

Spring 2013 SLO Assessments (For Spring 2013 Report)

Title	1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
<p>VBUS-010 Introduction to Web Design using Adobe Dreamweaver</p>	<p>1. The students will be able to design a fully functional website on the internet.</p> <p>2. The students will be able to objectively evaluate the needs of a website for a client's company and the types of elements that should be included in their website.</p> <p>3. Analyze a website for Search Engine Optimization (SEO) and apply basic search engine marketing techniques.</p> <p>4. Recognize the difference between print and web graphics and be able to communicate to clients the type of graphic files needed for the project.</p>	<p>1. The students will be able to design a fully functional website on the internet.</p> <p>I. Construct as a class project a sample website that includes:</p> <p>a. Home Page with a navigational menu consistent throughout entire website.</p> <p>b. A minimum of the following 3 types of links on each web pages:</p> <p>i. About Page web page.</p> <p>ii. Product or Service page.</p> <p>iii. Contact Page.</p> <p>c. A logo image consistent throughout entire website.</p> <p>d. A minimum of one descriptive image related to the content of the applicable Home Page and/or sublevel pages.</p> <p>2. Student will write a proposal summary in MS Word comprising with the following requirements:</p> <p>I. Problem Statement</p> <p>a. Client needs (i.e., need a website to promote business).</p> <p>b. Web site Requirements (i.e., Website needs to provide information regarding the company, services, contact information, services and/or product).</p> <p>c. Website Goals and Objectives (i.e., meet client's needs and expectations, promote business, expand exposure, etc.).</p> <p>II. Recommended Solution</p> <p>a. Content: define how many web pages, elements (order list, etc.) will be required</p> <p>b. Resources: images, multimedia elements, etc.</p> <p>c. Pricing information: Proposed fee Summary (mock-up).</p> <p>d. Next Steps: Project start/completion, etc.</p> <p>3. Write a summary of the Search Engine Optimization analysis and proposed marketing strategy for the website.</p> <p>4. Write short description of the image formats, resolution and file size used on each page.</p>	<p><u>Spring 2013</u></p> <p>P = Student has passed each SLO with a grade of 70% or better.</p> <p>4 SLOs Combined: 34 students assessed; 30 passed</p> <p>The department collected the assessment data from scantron assessment sheets in an attempt to measure each SLO with its own assessment. However, the data wasn't consistently formatted for it to be successfully scanned. This resulted in the data being aggregated as indicated above.</p> <p>The department is developing Excel templates to simplify the assessment data gathering process.</p> <p>In addition, the department has developed a Wiki to gather and track all curriculum data, including SLO assessment data.</p>	<p><u>Spring 2013</u></p> <p>88% passing rate</p> <p>Performance exceeded expectations; 65 % passing rate in 2012 increased to 88% in 2013. Even so, the faculty will continue to ensure the student assessments reflect industry standards skills required for employability.</p>	<p>We will continue to post samples of student work on the department web site www.sccce.org to encourage students to produce quality work, as well as to make available to employers samples of their work.</p> <p>We will continue to encourage students to enroll in one or more Introduction to Computer Software Applications classes concurrently with VBUS-010- Introduction to Web Design using Adobe Dreamweaver for additional assistance with their skill development.</p>