

INSTITUTIONAL ASSESSMENT REPORT

ART / 2013

Department's Relationship to the College Mission and Strategic Plan

(completed Spring semester or on accreditation cycle)

In a paragraph or two, discuss how the department's work carries out the Mission and Strategic Plan.

The vision and purpose of the Art Department is to provide students with an exceptional educational experience in the visual arts, promoting intellectual, creative and visual, as well as verbal growth. The faculty in the Art Department serve as mentors to students of the visual arts, preparing them for not only careers in art, but to make choices to include art as an ongoing part of their lives, whether they are art majors, or not. Students can choose from studio and lecture courses covering many aspects of two and three-dimensional art forms and art history, as well. The strong visual arts background students receive at Jefferson College provides them with a strong skill set for transfer to four-year institutions, including a number of prestigious art schools. The portfolio of work that students assemble based on their studies at Jefferson has resulted in many outstanding scholarship awards. Students have gone on to receive advanced degrees from the Kansas City Art Institute, Washington University and the Columbus College of Art and Design. Additionally, a number of community members continue to take art courses for personal enrichment and frequently return to continue their studies.

As the cultural center of the community, the Art Department contributes to the mission of the College by hosting visiting artist workshops, exhibits (professional and student) and lectures, providing new experiences to the Jefferson county community. The Art Department supports the Strategic Aims of the College numbers 1 (Student Learning) and 3 (Community Collaboration). The Art Department supports the Objectives of the College numbers 1 ("Deliver a high quality, consistent, rigorous education to all of our students") and 17 ("Expand educational opportunities to constituents in our district...").

Summary of Departmental Activities, Assessment and Use of Results

(completed Spring semester or on accreditation cycle) (may include process flowchart)

Provide a brief overview of major accomplishments since the last review and how assessment results have been used to improve services/learning outcomes.

- Hosted five Annual Student Art Exhibits and ten Pottery Sales
- Hosted five Annual High School Art Exhibits with hands-on screen printing demos

- Coordinated three Visiting Artist talks and workshops
- Completed update of Mac lab computers and two complete updates of software.
- Added fifteen digital tablets to be used by students in the Mac lab courses
- Added Digital Art Studio course
- Collaborated with CTE to add Graphic Design I as a component of their degree path for the Graphics/Web Developer Program
- Replaced all in-studio Drawing/Painting easels
- Hosted three Annual 48 Hour Film Festivals
- Developed new exhibition space in Administration Building Lobby with the support of the Jefferson College Foundation
- Completed the migration of online Art Appreciation slideshow/lecture videos to HD
- Added online sections of Art Appreciation to the Winter and Summer Intersessions

Multi-Section Assessment

A multi-section assessment of Art Appreciation was run in the 2013 spring semester. The Expected Learning Outcome being evaluated was, “Demonstrate knowledge of individual artists’ lives, works and styles.” Five images of artworks were chosen for the students to identify by the artist’s name in a fill-in-the-blank format. These five artworks were chosen because they are iconic works that every Art Appreciation student should know by the completion of the course. This assessment was run across six sections (all the Art Appreciation classes offered at the time). This included one Hybrid course, two online sections, and three classroom sections and two full-time faculty and three adjunct faculty. This was not a stand-alone exam, but was a five question set included in the Art Appreciation Final Exam and given to all ART101 students.

The artworks were: #1 Picasso – Les Demoiselles d’Avignon
 #2 Myron – Diskobolos
 #3 Michelangelo – David
 #4 Van Gogh – Self-portrait with Bandaged Ear
 #5 Matisse – Piano Lesson

The Results

130 students took the exam

Question #1: 112 correct – 18 incorrect (86%)
 Question #2: 102 correct – 28 incorrect (78%)
 Question #3: 113 correct – 17 incorrect (87%)
 Question #4: 112 correct – 18 incorrect (86%)
 Question #5: 107 correct – 23 incorrect (82%)

Summary & Use of Results

As the assessment results are very positive (approximately 84% correct), little or no corrective action is required at this point. However, this assessment will be modified and repeated in the near future in order to ascertain if the results were unusually strong.

