# Program Scorecard 2022-23
## *Graphic Design 10-201-1*

| Student Demographics | 2022-23 | | 2021-22 | | 2020-21 | |
|---|---|---|---|---|---|---|
| | Number | Percent | Number | Percent | Number | Percent |
| Full-Time | 52 | 52% | 56 | 67% | 25 | 76% |
| Part-Time | 48 | 48% | 16 | 19% | 8 | 24% |
| Students with Disabilities | 13 | 13% | 8 | 11% | 0 | 0% |
| Students of Color | 13 | 14% | 9 | 13% | 3 | 9% |
| Financial Aid Recipients | 53 | 49% | 50 | 60% | 19 | 44% |
| Male | 25 | 25% | 19 | 26% | 7 | 21% |
| Female | 75 | 75% | 53 | 74% | 26 | 79% |
| Mean Age | 26 | | 24 | | 24 | |
| Median Age | 22 | | 21 | | 21 | |
| Mode Age | 19 | | 20 | | 19 | |
| Bias per WTCS (NTO*) | None | | None | | None | |
| Total Program Students | 100 | | 72 | | 33 | |
| Total Pre-Program Students | 13 | | 12 | | 10 | |

NOTE: Demographics include program students only, with the exception of financial aid
*NTO: non-traditional occupation

| Student Interest | 2022-23 | 2021-22 | 2020-21 | 2019-20 | 2018-19 |
|---|---|---|---|---|---|
| New Accepted Students | 57 | 52 | 33 | NA | NA |
| Capacity | 60 | 60 | 35 | NA | NA |
| Percent Capacity | 95% | 87% | 94% | NA | NA |
| FTEs | 74 | 60 | 29 | NA | NA |
| Fall/Spring Waitlist | 0 | 0 | 0 | NA | NA |

| Graduate Placement | 2022-23* | 2021-22 | 2020-21 | 2019-20 | 2018-19 |
|---|---|---|---|---|---|
| Graduates | 28 | 13 | 0 | NA | NA |
| Employed in Related Field | NA | 40% | NA | NA | NA |
| Seeking Employment | NA | 17% | NA | NA | NA |
| Continuing Education | NA | 0% | NA | NA | NA |
| Survey Response Rate | NA | 46% | NA | NA | NA |

*2022-23 graduate placement data is not available because graduates are surveyed 6 months to 1 year after graduation; 2022-23 data will be available spring 2024.

| Wages & Openings | 2021-22 |
|---|---|
| CVTC Graduate Average Hourly Wage | NA |
| CVTC Graduate Average Annual Wage | NA |
| Regional Median Annual Wage | $46,519 |
| Regional Job Openings | 36 |

*NA: Fewer than 5 graduates working in a related field provided a wage on the graduate follow-up survey.

| CVTC Key Performance Indicator Goals | | Goal | Actual |
|---|---|---|---|
| Graduation within 3 years | | 55% | 43% |
| Job Related Placement | | 90% | 82% |
| Aidable FTEs | | 3,865 | 3,835 |

## CAREER CLUSTER
*Arts, Audio Visual Tech. & Communication*

| Graduation Rates | Cohort Year* | | | | | Program Target | WTCS |
|---|---|---|---|---|---|---|---|
| | 2020-21 | 2019-20 | 2018-19 | 2017-18 | 2016-17 | | |
| Graduation within 3 Years | 50% | NA | NA | NA | NA | NA | 32% |
| Graduation within 4 Years | NA | NA | NA | NA | NA | NA | 38% |

*Cohort year is the year the student started in the program.

