



Unit **PIE**

2014-15
2015-16
 2016-17
 2017-18

Planning for Institutional Effectiveness

Introduction: GRAPHIC DESIGN & ILLUSTRATION

I. Unit Information

UNIT	GRAPHIC DESIGN & ILLUSTRATION	YEAR 1	Current Year	YEAR 3	YEAR 4
Contact Person	Steven Burgoon / Brian Bouskill	2014-15	2015-16	2016-17	2017-18
E-mail / Extension	sburgoon@mtsac.edu - x5332 / bbouskill@mtsac.edu - x6827	<input checked="" type="checkbox"/> Complete	<input checked="" type="checkbox"/> Analysis	<input checked="" type="checkbox"/> Planning	<input checked="" type="checkbox"/> Planning

II. College and Unit Missions

Institutional Planning Framework

The college is unified through its demonstrated connection to the mission. Driven by the California Master Plan for Higher Education, revised by the President's Advisory Council, and approved by the Board of Trustees, it informs all planning and assessment.

College Mission Statement

The mission of Mt. San Antonio College is to support students in achieving their full educational potential in an environment of academic excellence.

GRAPHIC DESIGN & ILLUSTRATION Mission Statement

Enter your Unit mission statement here if applicable

III. College Goals and Themes

College Themes and Goals allow the campus to focus on critical issues. Articulated by the President's Advisory Council and approved by the Board of Trustees, they guide institutional planning and assessment processes.

Theme A: To Advance Academic Excellence and Student Achievement

- College Goal #1 The college will prepare students for success through the development and support of exemplary programs and services.
- College Goal #2 The college will improve career/vocational training opportunities to help students maintain professional currency and achieve individual goals.
- College Goal #3 The college will utilize student learning outcome and placement assessment data to guide planning, curriculum design, pedagogy, and/or decision-making at the department/unit and institutional levels.

Theme B: To Support Student Access and Success

- College Goal #4 The college will increase access for students by strengthening recruitment opportunities for full participation in college programs and services.
- College Goal #5 Students entering credit programs of study will be ready for college level academic achievement.
- College Goal #6 The college will ensure that curricular, articulation, and counseling efforts are aligned to maximize students' successful university transfer.

Theme C: To Secure Human, Technological, and Financial Resources to Enhance Learning and Student Achievement

- College Goal #7 The college will secure funding that supports exemplary programs and services.
- College Goal #8 The college will utilize technology to improve operational efficiency and effectiveness and maintain state-of-the-art technology in instructional and support programs.
- College Goal #9 The college will provide opportunities for increased diversity and equity for all across campus.
- College Goal #10 The college will encourage and support participation in professional development to strengthen programs and services.
- College Goal #11 The college will provide facilities and infrastructure that support exemplary programs and the health and safety of the campus community.
- College Goal #12 The college will utilize existing resources and improve operational processes to maximize efficiency of existing resources and to maintain necessary services and programs.

Theme D: To Foster an Atmosphere of Cooperation and Collaboration

- College Goal #13 The college will improve the quality of its partnerships with business and industry, the community, and other educational institutions.
- College Goal #14 The college will improve effectiveness and consistency of dialogue between and among departments, committees, teams, and employee groups across the campus.

[+ Close above section](#)

SectionOne

IV. Summary Context - Unit Goals from 2015-16

IV. Summary Context - Unit Goals: GRAPHIC DESIGN & ILLUSTRATION

The following table contains the over arching goals that guided your Unit's work in 2015-16 (as defined in Section Two of last year's PIE plan.)

- Please review your goals.
- Select whether you will "Continue or Revise" or "Delete" goals that are no longer appropriate to meeting your Unit's mission for 2016-17.
- Revisions may be done in Section Two.