The Art Department has also been conducting informal Multi-Section Assessment in the Design Courses, with large group critiques being held at the conclusion of the semester. Information gleaned from these critiques is being used in ongoing course revision.

Internal and External Data Collection and Analysis

(completed by Fall semester or on accreditation cycle)

Gather and analyze relevant internal and external data ([link to data](#)).

Program Offerings, Enrollment, and Attrition Trends

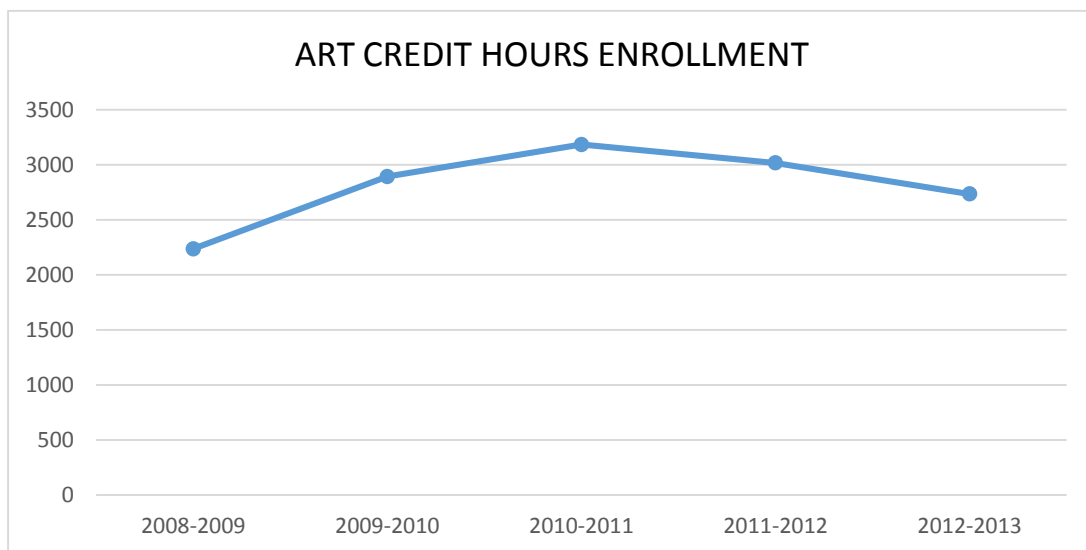
1. Art courses are offered at Hillsboro, Arnold, and Northwest Sites. Art Appreciation (ART101), Survey of Art I (ART103), Survey of Art II (ART105), and Modern Art (ART107) are offered as online courses.
2. The following courses are offered in the Art program:

| | | | |
|--------|-----------------------|--------|-------------------------|
| ART101 | Art Appreciation | ART160 | Graphic Design I |
| ART103 | Survey of Art I | ART170 | Graphic Design II |
| ART105 | Survey of Art II | ART217 | Watercolor II |
| ART107 | Modern Art | ART223 | Drawing III |
| ART115 | Drawing I | ART225 | Watercolor III |
| ART117 | Watercolor I | ART243 | Painting III |
| ART120 | Design I | ART250 | Digital Photography II |
| ART121 | Design II | ART252 | Printmaking II |
| ART123 | Ceramics/Pottery I | ART260 | Graphic Design III |
| ART141 | Painting I | ART262 | Ceramics/Pottery II |
| ART142 | Painting II | ART263 | Ceramics/Pottery III |
| ART146 | Drawing II | ART265 | Digital Photography III |
| ART150 | Digital Photography I | ART270 | Graphic Design IV |
| ART151 | Printmaking I | ART281 | Studio Art |
| ART152 | Digital Art Studio | | |