| Retention Rates | Academic Year | | | | | Program Target |
|---|---|---|---|---|---|---|
| | Fall 2022 to Fall 2023 | Fall 2021 to Fall 2022 | Fall 2020 to Fall 2021 | Fall 2019 to Fall 2020 | Fall 2018 to Fall 2019 | |
| Fall-to-Fall Retention | 60% | 78% | 65% | NA | NA | 76% |
| **Core Courses** | 2022-23 | 2021-22 | 2020-21 | 2019-20 | 2018-19 | |
| Course Success Rate | 84% | 88% | 84% | NA | NA | 91% |
| Withdraw Rate | 2% | 5% | 4% | NA | NA | NA |
| **General Education Courses** | 2022-23 | 2021-22 | 2020-21 | 2019-20 | 2018-19 | |
| Course Success Rate | 68% | 77% | 83% | NA | NA | 85% |
| Withdraw Rate | 11% | 10% | 10% | NA | NA | NA |

| Technical Skills Attainment | 2022-23 | 2021-22 | 2020-21 | 2019-20 | 2018-19 |
|---|---|---|---|---|---|
| Met | 25 | 14 | 0 | NA | NA |
| Not Met | 5 | 2 | 0 | NA | NA |
| Not Assessed | 0 | 0 | 0 | NA | NA |

### COURSE SUCCESS

- 2021: 90% (% Successful Excluding Withdrawals), 84% (% Successful Including Withdrawals)
- 2022: 91% (% Successful Excluding Withdrawals), 85% (% Successful Including Withdrawals)
- 2023: 84% (% Successful Excluding Withdrawals), 80% (% Successful Including Withdrawals)

■ % Successful Excluding Withdrawals
■ % Successful Including Withdrawals
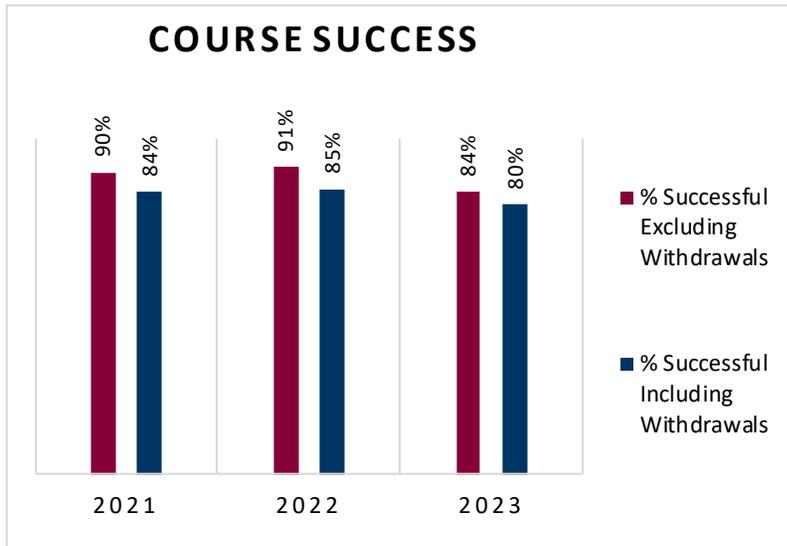
CVTC Course Success Goal: 80%

# Graphic Design (10-201-1)
## 2022-23 Course Success

| Delivery Method | Successful Count | Unsuccessful Count | Withdrawal Count | Enrollment Count | % Successful Excluding Withdrawals | % Successful Including Withdrawals |
|---|---|---|---|---|---|---|
| Blended (less than 50% online) | 4 | 0 | 0 | 4 | 100% | 100% |
| Face-to-Face | 15 | 8 | 2 | 25 | 65% | 60% |
| MyChoice | 246 | 32 | 8 | 286 | 88% | 86% |
| Online | 199 | 50 | 17 | 266 | 80% | 75% |
| **Grand Total** | **464** | **90** | **27** | **581** | **84%** | **80%** |

