2026 – 27 Departmental Assessment Plan

Department/Program/Unit: Art **Date: 10/12/26**

Members involved with development of Plan: Seth Boggs

Departmental/Program/Unit Student Outcome: *What student outcome from the departmental matrix will be assessed? (It is suggested that you cut and paste directly from the matrix. Outcomes should represent the absolute priorities for learning- students must be able to do [this] when they finish our program).*
State as follows: Students should be able to [action verb] [something].

Students should be able to demonstrate practical experience in graphic design through an internship within a professional environment.

Background: *What factors caused you to choose this particular assessment outcome? If you chose this outcome because of a perceived problem, please explain*.

This outcome was selected to evaluate the effectiveness of our program in preparing students for real-world graphic design environments. Key competencies include: operating standard equipment, managing time and competition, collaborating with colleagues (including non-artists), working with diverse clients, and understanding workplace relationships. Last cycle, some students used the older assessment form included in the internship package, resulting in inconsistent data. To ensure a more accurate and comprehensive assessment, we aim to use the updated evaluation form across all internship experiences.

Question: *What specific question(s) are you attempting to answer through assessing this student outcome? (What are you trying to find out? There may be more than one question, but no more than three.)*

- Are internship students performing at a satisfactory or higher level across the 18 areas assessed in the internship evaluation?
- Does the current curriculum adequately prepare students for the demands and expectations of a professional design environment?

Methodology:

1. *OBJECT* - What data (i.e. artifact, exam score, detailed description of assignment) will be collected?* The undergraduate internship student evaluation form, completed by internship supervisors, will serve as the primary data source.
    a. *How does this data address the assessment question?* This form rates students on four core criteria relevant to the internship experience. (See attached example.)
        i. *Include/attach a description/example of assessment tool to be used*.
2. *How will data be collected?* Faculty advisors will collect and review each evaluation form.

Analysis of Artifacts: *PERFORMANCE CRITERIA* - Discuss:*

1) *How the artifacts will be analyzed (attach rubrics/scoring tools if used):* All forms will be reviewed to determine whether students achieved satisfactory or above in all evaluated areas.
2) *How you will know if it is good (i.e. score required by % of students):* Success will be defined as 80% or more of students meeting this threshold.

Submitted by: Seth Boggs Date: 10/15/26 Assessment Committee Reviewed (Date): 11/10/26

Department Chair notified of approval/or additional action needed: Approved