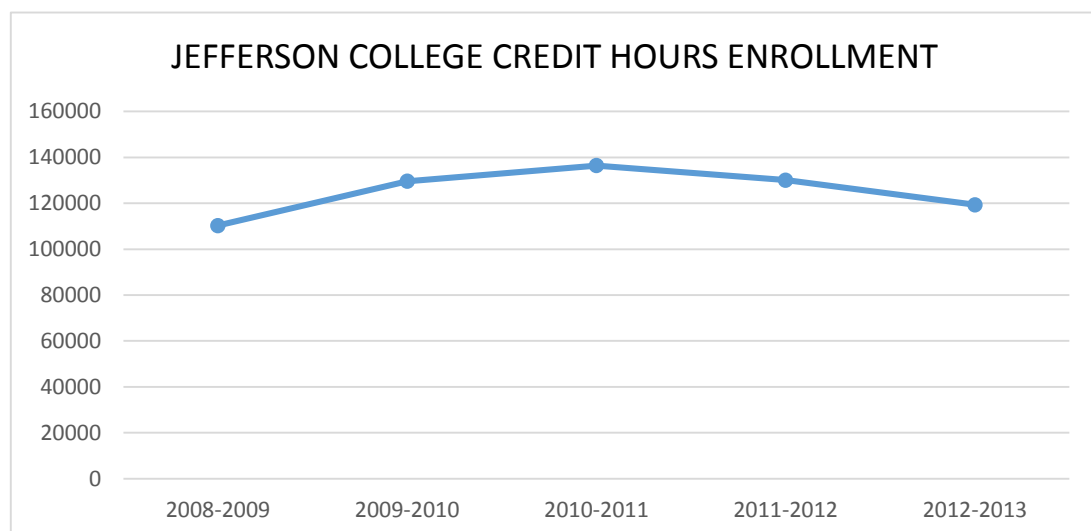
Given that there are only two full-time Art instructors, this is a program which is broad in scope, serving both a general-interest students and students with ambitions towards Art careers.

3. Enrollment in the Art program has matched general enrollment trends for the College, and in fact have exceeded the overall growth in credit hours generated.

| ACADEMIC YEAR | SEATS | CREDIT HOURS |
|---------------|-------|--------------|
| 2008-2009 | 745 | 2235 |
| 2009-2010 | 964 | 2892 |
| 2010-2011 | 1061 | 3183 |
| 2011-2012 | 1005 | 3015 |
| 2012-2013 | 911 | 2733 |
| Total | 4686 | 14058 |



For reference purposes, the following chart shows overall College credit hours generated over the same time period.



From the 2008-2009 academic year to the 2013-2013 academic year, Jefferson College did experience an overall increase in credit hours generated, from 11,949 to 12,785, or 7%. During that same five-year period, credit hours generated in the Art Department rose from 2,235 to 2,733, for an increase of 22%.

4. According to the following table, the Art course attrition rate is 7.3% overall and 8.6% for full-time faculty. The slightly larger number in the latter case can be explained by the fact that online instruction is provided exclusively by full-time instructors, and such online classes tend to higher attrition rates.

Average GPAs are similar between adjunct and full-time faculty, the former averaging 2.771 and the latter averaging 2.451. It is common to see adjuncts with slightly higher GPAs than their full-time counterparts. One reason for this is the fact that online courses, which are only taught by full-time faculty, have generally lower GPAs than in-class courses. Adjunct instructors, in general, tend to generate somewhat higher GPAs than full-time faculty, perhaps due to perceived pressure to achieve positive student evaluations.

Faculty Indicators for Art--(ART), (School Years 2008-2013)
School Terms 200901 Through 201303 (Summer 2008 through Spring 2013)

| Number of Course Sections Taught | Total Students | Attrition Number ("W" Grades) | Attrition Percent | Student Credit Hours Earned | Average Students | Average GPA | Annualized 5-Year Program FTE |
|----------------------------------|----------------|-------------------------------|-------------------|-----------------------------|------------------|-------------|-------------------------------|
| 355 | 4,686 | 342 | 7.3% | 11,322 | 13.2 | 2.771 | 75.5 |

Notes: Attrition % represents the number of "W" grades conferred as a percentage of ALL students.

Annualized Program FTE is the number of graded credit hours divided by 150 (30 hrs/yr for 5 years).