Unit Goal Name	Unit Goal	College Theme	For 2016-17 Planning
Accessible Programs	Provide accessible, affordable, and quality graphic design and illustration education programs and services in a timely manner in response to the needs and interests of the individuals and the communities we serve.	A: Academic Excellence	<input checked="" type="radio"/> Continue / Revise <input type="radio"/> Delete
Quality Programs	Provide quality transfer, career, and lifelong learning programs that prepare students with the knowledge and skills needed for personal and professional growth.	B: Access and Success	<input checked="" type="radio"/> Continue / Revise <input type="radio"/> Delete
Workforce Enhancement	Advance the region's economic growth and global competitiveness through education, training, and services that contribute to continuous workforce enhancement.	D: Cooperation/Collaboration	<input type="radio"/> Continue / Revise <input checked="" type="radio"/> Delete
Vocational Programs	Provide programs and courses that prepare students to enter the graphic design and illustration industry.	A: Academic Excellence	<input checked="" type="radio"/> Continue / Revise <input type="radio"/> Delete
Transfer Programs	Provide graphic design and illustration programs and courses that transfer to Cal Poly Pomona and other California universities.	A: Academic Excellence	<input checked="" type="radio"/> Continue / Revise <input type="radio"/> Delete
Collaboration	Develop collaborative relationships that will benefit student success.	D: Cooperation/Collaboration	<input checked="" type="radio"/> Continue / Revise <input type="radio"/> Delete
			<input type="radio"/> Continue / Revise <input type="radio"/> Delete

V. Notable Achievements for 2015-16

V. Notable Achievements for GRAPHIC DESIGN & ILLUSTRATION

Enter your Unit's successes for the 2015-16 year in the table below. Please connect them to your Unit's goals and the College's themes.
 Text boxes will expand as needed. Add rows (+), delete rows (X).

V. Notable Achievements for GRAPHIC DESIGN & ILLUSTRATION

Unit Priority	Unit Achievements for the 2015-16 Year	Unit Goals/College Themes
High	NEW FACULTY HIRE: Hired Brian Bouskill, full-time Professor of Graphic Design.	Unit: Accessible Programs B. Access and Success
Med	PREREQUISITE ADDITION: Rewrote curriculum to incorporate ARTD20 - 2D Design as a prerequisite to most Graphic Design (ARTC) courses. Initial effect on program was a drop in intermediate and advanced course enrollment. This was expected. We anticipate enrollment in these courses will steadily grow and overall student work improve.	Unit: Quality Programs A. Academic Excellence
High	GROWTH OF GRID: The Graphic Design & Illustration Club (GRID) grew to approximately thirty members. They provided support, training and short seminars to GDI students. They also solicited and produced numerous graphic design projects for Mt. SAC organizations including: Career & Transfer Services, Arab Star Show, SOAR, ARISE, Child Development Center, CIS Club, EOPS, STEM Center, REACH, Transfer Club, Cultural Fair, Agriculture Festival, Photography program, and Music program.	Unit: Collaboration D. Cooperation/Collaboration
High	EXPANDED SHARED LAB: We expanded the functionality, technology, and support of the shared lab (room 1225). This lab serves GDI, Animation, Photography and Television students. This expansion has had a positive effect on increasing student equity (addressing the needs of under-represented and under-served students).	Unit: Accessible Programs B. Access and Success
Med	INCREASED ADVISORY COMMITTEE MEMBERSHIP: We increased the Advisory Committee membership from 12 to 20 qualified industry professionals.	Unit: Quality Programs A. Academic Excellence

VI. Closing the Loop

VI. Closing the Loop for GRAPHIC DESIGN & ILLUSTRATION

Analysis of Progress, Impacts, and the Use of Results toward achieving Unit and College Goals

This section serves a "**reporting**" function. The following table displays your plans and activities from your 2014-15 PIE and allows for comment on "Completed" plans while forwarding "Ongoing" plans to the planning Section Two where they may be modified for the 2016-17 year.

****You cannot modify plans in this section.****

1. Select "Ongoing" or "Completed" for each plan.
2. Ongoing plans may be modified in Section Two.
3. Please "Close the Loop" on completed plans using the comment field provided for your analysis. Discuss how your Unit closes the loop by connecting completed plans to the budget allocated and include results, outcomes, and/or impact of the activity. For example: How did the prioritized college resources connect to your Unit's outcomes? What progress has your Unit made with the resources provided? Include progress on plans that did not require new resources if applicable.

