



**Fairmont State University
Board of Governors**

Board Action Item Approval

Date: 05/05/2022

Action Item: Approval of B.S in Graphic Design Program Review

- 1. Approve above action item as presented.

- 2. Approve above action with the following stipulation:

- 3. Table the above action item until _____
(next Board of Governors' meeting)

FSU President

5/5/2022

Date

FSU Board of Governors' Chair

Date

5/5/2022

ACADEMIC PROGRAM REVIEW

Fairmont State Board of Governors

Program with Special Accreditation Program without Special Accreditation

Date Submitted November 15th 2021

Degree Program Graphic Design

INSTITUTIONAL RECOMMENDATION Approved by the Board of Governors (§ 5.2.8)

The institution is obligated to recommend continuance or discontinuance of a program and to provide a brief rationale for its recommendation:

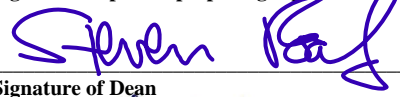
- 1. Continuation of the program at the current level of activity, with or without specific action;
- 2. Continuation of program with at a reduced level of activity (e.g., reducing the range of optional tracks) or other corrective action
- 3. Identification of the program for further development; or
- 4. Development of a cooperative program with another institution, or sharing courses, facilities, faculty, and the like.
- 5. Discontinuation of the Program

Rationale for Recommendation:

Affirm the recommendation of the Undergraduate Program Review Council. The program has experienced stable enrollment and has the potential for continued growth. We will continue to monitor and invest as we are able.



Signature of person preparing report:



Signature of Dean



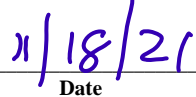
Signature of Provost and Vice President for Academic Affairs:

Signature of President:

Signature of Chair, Board of Governors:

November 15th, 2021

Date



Date

3/10/22

Date

Date

Date

Executive Summary for Program Review

(not to be more than 2-3 pages)

Degree Program:	Graphic Design
College or School/Department:	College of Science and Technology
Chair/Program Coordinator	Joel T. Dugan
External Reviewer:	Prof. Ken Smith
Reviewer Email:	Ksmith507@radford.edu

- A. Synopses of significant findings, including findings of external review (include the external reviewer(s) information).

Reviewers comments in red.

The Graphic Design program is performing very well despite challenges with resources, hiring, and the pandemic. The program is maintaining a 5-year average of applicants, majors, and graduates. If resource allocation and hiring issues are resolved the Graphic Design Program could be a growth opportunity for the University.

Based on enrollment data, assessment data, if more resources were allocated to this department it could be a program identified for institutional enrollment growth based on the following factors:

- a. There is program interest from prospective students.
- b. The program does not contain course requirements that have a high DFW rate or contribute to attrition as some popular programs do.
- c. Current students have ample student employment opportunities within the university to help cover the cost of attendance and help to gain work experience.
- d. Program graduates find work or move onto graduate school after graduation.

Based on industry demands in the fields of digital design, a modest university investment in the Graphic Design program could yield an enrollment growth opportunity. The Graphic Design Program currently houses the foundation curriculum to allow for new degree tracks, and can easily be expanded to cover learning for: time-based graphics, motion graphics, special effects, UI, UX, and animation. This investment would set Fairmont State apart from its peers and senior institutions in the state. The addition meets the university mission for accessible, one-of-a-kind programs by educating future industry leaders in a global industry with a focus on student success and professional practices. Considerations could be made for future faculty degree requirements.

- B. Plans for program improvement, including timeline
See Appendix D
- C. Identify weaknesses or deficiencies from the previous review and describe how these have been addressed.

This is the first program review the Graphic Design program has participated in during its establishment as a degree seeking program.

- D. Five-year trend data on graduates and majors enrolled (Data will be provided by the Director of Institutional Research and Effectiveness).

			HEPC Series 10		
AY	*Enrollment	**Degree Awarded	Productivity Standards Programs are required to meet at least one of the indicators listed below.		
2020-21	58	10	Average of Five Most Recent Years		
2019-20	61	13			
2018-19	53	11			
2017-18	68	12			
2016-17	72	8			
5-YR AVG	62	11	Degree Level	*Enrollment	**Degree Awarded
			Baccalaureate	62	11
			Masters	N/A	N/A
* Unduplicated academic year head count					
** IPEDS Graduation data (July 1 - June 30)					

- E. Summary of assessment model and how results are used for program improvement.

The program assessment model in Graphic Design centers on four main core competencies; Principles, Production, Interactive, and Theory. Courses are identified to assess student learning outcomes related to each competency. The assessment method indicates that students complete a series of large, individually directed projects or prompts to demonstrate satisfactory progress, retention, and demonstration of outcome(s). A representative project is used to assess program outcomes. Acceptable targets for student learning outcomes for satisfactory student performance are indicated by achieving 70% minimum on course assignments. Satisfactory class performance is shown by 70% of the class meeting the minimum requirement.

Courses are offered once per year, and assessments are completed once per year. Responsible personnel for program assessment is course instructors. The outcomes and findings of the annual assessments reflect that targets are being met and usually exceeded in presented design skillsets.

- F. Data on student placement (e.g., number of students employed in positions related to the field of study or pursuing advanced degrees).

This data is not collected by the university.