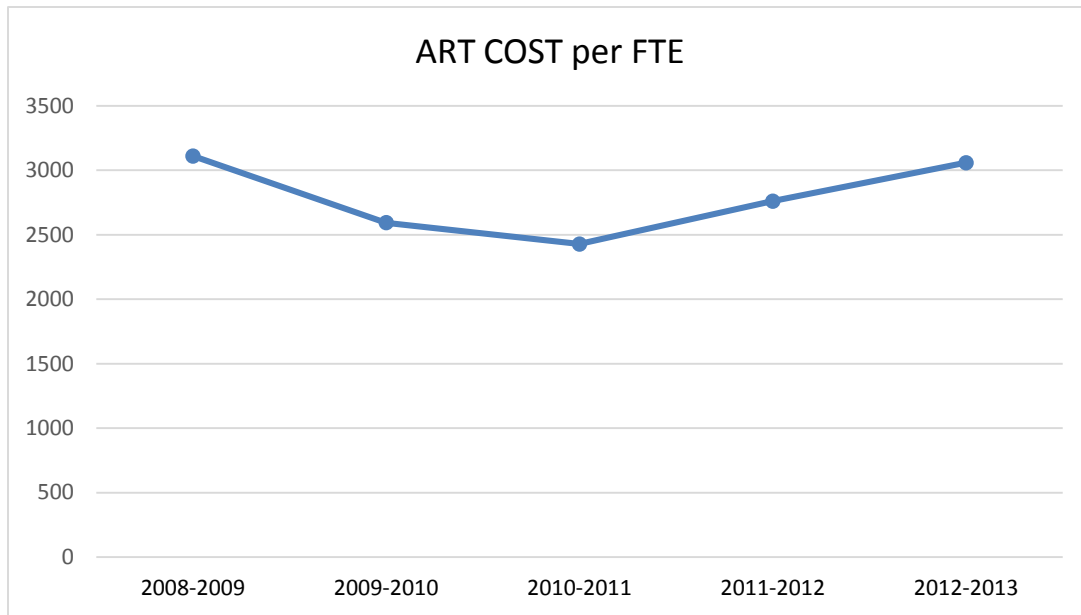
Annual Cost per FTE and Trend Analyses

(completed by Fall semester)

Provide cost per FTE and analyze for the period being evaluated.

The table below provides the Art cost per FTE for the five-year period, Summer 2008 through Spring 2013.

| Academic Year | Credit Hours | FTE | Program Cost | Cost per FTE |
|---------------|--------------|-------|--------------|--------------|
| 2008-2009 | 2235 | 74.5 | 231,734.36 | 3110.53 |
| 2009-2010 | 2892 | 96.4 | 250,044.94 | 2593.83 |
| 2010-2011 | 3183 | 106.1 | 257,684.18 | 2428.69 |
| 2011-2012 | 3015 | 100.5 | 277,493.87 | 2761.13 |
| 2012-2013 | 2733 | 91.1 | 278,658.10 | 3058.82 |



The data shows that the Art Department's Cost per FTE ebbed in the middle of the five-year timeframe, but has returned to the level found at the start of the review period. The single strongest driver for this trend was the change in enrollment. This figure reflects the overall increase in College enrollment during the 2009-2011 period, followed by decreases in the past two years in College enrollment. Higher enrollment resulted in lower Cost per FTE due to decreased expense for instructional salaries; since the number of full-time faculty remained constant, the additional courses were staffed by adjunct instructors.

The following factors should be noted regarding the Art Department's cost per FTE:

- The Art program has some classes (ART 101: Art Appreciation, for example) that are lecture-based, but the vast majority of Art courses involve individual student feedback, assessment, and development in a studio setting.
- Art classes often involve the use of expendables such as inks for silk screening and color printer toner.