Update Status	Plans & Activities	Expected Outcomes / Criteria for Success	Funding	Goals / College Themes
<input type="radio"/> Ongoing	Full -time graphic Design faculty	Currently there is only one FT faculty member in the Graphic Design program. With the	\$ \$91,000.00	Unit: Accessible Programs
<input checked="" type="radio"/> Completed			Staffing	C. Secure Resources

Update Status	Plans & Activities	Expected Outcomes / Criteria for Success	Funding	Goals / College Themes
Mgr. PIE Priority High	hire Completion 2015-16	growth of the program, a second full-time faculty member is needed. Please discuss the results, outcomes and/or impact of this plan/activity in the field below.	Source 2	Lead Steve Burgoon
<i>Mr. Brian Bouskill was hired as full-time Professor of Graphic Design and Illustration. Professor Bouskill has had an immediate and positive impact on the program. He is an excellent instructor and has raised the quality of instruction. He has provided invaluable administrative support especially working with the Perkins Grant. He has significantly advanced, qualitatively and quantitatively, the Graphic Design and Illustration Club.</i>				
<input checked="" type="radio"/> Ongoing <input type="radio"/> Completed	Shared Student Lab Mgr. PIE Priority High Completion 2015-16	Currently, the Shared Student Lab is staffed by student assistants that are funded by VTEA. These funds will no longer be available in the next year or two. It is also managed by full-time faculty Steven Burgoon. This management is outside the scope of his normal, + This Plan/Activity will be added to the Plans, Activities, and Resources table in Section-Two	\$ 22,848.00 Staffing Source 2	Unit: Accessible Programs C. Secure Resources Lead
<input checked="" type="radio"/> Ongoing <input type="radio"/> Completed	Develop a transfer degree in partnership with Cal Poly Pomona. Mgr. PIE Priority High Completion 2016-17	Mt. SAC is a feeder school for Cal Poly Pomona. Over the past two years, Cal Poly Pomona has been revamping their Graphic Design Program. The objective of this initiative is to work with Cal Poly to develop a Mt. SAC transfer degree that seamlessly maps into their + This Plan/Activity will be added to the Plans, Activities, and Resources table in Section-Two	\$ 1,500.00 Perkins Grant Source 2	Unit: Transfer Programs B. Access and Success Lead Steven Burgoon
<input checked="" type="radio"/> Ongoing <input type="radio"/> Completed	Secure new computers for classroom / lab 13-2445. Mgr. PIE Priority Med Completion 2016-17	Courses taught in 13-2445 are high-end graphic design and illustration courses requiring powerful computers. The classroom currently has computers that are 4 years old. Within the next two years, these computers will not be capable of effectively running the + This Plan/Activity will be added to the Plans, Activities, and Resources table in Section-Two	\$ 30,000.00 Instr. Equipment Source 2	Unit: Vocational Programs C. Secure Resources Lead Steven Burgoon
<input checked="" type="radio"/> Ongoing <input type="radio"/> Completed	Advance the Graphic Design and Illustration club including becoming an AIGA club. Mgr. PIE Priority High Completion Select	The vision of the Graphic Design and Illustration club is to become a campus community that supports the students. This can best be done by aligning with AIGA. This Plan/Activity will be added to the Plans, Activities, and Resources table in Section-Two	\$ 3,600.00 Perkins Grant College Service	Unit: Collaboration A. Academic Excellence Lead Steven Burgoon
<input type="radio"/> Ongoing <input checked="" type="radio"/> Completed	Develop a working relationship with Mt. SAC Marketing. Mgr. PIE Priority Med Completion Select	Within all of Mt. SAC the requests for marketing materials surpasses the Marketing Departments ability to produce. Overflow work can be given to students in the Graphic Design and Illustration club. Please discuss the results, outcomes and/or impact of this plan/activity in the field below.	\$ 5,000.00 Budget Transfers Source 2	Unit: Collaboration D. Cooperation/Collaboration Lead Steven Burgoon
<i>Uyen Mai, Director of Marketing and Communications did not seem to be interested in this idea. Therefore, we decided to market the club directly to Mt. SAC organizations. This proved to be effective (see notable achievements).</i>				
<input type="radio"/> Ongoing <input checked="" type="radio"/> Completed	Full-time, shared lab, hire to manage lab and support students. Mgr. PIE Priority High Completion Select	The Shared Lab has been successful in supporting students. Usage has grown and is expected to continue to grow. A full-time lab manager is necessary to maintain equipment, support students and schedule student tutors. Please discuss the results, outcomes and/or impact of this plan/activity in the field below.	\$ 40,000.00 Source 1 Source 2	Unit: Accessible Programs C. Secure Resources Lead Steven Burgoon
<i>Through a Student Equity Grant, we hired three part-time Lab Technicians. The term of the hires is five years. These three positions are equivalent to one full-time position.</i>				
<input type="radio"/> Ongoing <input checked="" type="radio"/> Completed	New computers for 2425 Mgr. PIE Priority High Completion 2015-16	This room will be shared by Graphic Design, Photography, and Music to provide space for various classes. Please discuss the results, outcomes and/or impact of this plan/activity in the field below.	\$ 30,000.00 Instr. Equipment Source 2	Unit: Accessible Programs A. Academic Excellence Lead Steven Burgoon
<i>Computers were purchased.</i>				

