WSU Five-Year Program Review
Self-Study

Cover Page

Department: Telecommunications and Business Education

Program: Business/Multimedia Technologies

Semester Submitted: Fall 2011

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Brief Introductory Statement

The Business/Multimedia Technologies major is in the Telecommunications and Business Education Department (TBE) in the College of Applied Science and Technology (COAST) at Weber State University (WSU). Students have the following degree options:

- Bachelor of Science in Business/Multimedia Technologies
- Associate of Applied Science in Business /Multimedia Technologies
- Minor in Business/Multimedia Technologies
- Emphasis in Bachelor of Integrated Studies
- Bachelor of Integrated Studies in Web Technologies

Students completing a major in Business/Multimedia Technologies are prepared for independent or corporate work. Graduates have found employment in areas such as advertising, video editing, training, and print and web publishing.

Students learn a variety of business and multimedia software applications. Coursework covers various multimedia programs including graphics, drawing, video and audio editing, animation, and web design. Students also master advanced features of the Microsoft Office suite and current hardware and networking technology. Student also gain competence in business communication and personal training, which are crucial elements for a successful business career. Students are introduced to new management procedures for both people and technology to help meet challenges of the ever-changing business environment.

Mission Statement

The Telecommunications and Business Education Department is committed to providing the highest quality undergraduate programs while preparing students to assume roles in decision making, leadership, research, and service to community and business.

The department assists students in developing, communicating, and applying knowledge for the technical and professional world as well as gaining a desire for lifelong learning.

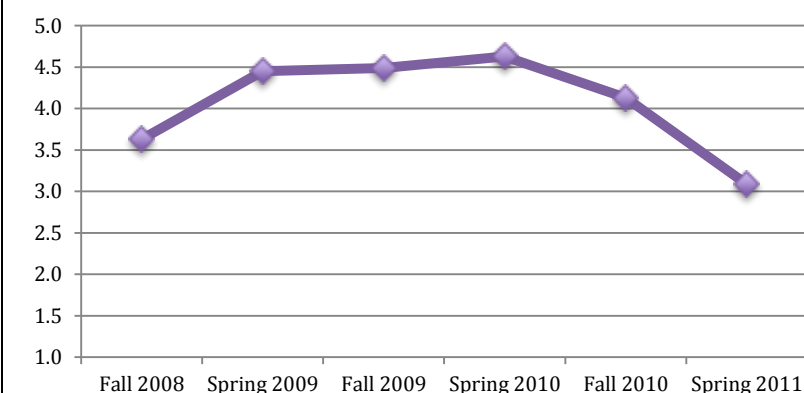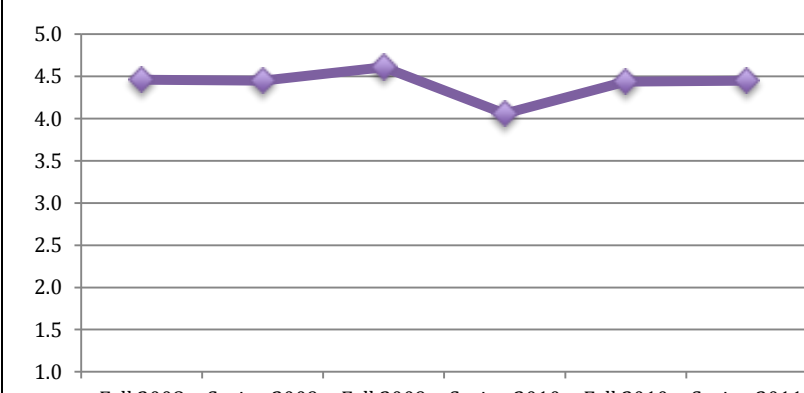**Student Learning Outcomes and Assessment**

At the end of their study at WSU, students in this program will
1. possess effective business communication skills.
2. *Note:* department outcome not applicable to this major
3. possess knowledge and skills of technology.
4. implement effective decision-making and problem-solving skills.
5. *Note:* department outcome not applicable to this major
6. possess knowledge of ethics and professionalism.

Summary Information

The department has six student learning outcomes; however, only outcomes 1, 3, 4, and 6 are related to the Business/Multimedia Technologies major.

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Evidence of Learning: Courses within the Business/Multimedia Major

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Program Learning Goal	**Measurable Learning Outcome**	**Method of Measurement** **Direct and Indirect Measures***	**Findings Linked to Learning Outcomes**	**Interpretation of Findings**	**Action Plan/Use of Results**
Goal 1: Students will possess effective business communication skills	*Learning Outcome 1:* Students will maintain a score of 3.5 or above on the writing assessment.	*Measure 1:* Writing Assessment Rubric	Measure 1: **Writing Assessment** 	*Measure 1:* Since Fall 2008 when collection of this data began, students have maintained an average score of 4.1 on the oral communication assessment.	*Measure 1:* To annually evaluate the individual element scores on the writing rubric to improve the sub scores
	Learning Outcome 2: Students will maintain a score of 3.5 or above on the oral communication assessment.	*Measure 2:* Oral Communication Assessment Rubric	Measure 2: **Oral Communication Assessment** 	*Measure 2:* Since Fall 2008, when collection of this data began, students have maintained an average score of 4.5 on the oral communication assessment	*Measure 2:* To annually evaluate the individual element scores on the oral com rubric to improve the sub scores

