

Received by C: A 5/4/22

WASHTENAW COMMUNITY COLLEGE

PROGRAM ASSESSMENT PLAN CHANGE FORM

Program Code: APWDDD	Program Title: Web Design and Development	Effective Term: Fall 2022
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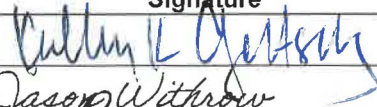

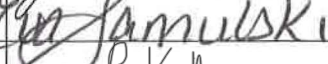


List the outcome(s) to be revised, and identify changes (add rows as needed):

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Course/other populations	Number of students to be assessed
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.
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.
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.
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:

- Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, answer key, checklist, other). Please attach rubric if available.
Data from the four certificates will be collected and evaluated by a departmentally-developed rubric. Institutional research will provide pass/fail rates for WEB students in DMA courses.
- Indicate the standard of success to be used for this assessment:
70% of students in each certificate will achieve a 3 or higher on a 4-point scale.
- Indicate who will score and analyze the data: Full time WEB faculty

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang		3/1/2022
Department Chair	Jason Withrow		3/1/2022
Division Dean/Administrator	Eva Samulski		3/1/22
Curriculum Committee Chair	Randy Van Wagnen		7-25-22
Assessment Committee Chair	Shawn Deron		7/26/2022

PROGRAM ASSESSMENT PLAN CHANGE FORM

Do not write in shaded area. Entered in: Banner _____ C&A Database _____ Log File _____

*Please return completed form to the Office of Curriculum & Assessment, SC 257
or by e-mail to curriculum.assessment@wccnet.edu*

Reviewed by C&A Committees 5/19/22

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.

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.	Departmentally-developed rubric	Student projects from WEB 235 in Fall 2016 will be assessed at the end of that semester.	All students who have completed their projects (websites) for WEB 235 will be assessed.	All
Students will design web pages to industry standards and best practices.	Departmentally-developed rubric	Student projects from WEB 235 in Fall 2016 will be assessed at the end of that semester.	All students who have completed their projects (websites) for WEB 235 will be assessed.	All

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.

A departmentally developed rubric will be used.

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

The standard of success is an average of 80% or higher on the rubric. At least 75% of the students should meet that success criteria.

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

Full-time WEB faculty will score and analyze the data.

4. Explain the process for using assessment data to improve the program.

Based on the findings there may be changes recommended to the classes leading up to WEB 235.

Submitted by:

Name: Jason Withrow / Jason Withrow Date: 12/9/2016
 Print/Signature
 Dept. Chair: Jason Withrow / Jason Withrow Date: 12/9/2016
 Print/Signature
 Dean: [Signature] Date: 1/3/2017