Section Two

Where We Are Going: Planning for the Next Two Years: 2016-17, 2017-18

VII. Planning Context: Unit Goals Assessed and Revised

VII. Planning Context - Unit Goals Assessed and Revised for GRAPHIC DESIGN & ILLUSTRATION

The following table contains the **over arching** goals that guide your Unit's mission and the mission of the college (as noted in Section One).

- **Over arching goals are not specific plans or activities**, but more general goals that drive your Unit's mission.
- **Continue, revise, or add new goals** as appropriate for the continuation of your planning for the current four-year cycle (2014-15 through 2017-18).
- Add rows (+), delete rows (-) as needed.

Unit Goal Name	Unit Goal	College Theme
Accessible Programs	Provide accessible and affordable graphic design & illustration programs and courses.	B: Access and Success
Quality Programs	Provide quality graphic design and illustration programs and courses.	A: Academic Excellence
Vocational Programs	Provide graphic design and illustration programs and courses that prepare students to enter the graphic design and illustration industry.	A: Academic Excellence
Transfer Programs	Provide graphic design and illustration programs and courses that transfer to Cal Poly Pomona and other California colleges and universities.	B: Access and Success
Collaboration	Develop collaborative relationships with other departments, Mt. SAC organizations, and industry that will benefit student success.	D: Cooperation/Collaboration
Give your goal a name.	Define a new goal appropriate to your Unit mission here.	Select College Theme

VIII. Conditions and Trends Informing Planning

VIII. Conditions and Trends

The following table is intended to track conditions and trends that influence planning over a multi-year period beginning that began with the 2014-15 year. Review, revise and/or add new information as necessary. Please include data sources used. Select the "Year" in column one to reflect changes. The "Link to Data Sources and Support Options" button will open a Mt. SAC webpage that offers suggestions and links for potential data sources for your Unit. *(Text boxes will expand. Add (+) rows, delete (-) rows as needed.)*