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			Evidence of Learning: Courses within the Business/Multimedia Major		
Program Learning Goal	**Measurable Learning Outcome**	**Method of Measurement** **Direct and Indirect Measures***	**Findings Linked to Learning Outcomes**	**Interpretation of Findings**	**Action Plan/Use of Results**
Goal 2: This goal is not assessed for this major.					
Goal 3: Students will possess effective knowledge and skills	*Learning Outcome 3:* At least 75% of students will work on level comparable to or beyond the level of educational background.	*Measure 1:* Internship Employer and Student Forms	*Measure 1:* **Knowledge and Skills** | Academic Year	Works beyond level of educational background Employer	Works on level comparable to educational background Employer	Works on level below educational background Employer
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2009/2010	11	4	0
2010/2011	4	2	0		*Measure 1:* Of the employers who rated students' knowledge and skills, 15 out of 21 (71 percent) rated students in the highest level.	*Measure 1:* Evaluate higher level software tasks and skills.
Goal 4: Students will possess effective decision-making and problem-solving skills	*Learning Outcome 4a:* At least 75% of students will make appropriate decisions most of the time.	*Measure 1:* Internship Employer and Student Forms	*Measure 1:* **Decision Making** | Academic Year	Makes appropriate decisions most of the time Employer	Makes appropriate decisions some of the time Employer	Unable to make appropriate decisions Employer
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2009/2010	15	0	0
2010/2011	6	0	0		*Measure 1:* Of the employers who rated students' decision-making skills, 21 out of 21 (100 percent) rated students in the highest level.	*Measure 1:* NA

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	Learning Outcome 4b: At least 75% of students will identify most problems and implement solutions.	Measure 2: Internship Employer and Student Forms	Measure 2:	Measure 2: Of the employers who rated students' problem-solving skills, 18 out of 21 (86 percent) rated students in the highest level.	Measure 2: NA

Measure 2:

Problem-Solving Skills

Academic Year	Identifies most problems and implements solutions	Identifies some problems and implements some solutions	Unable to identify problems and implement solutions
	Employer	Employer	Employer
2009/2010	14	1	0
2010/2011	4	2	0

Goal 5: This outcome is not assessed for this major.

Goal 6: Students will possess knowledge of ethics and professionalism	Learning Outcome 6: At least 75% of students will demonstrate good or excellent work ethics.	Measure 1: Internship Employer and Student Forms	Measure 1:	Measure 1: Of the employers who rated students' ethics, 18 out of 21 (86 percent) rated students in the highest level.	Measure 1: NA

Measure 1:

Ethics

Academic Year	Demonstrates excellent work ethics	Demonstrates good work ethics	Demonstrates poor work ethics
	Employer	Employer	Employer
2009/2010	13	2	0
2010/2011	5	1	0

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Academic Advising
Dr. Laura MacLeod advises students in this major. Ms. Laura Anderson advises students in this minor and BIS program. Dr. MacLeod and Ms. Anderson work closely to provide consistent advising to students. They have collaborated with Dr. Allyson Saunders to research job opportunities in this field in order to better advise students. Dr. MacLeod has, in the past, had complete responsibility for advising majors, minors, and BIS students. Ms. Anderson has recently been added as an official advisor to share the advising responsibilities. Additional research is needed to identify career opportunities for the multimedia students to improve recruitment and advising.

Faculty
Eight faculty teach regularly in the multimedia program. The TBE Department (See Appendix C) receives excellent support from university departments such as WSU Online and Multimedia Services. The WSU Online staff has provided training and ongoing support. Many of the faculty have received Master Online Teacher certification by completing a series of workshops coordinated by the WSU Online office related to teaching techniques and current technology. The WSU Online office also has provided leadership on campus in regards to learning management systems. We have used WebCT, Blackboard, and Canvas in most of our courses. These LMS have led to efficiencies both in face-to-face courses as well as online courses. The Multimedia Services Department provides guidance in purchasing equipment and planning new facilities.

At the college level, the department has received excellent technical support from staff, which keeps the classrooms functioning effectively. The faculty have three areas of responsibility: teaching, service, and research. High teaching loads and expectations of service limit the time available to complete research. Additional faculty positions would allow current faculty to have time for professional development as well as allow the program to offer more advanced courses that would make students more employable.

Relationships with External Communities
The role of the Advisory Committee has been essential to the development of curriculum. The committee's recommendations helps keep courses current and relevant. The committee also provides input regarding quality of student work.

Local businesses and organizations provide support to the department in several ways. They provide internships that are required for multimedia majors and are available for minors. The internship provides an opportunity for students to gain relevant work experience. Internship evaluation is used in assessment. Businesses also contact the department to find students to do projects for them such as create websites, videos, and promotional print materials.

