Program Response to the Business Multimedia Evaluation Team Report 2012

Action Plan and Timetable

Recommendation	Response	Action Plan	Date
Curriculum: Need for additional course availability for some of the courses in the major. Creative delivery techniques should be considered	The department offers several of the courses each semester, such as web design, image editing, and desktop publishing. Every course required of the degree is offered one semester of the academic year. Careful attention to class scheduling results in classes being held early in the morning, late afternoon, and into the evening. A limited number of courses are offered online, because the face-to-face element seems important and students need access to the equipment and hardware provided by the department.	Course offerings are driven by enrollment numbers. Therefore, as enrollment increases and additional faculty are hired, courses will be offered more frequently. Consider creative delivery techniques for multimedia courses.	Ongoing
Academic Advising: Reach more students for advisement, especially new students to the program. Provide students with a recommended order for course completion. Encourage students to meet with an advisor early on in their academic career.	The department has created a schedule that gives a recommended order for the completion of courses. A second schedule, updated annually, indicates the semester(s) each business multimedia course is offered. Faculty are available to offer advisement to those requesting assistance. The online CatTracks system lists the course requirements and gives students a progress report.	The department will consider improvements for academic advising. We are hoping in the future to be able to add a message for our students on CatTracks that will encourage them to meet with an advisor.	7/1/2013
Faculty: Improve full-time faculty to adjunct ratio.	At the present time the department is limited to only one full-time, tenured professor whose primary responsibility is to teach the business multimedia courses.	Additional adjuncts can be hired, but faculty in the program are hoping that within the next year the department will hire a full-time, tenure track professor who has both an educational background and experience in the field of multimedia.	7/1/2013
Adjunct Orientation: Establish appropriate procedures for the orientation of new contract/adjunct faculty. Provide ongoing support and information regarding teaching assignments, workloads, and instructions	A mentoring program has been established to provide assistance to adjunct instructors. The assigned mentor observes the adjunct instructor's class at least once a semester and then meets with the instructor to provide guidance in the development of instructional materials and teaching methodology.	A more formal, structured orientation program will be developed for new Business Multimedia adjunct faculty.	7/01/2013

Tutoring: Provide subject specific tutoring to students of the major.	At the present time tutoring is not available to students in the major. The university's tutoring services does not include the courses in the Business Multimedia major. The faculty teaching the Business Multimedia courses keep at least five office hours a week for advisement and student assistance. Students working in the NTM Computer Lab are trained to provide assistance to the NTM 1700 Introduction to Microcomputer Applications students but are not expected to learn the multimedia software.	The department will consider various tutoring options such as: Knowledge of multimedia software could be added as a skill requirement for at least one of the NTM lab assistant positions. A paid internship position could be created in which the student's primary responsibility would be to tutor the Business Multimedia students or create video tutorials.	7/01/2013
Lab Hours: Extend lab hours to accommodate students	During the Spring 2012 semester the lab is open two nights a week until 7:30 p.m. to accommodate students who work during the day. Also, the lab is open four hours on Saturday.	The department considers student needs every semester in determining lab hours. The NTM computer lab used to be one of the only labs on campus with the Adobe Creative Suite. All university labs have the most recent version of the Adobe Creative Suite. Therefore, Business Multimedia students will have extended access to the Adobe software.	Ongoing
Branding: Improve department/program branding.	The name of the department has recently been changed to Network Technology and Business Multimedia. Having the name of the major in the department name will help to improve program branding.	Develop additional slide shows and videos to play on the Brightboard positioned at the entrance to the department office. Keep the department website and Facebook account up to date with department information, student achievements, PBL activities, and job opportunities. The department will continue the discussion on other branding opportunities.	Ongoing
Offer a 3D animation course to strengthen the business multimedia major .		More information will be gathered to determine if the ART 4440 course offered by Visual Arts would be appropriate for Business Multimedia students. If not we will develop an NTM 3D animation course.	7/01/2013

Commendations:

1. The mission statement defines the outcomes of the program and supports the mission statement of the College of Applied Science and Technology, as well as the mission of Weber State University.

2. The curriculum for the Multimedia degree is consistent with the program's mission to provide excellent education, academic programs, research, and service.

3. Student learning outcomes and assessment was rated the highest of all the standards, with strengths in every element. Student outcomes are evaluated every semester through exams, project work, portfolio building, and feedback from employers. Regular reports on learning outcomes are available, and review of these reports, as well as feedback from the community and industry is used to improve and further develop the program.

4. Faculty composition, qualifications, and professional development were all rated very highly by the team. Interviewed students indicated that faculty of the program are knowledgeable, highly skilled, helpful, and available.

5. Program support was identified as one of the strongest elements of the NMT major. The facilities, equipment, and labs are readily available, up to date, and meet the needs of the faculty and students in the program. Hardware and software are kept up todate and renewed on a regular schedule.

6. The program has a clearly defined strategy for advising its major/minor or BIS students that is continually assessed for its effectiveness. Students receive appropriate assistance in planning their individual programs of study.

7. The program has established excellent relationships with external communities. The program's advisory committee and internship program allow for students and faculty to meet with and receive feedback from members active in the multimedia and technology industries on a regular basis.

8. Students interviewed reported that they received adequate assistance in seeking placement in internships, employment, or graduate school.

9. Students of this program report that the projects, hands-on experience, class sizes, and skills learned help them feel strongly prepared for the workforce. All students interviewed report that they would strongly recommend this program to a friend.

The Business Multimedia faculty are very interested in doing whatever is necessary to take the Business Multimedia program to the next level and will take all of the recommendations from the evaluation team seriously.