Year	External Conditions, Trends, or Impacts	Data Sources
2014-15	Changes in Technology: Coordinating advancements in technologies with budgets for hardware, software, and upgrade needs. "Technology, social context, and ways of working with others will change. In order to become and remain relevant in their practice, designers need to continuously learn and develop formal concepts, methods, theory, and techniques." - Juliette Cezzar AIGA	AIGA
2014-15	Reduction in Perkins funding for new technology	Perkins Grant
2014-15	Employment: Employment in the areas of graphic design, illustration, animation, photography, radio and television continue to trend toward self-employed and freelance work. It is estimated that 25% of Graphic Designers are self-employed or freelancers. These positive trends are not captured in employment data. This results in inaccurate assessments of success when compared with more traditional industries.	IBIS World Bureau of Labor and Statistics
2015-16 New	Employment: Graphic Designers need to be broadly skilled in multiple media, including web, mobile and video.	Bureau of Labor and Statistics
2015-16 New	Cal Poly Pomona is completely revising the Graphic Design degree program and converting quarter scheduling to semester.	Cal Poly Pomona
Year	Internal Conditions, Trends, or Impacts	Data Sources
2014-15	IT Support: It is apparent that IT support for the Graphic Design & Illustration program is insufficient. It is the quantity of support that is lacking not the quality (competency of current IT personnel). Therefore, Steven Burgoon, the full-time faculty member in the GD&I program manages a majority of the daily IT issues affecting the program..	IT Request Logs, Professor Burgoon's worklog
Year	Retention and/or Success Data	Data Sources
2014-15	<i>Enter/Discuss Retention and Success Data that will inform your PIE Planning this year. Add(+)rows for each item.</i>	<i>Cite Data Sources</i>
Year	Critical Decisions	Data Sources
2016-17 New	Curriculum changes: Add a Branding and Identity course - ARTC 210 and a Web II course - ARTC 230.	Advisory Minutes
2015-16 New	Hired a new full-time faculty member.	Hiring Committee.
Year	Progress on Outcomes Assessment	Data Sources
2016-17 Cont'd	Responsibility for outcomes assessment has recently passed from Don Sciore (former faculty member) to Steven Burgoon. Steven is in the process of reviewing past work and developing future outcomes and assessing strategy.	<i>Cite Data Sources</i>
2016-17 Cont'd	Full-time and Adjunct faculty will meet during the Summer intercession to discuss SLO's.	Adjunct faculty meeting minutes
2016-17 Cont'd	Incorporate advisory input in determining relevant outcomes.	Advisory Committee meetings

IX. Institutional Set Standards



What are Institutional-Set Standards?

- **Institutional-Set Standards** are another set of data used to inform planning assessment and outcomes in this process.
- **Institutions must set standards** for satisfactory performance of student success to meet accreditation requirements.
- These standards also provide the basis for the **Institutional Effectiveness Partnership Initiative (IEPI) indicators** that help colleges and districts improve their fiscal and operational effectiveness while promoting student success.

For more information about IEPI indicators: <http://www.mtsac.edu/administration/research/iepi.html>

Mt. San Antonio College must demonstrate that it:

- Establishes standards for its own performance
- Analyzes how well it is meeting its own standards
- Makes results available to all constituent groups
- Plans to improve in areas where its own performance is inadequate

The measures to be assessed are:

- student success
- number of degrees and certificates
- licensure, transfers
- and job placement (for CTE areas)



Current Standards

Review the Institution-set Standards information in the following table and describe how your Unit will address the trend data you observe using these guiding questions:

- Do the data indicate there is room for improvement?
- What plans or activities might your Unit do to lead and support the targeted improvement?

(The plan or activities will be further detailed in Section IX: Plans, Activities, and Resources for GRAPHIC DESIGN & ILLUSTRATION)

What if I am not in an instructional area? *(click here to open and close)*

Mt. San Antonio College	2016 Annual Report*	Institution-set Standard
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Success

(Based on 3-year average 2012-2014)

Most recent rate for GRAPHIC DESIGN & ILLUSTRATION	Not Applicable	67.89%
Completion of Degrees and Certificates		
Combined	2090	2034
Degrees Only	1855	1,761
Certificates Only	851	911
Non- Credit Certificate	1296	1285

Transfer

Transferred to 4-year University	1,757	1,637
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Based on the Institution-set Standards data offered above, briefly describe the actions and plans your area will take or continue to contribute to meeting the College's standards in the field below.

- 1) Success as measured by Certificate award: We have recently separated one GD certificate into two--Level I and Level II. This will result in more certificate completions via Level I and should motivate more students to continue on to complete Level II.
- 2) Success measured by transfer: We will be working with Cal Poly Pomona faculty to develop curriculum that more effectively transfers to their Graphic Design Bachelors Degree.
- 3)Success measured by employment: This is extremely difficult to do. More and more Graphic Designers are working as freelancers. There is no system to track this success.

* = Rates from 7 years of data, Mt. SAC Scorecard <https://collegescorecard.ed.gov/>

**=Only one semester, Fall 2015 data



Job Placement Information (for CTE areas)

Mt. San Antonio College

The Research and Institutional Effectiveness team conducts annual surveys of CTE program graduates to gather information on job placement. The most recent Alumni Survey Report of CTE program graduates receiving awards between Summer 2012 and Spring 2013 and the results of that survey can be found here: http://www.mtsac.edu/governance/committees/iec/planning/pie_alumnisurvey.html

Based on the job placement survey information, briefly describe below, the actions and plans your area will take, or continue, in order to meet the Institution's job placement standards set for your CTE programs.