The students in the multimedia program benefit from donations, business visits, and presentations by local and national businesses.

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APPENDICES

Appendix A: Student and Faculty Statistical Summary for Department

	2006-07	2007-08	2008-09	2009-10	2010-11
Student Credit Hours Total	14,402	17,269	14,718	15,882	16,323
Student FTE Total	480.07	575.63	490.58	529.40	544.10
Student Majors Business Systems Tech AAS Discontinued 2007, No more majors 2010	10	14	9	5	NA
Student Majors Business/Multimedia AAS	NA	NA	4	8	14
Student Majors Business Education Business Systems Tech BS Discontinued 2007, last year to complete 2013	15	21	21	9	3
Student Majors Business/Multimedia BS	NA	NA	8	24	41
Department Graduates	43	26	36	33	41
Certificate	0	0	0	0	1
Associate Degree	19	3	11	8	10
Bachelor Degree	24	23	25	25	30
Student Demographic Profile	129	139	157	153	175
Female	43	49	51	47	51
Male	86	90	106	106	124
Faculty FTE Total	15.22	15.58	15.62	16.09	NA
Adjunct FTE	7.72	8.08	9.05	8.98	NA
Contract FTE	7.50	7.50	6.57	7.11	NA
Student/Faculty Ratio	31.54	36.95	31.41	32.90	NA

Note: Data provided by Institutional Research

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Appendix B: Contract/Adjunct Faculty Profile

Name	Gender	Ethnicity	Rank	Tenure Status	Highest Degree	Years of Teaching	Areas of Expertise
Ms. Laura Anderson	F	Caucasian	Instructor	NonTenure Track	Master's	25	Business/Multimedia CIL
Mr. Kenneth Cuddeback	M	Caucasian	Associate Professor	Tenured	Master's	12	Networking/Operating Systems
Dr. Diana Green	F	Caucasian	Professor	Tenured	Doctorate	35	Telecommunications Business/Multimedia
Dr. Laura MacLeod	F	Caucasian	Associate Professor	Tenured	Doctorate	30	Business/Multimedia CIL
Ms. Joyce Porter	F	Caucasian	Instructor	NonTenure Track	Master's	37	Business/Multimedia CIL
Dr. Allyson Saunders	F	Caucasian	Professor	Tenured	Doctorate	29	Business Communication
Mr. Thomas Bell	M	Caucasian	Adjunct Faculty	NA	Master's	1	Business/Multimedia
Mr. Scott Halford	M	Caucasian	Adjunct Faculty	NA	Bachelor's	3	Video

Summary Information

Most faculty are experienced teachers and many have industry experience.

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Appendix C: Staff Profile

Name	Gender	Ethnicity	Job Title	Years of Employment	Areas of Expertise
Angela Christensen	F	Caucasian	Administrative Assistant	2	Office Support Coadvisor, PBL
Carole Barrios Lapine	F	Caucasian	Computer Literacy Administrator	13	CIL Business Communication Computer Software

Appendix D: Financial Analysis Summary

Department of Telecommunications & Business Education					
Cost	**06-07**	**07-08**	**08-09**	**09-10**	**10-11**
Direct Instructional Expenditures	895,026	838,870	888,107	894,476	928,019
Cost Per Student FTE	1,864	1,457	1,810	1,690	1,706
Funding	**06-07**	**07-08**	**08-09**	**09-10**	**10-11**
Appropriated Fund	754,391	784,485	801,650	808,469	815,897
Other:					
Special Legislative Appropriation					
Grants of Contracts					7,026
Special Fees/Differential Tuition	140,635	54,385	86,457	86,007	105,095
Total	895,026	838,870	888,107	894,476	928,019

Note: Data provided by Provost's Office

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Appendix E: External Community Involvement Names and Organizations

Name	Organization
Katie Anderson	Visual Communication Specialist, LDS Church
Victor Conrad	Director of Multimedia, ATK
Karen Doutre	WSU Employment Advisor
Linda Dunmeyer	Does audio/video work for Michael Worthen, Independent Contractor for American International Media
Georgia Ferguson	Web Page Designer, WSU Continuing Education
Jim Godwin	Multimedia Services, Weber State University
Daniel Gray	Graphic Designer/Flash Developer/3D Animation Southwest Research Institute
Scott Halford	Executive Director – Foursite Film Festival
Jamie Dettloff	International Association of Administrative Professionals President
Andrea Jones	AccuColor Digital Printing
Bob King	Manager, WSU Multimedia Services
Karen King	Vice President, Human Resources, MarketStar
Sara Petty Lleverino	Web Developer II, WSU University Communications
Carl Lyman	State IT Specialist, Career and Technical Education Utah State Office of Education
Celeste McDonald	Management and Training Corporation
Garth Tuck	Assistant Professor, Computer Science
Wes Van Dyke	Sales Manager, Yesco

Appendix F: External Community Involvement Financial Contributions

Organization	Amount	Type
Private donation from Ray Kimber for Audio/Visual Room	$10,000	Donation