SWOT Analysis

(completed by Fall semester)

Using the data collected and analyzed, complete a SWOT analysis. Reference and link data for each.

| | |
|--|---|
| Internal Strengths <ul style="list-style-type: none">• Highly-qualified, currently exhibiting, faculty• Close faculty participation in adjunct hiring and mentoring process• State-of-the-art Mac Lab• Community outreach through high school art exhibit, 48 hour film festival, pottery sale and student exhibitions• Several long-term, quality adjuncts• New exhibition space (admin bldg.)• Multi-section assessment of Art Appreciation | Internal Weaknesses <ul style="list-style-type: none">• Lack of dedicated, secure, college-level gallery• Lack of sculpture/3D facility and courses• Lack of studio-type lighting for existing and potential future Photography courses• Lack of overhead lighting options in Drawing/Painting studio• Lack of comprehensive advising guides• Limited studio space• Lack of AFA degree• Outdated outdoor easels |
| External Opportunities <ul style="list-style-type: none">• Student demand for new Art sources such as Sculpture, Landscape Painting, History of Photo, and Digital Short Film• Student interest in studio art classes in JCA | External Threats <ul style="list-style-type: none">• Peer institutions offer AFA degree, reducing the program's ability to attract top Art students• Peer institutions possess quality gallery space, attracting exhibits not possible in the absence of secure display areas |

Internal Strengths

The Jefferson College Art Department is led by two highly qualified full-time faculty who are active practicing and exhibiting artists with terminal degrees in their field. These faculty participate in adjunct hiring and work closely with adjunct instructors in the development and teaching of adjunct led courses. Full-time faculty regularly evaluate adjuncts by both formal and informal means. This collegial working atmosphere has resulted in the Art Department employing several long-term, quality adjuncts. Additionally, a number of adjuncts are alumni of Jefferson College; this is both a point of pride for the faculty and inspiration to the students. One

particular strength of the Art Department lies in the State-of-the-Art Mac Lab, utilized for the Digital Photography, Graphic Design and Digital Art courses. The Mac Lab is also home to the annual 48 Hour Film Festival, scheduled to take place for the fourth time in the Spring of 2014. The Art Department performs Community Outreach through exhibitions of student, faculty and high school student artwork; a new exhibition space in the Administration Lobby is a step in the right direction toward allowing students to see and exhibit in a more professional space. The twice-yearly Pottery Sales also attract numerous community members to campus to support student artwork. Formal multi-section assessment has begun with the Art Appreciation course, with informal assessment taking place on a regular basis across the board in studio courses.

Internal Weaknesses

While the new exhibition space in the Administration Lobby has opened to positive acclaim, the Art Department strongly needs a dedicated, secure gallery space such as those at other colleges in the area. Without the ability to lock and closely monitor a dedicated space, the Art Department is extremely limited in the type of exhibitions it is able to bring to Jefferson College. Additionally, the current facilities do not allow for curriculum development in the form of Sculpture courses. The Painting and Drawing Studio (FA 200) is in desperate need of overhauling the overhead lighting options to provide for better directional light. Studio-type lighting equipment is needed to provide digital photography students with the ability to learn studio lighting techniques in both basic and advanced photography courses. The Art Department is in need of updated, comprehensive advising guides to assist students who may be interested in a program of Art study. The Art Department is currently investigating the implementation of the AFA degree, which is currently offered by other schools in the area. The absence of such a degree program draws away some of the most capable Art students. Additionally, the outdoor easels are becoming old and unserviceable.

External Opportunities

Student demand exists for a number of new course offerings. The History of Photography course, currently under development, is but one of several new course under consideration including, but not limited to, Digital Short Film, Sculpture, Landscape Painting and Portrait Painting. The Art Department is also interested in offering studio courses at JCA; however, studio facilities would have to be identified at that location. This could be accomplished in the digital realm by creating a “mobile Mac Lab” featuring MacBook laptops.

External Threats

There are a number of external threats which could hinder the continued growth of the Jefferson College Art Department. As mentioned previously, a number of area institutions offer the AFA degree, making competition for prospective students challenging. Additionally, most of the surrounding institutions have quality, dedicated gallery spaces. High-quality Art exhibits cannot be loaned to the College given the lack of a secure display area, since collections holding such pieces are understandably reluctant to lend them out if they might be damaged or stolen.