We will continue to request a system and resources that will provide us the ability to track freelance employment.

- Close table above

X. Plans, Activities, and Resources for GRAPHIC DESIGN & ILLUSTRATION

The following table serves the "**planning**" function for the 2nd year of this four-year cycle. Here, add new action plans, activities, and resources needed, OR modify "Ongoing" plans, so designated in Section One, Closing the Loop. Use the Expected Outcomes section to describe how the plan and resources requested are supported through your Unit's outcomes assessment. *Add rows (+) as needed. Delete rows (-).*

Plans & Activities		Expected Outcomes / Criteria for Success	Resources Requested	Goals / Themes
Plan Status Ongoing	Shared Student Lab Management Completion 2016-17	Currently, the CEA Student Lab is staffed by student assistants that are funded by VTEA. These funds will no longer be available in the next year or two. It is also managed by full-time faculty Steven Burgoon. This management is outside the scope of his normal, required duties. With Department approval, Steven Burgoon has petitioned for a 1.5 LHE release time position for lab management.	\$ 22,848.00	Unit: Accessible Programs
Mgr. Priority High			Staffing	C. Secure Resources
			Source 2	Lead Steven Burgoon
Plan Status Ongoing	Develop a transfer degree in partnership with Cal Poly Pomona. Completion 2016-17	Mt. SAC is a feeder school for Cal Poly Pomona. Over the past two years, Cal Poly Pomona has been revamping their Graphic Design Program. The objective of this initiative is to work with Cal Poly to develop a Mt. SAC transfer degree that seamlessly maps into their program.	\$ 2,000.00	Unit: Transfer Programs
Mgr. Priority High			Staffing	B. Access and Success
			Source 2	Lead Brian Bouskill
Plan Status Ongoing	Secure new computers for classroom / lab 13-2445. Completion 2016-17	Courses taught in 13-2445 are high-end graphic design and illustration courses requiring powerful computers. The classroom currently has computers that are over 5 years old. These computers will not be capable of effectively running the required software.	\$ 30,000.00	Unit: Vocational Programs
Mgr. Priority Med			Instr. Equipment	C. Secure Resources
			Lottery	Lead Steven Burgoon
Plan Status Ongoing	Advance the Graphic Design and Illustration club including becoming an AIGA club. Completion 2016-17	The vision of the Graphic Design and Illustration club is to become a campus community that supports the students. This can best be done by aligning with AIGA.	\$ 3,600.00	Unit: Collaboration
Mgr. Priority High			Student Equity	A. Academic Excellence
			Donations	Lead Brian Bouskill

Section Three

Recommendations: Improving the Planning Process

XI. Additional Information Needed

XI. What additional information should the College provide to assist your Unit's planning? *Add rows (+) as needed.*

Measuring success is critical. Vocationally, it is therefore critical that the Graphic Design Program have some vehicle, tool, or resource to track student success in the freelance market.

XII. Suggestions for Improving the Planning Process

XII. What suggestions do you have for improving the planning process for your Unit? *Add rows (+) as needed.*

XIII. Contributors to the Plan

XIII. Contributors

Enter your name and information as a contributor to this Unit PIE Plan. *Add rows (+) as needed.*

Contributor	Dept/Program	Contributor	Dept/Program
Brian Bouskill	CEA/GDI	Tina Howland	CEA/GDI
Alan Dennis	CEA/GDI	Jana Rawling	CEA/GDI
Corinne Hartman	CEA/GDI	Joe Ammirato	CEA./GDI

Thank you for completing the Unit PIE form analyzing 2015-16, and continuing your Unit's planning for 2016-17 within the 2014-15 through 2017-18 cycle.

Please save this form and forward to your Unit's manager by 07/01/ 2016.

Questions regarding this form? Send an email to Don Sciore, Associate Dean of Instruction, Co-Chair IEC, at dsciore@mtsac.edu