Department Annual Report

2012-2013

Business Department

Interiors & Furnishings

122

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Department Information

Current year goals

Goals were contingent upon approval of our funding requests.

- Improve graduation rate for IF program
- Improve enrollment for IF program
- Pursue articulation/course for course agreements with other colleges
- Increase networking with other high schools and GRCC counseling office
- Encourage students to complete their degree and transfer

The following goals for 2012-13 were met:

- Enrollment in the program increased to 68.
- Articulation/course for course agreements with other colleges were pursued without any new agreements made.
- Networking with other high schools and GRCC counseling office was increased through the addition of attending three additional high school career days and a presentation of the program to the GRCC counseling office.
- Students were encouraged to complete their degree and transfer through individual meetings with students and the Business Career Showcase.

Graduation rate was not improved. Students are taking longer (4-5 years) to complete the program.

Goals for next year

Goals are contingent upon approval of our funding requests.

- Improve graduation rate for IF program
- Improve enrollment for IF program
- Pursue articulation/course for course agreements with other colleges
- Increase networking with other high schools and GRCC counseling office
- Encourage students to complete their degree and transfer

Internal collaborations and partnerships

Listed below are the people I have met with, consulted with, or received assistance from:

- Adjunct and full-time colleagues for course development resulting in the first online offering for the program (IF 115)
- Adjunct and full-time colleagues for realignment of Merchandising Math (FM 122)
- Felix Pereiro-dept. information, guidance, review
- Bruce Morrison-statistics, student information
- Heath Chelsvig-statistics, student information
• Patti Trepkowski, Katie Daniels-documents, reports, directions, review, assessment, calcification, approval
• Advisory Committee-program direction, changes, improvements, new courses, employment
• Students-survey information, personal counseling, input
• Derek DeVries-video consultation, graduate interviews, production
• FM105 Professors-review, implementation, assessments, adjustments for the “Project Assignment”
• Collaboration with GRCC’s media department to create a marketing video.

External collaborations and partnerships

The following collaborations and partnerships were pursued this year:
• Transfer agreements with four-year colleges
• Fashion Show with Salvation Army
• Festival of Trees for the Muskegon Art Museum
• Collaborated with business members of the advisory committee on content of the marketing video.
• Consult with Couch TV to create marketing materials to advertise through Facebook, radio, and other media.

Departmental needs for support from other departments within the college

Continued support is needed from the following:
• Bruce Morrison: research data
• Heath Chelsvig: research data
• Felix Pereiro: support of the program
• Media: creation of the additional marketing tools

Program accreditation Updates

NASAD accreditation was extended to 2014. Information on what re-accreditation will entail will be provided to the program in Fall 2013.

Description of departmental advising plan and outcomes

The program’s current advising plan is working well as the graduation and enrollment rates increased. We plan to continue with the following plan:
Advise students twice yearly. Through one-on-one meetings with students, all professors are recording information and directing students toward means to graduate from this program and transfer. These meetings also provide opportunities to confirm the students are in the correct degree plan code.

**Updates About Student Organizations and Achievements**

Students' success stories for this year include the following:

- Designing a tree auctioned at the Muskegon Art Museum Festival of Trees
- Creating centerpieces for the GRCC Holiday Breakfast
- Receiving scholarship awards from the Fashion and Interior’s Scholarship Fund
- Participating in the FAD Club
- Attending the Business Career Showcase and fielding questions from current and perspective students
- Creating Holly Jolly window displays for the Grand Rapids Downtown Development Council, placing 2nd and 4th.
- Attending the NKBA student competition
- Participating in the x-Rite Color Test Group
- Raising funds and travelling to New York to visit vendors, manufacturers, designers, wholesalers, and former students

**Other department updates**

Interest in a career in Interiors appears to be stable. Employment opportunities, however, are wide open. Some employment opportunities were not filled this year due to lack of sufficient qualified candidates. We’re looking forward to numbers increasing as the marketing campaign is carried out.

**Faculty & Staff**

**Departmental Professional Development Activities (Contractual Obligations for Departmental Faculty Development/6 hours)**

The Business Department’s professional development activities consisted of training for Program Review completion as follows:

- September 28, 2012 – Planning for the Future Workshop, 9:00 a.m. – 11:00 a.m.
- February 1, 2013 – Transfer Institution Curriculum Comparison Workshop, 9a.m. – 1:30 p.m.
- February 22, 2013 – Program Data Workshop, 9 –2:00 p.m., Business department programs will be focused on from 12 – 2 p.m.
- April 19, 2013 – Program Review Workshop (Program Data Workshop revisited), 9:00 a.m. – Noon
Faculty Professional Development Activities- Year End Summary

Blackboard training
ASL training
LA Market
Photoshop course

Faculty Development Plans for Upcoming Year

Attend training sessions for the new evaluation process
Attend the New York Market
Attend other applicable training sessions offered through the CTE

EOL/Release Time Work

None. I volunteered my time when engaging in all activities.

Faculty & Staff Accomplishments/Awards

- Full- and part-time faculty participated in continued education opportunities in Summer 2012.
- Margie continued to take classes in the design field.
- Marianne switched her college of choice and was accepted into a Master’s program. She will begin classes in summer 2013.
- Adjunct and full-time faculty also volunteered throughout the community.

Program Data- Perkins Indicators

5P2: Student Participation in Nontraditional Fields

NA. Correction: The label should be 5P1.

2P1: Credential, Certificate, or Degree Attainment

The trend decreased from 32% last year to 6.25% this year. The indicator is a rolling 3-year average of students that have completed at least 12 hours.

5P3: Student Completion in Nontraditional Fields

NA. Correction: The label should be 5P2.

4P1: Student Placement

The trend remains 100% placement. Data from IRP show 0%, but that is based on survey collection. The 100% figure is based on personal knowledge. All students are placed before graduating.

**3P1: Student Retention and Transfer**

The trend decreased from 74.7% last year to 69.84% this year but still meets the state’s standard. The indicator is a rolling 3-year average of students that have completed at least 12 hours.

**1P1: Technical Skills Attainment**

NA

**Summary**

This program does not currently have targets for core program indicators, but I foresee opportunity to increase transfer and degree attainment with more consistent marketing.

**Curriculum**

**Course Improvement Projects**

Due to low student grades, a course improvement project was identified in the 2011-12 Program Review for FM 105 Intro to Fashion and Interiors to assess students’ ability to prepare and present a project proposal to a customer (Communications ILO). The project was piloted in Winter 2012, and average grades did improve to B+. Adjustments were made to the project, and Winter 2013 average grades increased to A-.

Students report feeling better prepared to present to buyers, and the quality of their presentations also was greatly improved.

**Program Improvement Projects**

See the FM 105 course improvement project (above).

**Course Document (CARP) Updates completed this year**

FM 122 Merchandising Math
IF 115 Consumer Buying
Assessment of Student Learning

Program Learning Outcome(s) assessed this year

See FM 105 course improvement project (above).

Measures of Student Learning

Student learning was assessed through projects. See FM 105 course improvement project (above).

Initial Data and Findings

Initial data and findings indicate student success is improving. Detailed data for Winter 2013 are not available at the time of this report and will be included in the future.

Curricular or Pedagogical Changes Implemented

None. The project-based learning is still the best method of assessing student learning in this class. Implementation was improved through the course improvement project.

Data and Findings (post improvement/change)

Student success improved as the average grade increased to A-.