16</b>	<b>FY17</b>	<b>FY18</b>
Annual Enrollment		74	67	30
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian			1	1
Black or African American				2
Hispanic/Latino		15	20	8
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		42	41	16
Two or more races		17	5	3
White				
Gender				
Female		59	59	17
Male		15	8	12
Annual Graduation (Total Headcount)		7	14	9
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.	12.2%	14.7%	27.9%
	150% – % of students who completed the program within 150% of the expected program length.	35.8%	28.6%	9.1%
	200% – % of students who completed the program within 200% of the expected program length.	38.5%	14.8%	39.6%
Job Placement (Headcount of Students Available)		6	12	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		33.3%	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.

<b>S</b>	<b>Mostly Successful -</b> Combined scores at 75% and above	<b>NI</b>	<b>Needs Improvement -</b> Combined scores at 50-74%	<b>N</b>	<b>Not Successful –</b> Combined scores 49% and below	<b>ND</b>	<b>No Data</b>
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**Outcome 1.** Design: Graduates integrate the art of fashion design with the knowledge of materials and apparel production.

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.	12	4.2

**Outcome 2.** Production Skills: Graduates integrate textile knowledge and process skills in the production of garments from concept development to finished product.

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.	13	4.2

**Outcome 3.** Technology: Graduates effectively employ industry software and equipment to design and produce garments and produce garment technical packages.

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.	13	4.2

**Outcome 4.** Context and Critical Thinking: Graduates evaluate interconnections of historical perspectives, global events, forecasting, design, and color to create products relevant to fashion industry business trends.

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.	13	4.2
4b. PAC Committee feedback	85% of PAC committee (and employers) feedback survey at the portfolio show indicates that student work is appropriate.	N/A	ND

**Outcome 5.** Professionalism: Graduates exemplify professional standards, ethics, and business concepts.

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.	13	4.2
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
4	<p>Program Advisory Committee (PAC) meetings have not been held this year due to absence of the program chair.</p>	<p>A new process identifying a minimum of one PAC meeting per year will be implemented.</p> <p>Working closely with the faculty and students, the campus will ensure they are being supported within their learning environment.</p> <p>Schedule PAC meetings, throughout the year, to have industry assess the programs.</p>	<p>PAC meeting was held in the Summer 2017 quarter and included feedback that met the benchmarks.</p>
	<p>Improve Retention  Being a small program, the students in the program need to be supported to assure they are able to persist in the courses through graduation.</p>	<p>Retention rates have fluctuated over the past few years from 61.6% to 56.8% to 62.3%.</p> <p>With the BrightSpace modules being implemented, more specific information will be available to track students issues and needs.</p> <p>Additionally, faculty in-service training on the modules and the importance of availability will be implemented.</p>	<p>With the introduction of BrightSpace modules in the student information system, the faculty training on updating their course shells in a timely basis has helped with this issue.</p>