INSTITUTIONAL ACTION PLANS for *Art / 2013*

| Org | Aim | Obj | Action Plan | KPI | \$ | Other Req | Responsible Party | End Date | Status | Target Year | Metric Desc | Metric Value | Benchmark Desc | Benchmark Value | Target Desc | Target Value |
|-------|-----|-----|---|-----|---------------|----------------|----------------------|----------|--------------------|-------------|-------------------------|--------------|----------------------------|-----------------|-------------|--------------|
| 3 | 3 | 17 | Obtain secure space for dedicated Gallery | 20 | Bid needed | Existing space | Building and Grounds | | Pending (New Plan) | Fall 2016 | Secure art display area | 0 | No secure art display area | 3 | 3 | |
| 3 | 5 | 28 | Build new art annex with increased studio space, including area for 3D work | 43 | Bid needed | | Building and Grounds | | Pending (New Plan) | Fall 2017 | Art annex | 0 | No art annex | 3 | 5 | 28 |
| 50111 | 1 | 1 | New Art faculty member for sculpture and ceramics | 3 | \$75,000 / yr | | Administrative Team | | Pending (New Plan) | Fall 2016 | Art faculty | 2 | Art faculty | 50111 | 1 | 1 |

DEPARTMENTAL ACTION PLANS for *Art / 2013*

| Org | Aim | Obj | Action Plan | KPI | \$ | Other Req | Responsible Party | End Date | Status | Target Year | Metric Desc | Metric Value | Benchmark Desc | Benchmark Value | Target Desc | Target Value |
|-------|-----|-----|--|-----|--------------------------------|----------------|--------------------------|----------|--------------------|-------------|------------------------|--------------|------------------------------|-----------------|-------------|--------------|
| 55202 | 5 | 28 | Purchase studio lights for photography class | 43 | \$2,000.00 | | Division Chair | | Pending (New Plan) | Fall 2014 | Studio light | 0 | No studio light | 55202 | 5 | 28 |
| 8202 | 5 | 28 | Purchase and install overhead lighting for Painting and Drawing Studio | 43 | \$2,000.00 | | Building and Grounds | | Pending (New Plan) | Fall 2014 | Replaced lighting | 0 | Current inoperative lighting | 8202 | 5 | 28 |
| 85 | 5 | 30 | Purchase and replace Mac Lab equipment as necessary | 43 | \$100,000.00 | | Instructional Technology | | Pending (New Plan) | 2015-2016 | Replaced Mac computers | 0 | Existing Mac computers | 85 | 5 | 30 |
| 55202 | 2 | 13 | Revise and print advising guides | 7 | \$200.00 | | Full-time Art faculty | | Pending (New Plan) | Spring 2015 | New advising guides | 0 | Existing advising guides | 55202 | 2 | 13 |
| 55202 | 1 | 1 | Investigate feasibility of offering AFA degree option | 3 | Cost undetermined at this time | | Full-time Art faculty | | Pending (New Plan) | Fall 2016 | AFA program | 0 | No AFA program | 55202 | 1 | 1 |
| 85 | 5 | 30 | Create mobile Mac Lab for courses in JCA | 43 | \$80,000.00 | Storage at JCA | Instructional Technology | | Pending (New Plan) | Fall 2016 | Portable Mac lab | 0 | No portable Mac lab | 85 | 5 | 30 |
| 55202 | 1 | 1 | Develop courses in sculpture, landscape painting, History of Photo, and Digital Short Film | 39 | \$2280 per course | | Full-time Art faculty | | Pending (New Plan) | 2015-2017 | New Art courses | 0 | No new Art courses | 55202 | 1 | 1 |
| 55202 | 1 | 1 | Purchase outdoor easels | 39 | \$8,900.00 | | Division Chair | | Pending (New Plan) | Spring 2014 | New easels | 0 | No new easels | 55202 | 1 | 1 |

Evaluation



Meets Expectations

Comments:



Requires Attention and Submission of a Follow-Up Report

Comments:



Does Not Meet Expectations and Requires Submission of a Follow-Up Report

Comments:

Follow-up report required by: _____

Comments: _____ (Date)

Approvals



Division Chair/Director

Comments:

November 1, 2013

Date



Dean

Comments:

11-1-13

Date



Vice President/President

Comments:

March 25, 2014

Date