| Course & Delivery Method | Successful Count | Unsuccessful Count | Withdrawal Count | Enrollment Count | % Successful Excluding Withdrawals | % Successful Including Withdrawals |
|---|---|---|---|---|---|---|
| **201-101 Drawing & Illustration Concept** | **41** | **9** | **2** | **52** | **82%** | **79%** |
| MyChoice | 23 | 5 | 0 | 28 | 82% | 82% |
| Online | 18 | 4 | 2 | 24 | 82% | 75% |
| **201-102 Digital Illustration** | **28** | **6** | **3** | **37** | **82%** | **76%** |
| MyChoice | 18 | 3 | 2 | 23 | 86% | 78% |
| Online | 10 | 3 | 1 | 14 | 77% | 71% |
| **201-103 Publication Design** | **26** | **7** | **2** | **35** | **79%** | **74%** |
| MyChoice | 17 | 2 | 2 | 21 | 89% | 81% |
| Online | 9 | 5 | 0 | 14 | 64% | 64% |
| **201-104 Photoshop Fundamentals** | **40** | **7** | **1** | **48** | **85%** | **83%** |
| MyChoice | 24 | 3 | 1 | 28 | 89% | 86% |
| Online | 16 | 4 | 0 | 20 | 80% | 80% |
| **201-105 Typography Fundamentals** | **34** | **11** | **1** | **46** | **76%** | **74%** |
| MyChoice | 22 | 6 | 1 | 29 | 79% | 76% |
| Online | 12 | 5 | 0 | 17 | 71% | 71% |
| **201-106 Graphic Design Project Mgmt** | **29** | **4** | **0** | **33** | **88%** | **88%** |
| MyChoice | 29 | 4 | 0 | 33 | 88% | 88% |
| **201-108 Graphic Design Capstone** | **29** | **0** | **0** | **29** | **100%** | **100%** |
| MyChoice | 29 | 0 | 0 | 29 | 100% | 100% |
| **201-109 Graphic Design Portfolio** | **29** | **0** | **1** | **30** | **100%** | **97%** |

# Graphic Design (10-201-1)
## 2022-23 Course Success

| Course & Delivery Method | Successful Count | Unsuccessful Count | Withdrawal Count | Enrollment Count | % Successful Excluding Withdrawals | % Successful Including Withdrawals |
|---|---|---|---|---|---|---|
| MyChoice | 29 | 0 | 1 | 30 | 100% | 97% |
| **201-110 Print Production** | **30** | **3** | **0** | **33** | **91%** | **91%** |
| MyChoice | 30 | 3 | 0 | 33 | 91% | 91% |
| **203-102 Design Photography** | **28** | **7** | **1** | **36** | **80%** | **78%** |
| MyChoice | 20 | 4 | 1 | 25 | 83% | 80% |
| Online | 8 | 3 | 0 | 11 | 73% | 73% |
| **699-105 Document Design** | **33** | **5** | **1** | **39** | **87%** | **85%** |
| Online | 33 | 5 | 1 | 39 | 87% | 85% |
| **699-115 Editing and Proofreading** | **30** | **4** | **1** | **35** | **88%** | **86%** |
| Online | 30 | 4 | 1 | 35 | 88% | 86% |
| **801-136 English Composition 1** | **18** | **12** | **3** | **33** | **60%** | **55%** |
| Face-to-Face | 6 | 5 | 1 | 12 | 55% | 50% |
| MyChoice | 1 | 1 | 0 | 2 | 50% | 50% |
| Online | 11 | 6 | 2 | 19 | 65% | 58% |
| **801-198 Speech** | **12** | **2** | **3** | **17** | **86%** | **71%** |
| Blended (less than 50% online) | 4 | 0 | 0 | 4 | 100% | 100% |
| Online | 8 | 2 | 3 | 13 | 80% | 62% |
| **804-134 Mathematical Reasoning** | **13** | **0** | **0** | **13** | **100%** | **100%** |
| Face-to-Face | 2 | 0 | 0 | 2 | 100% | 100% |
| Online | 11 | 0 | 0 | 11 | 100% | 100% |
| **804-189 Introductory Statistics** | **4** | **2** | **2** | **8** | **67%** | **50%** |
| Online | 4 | 2 | 2 | 8 | 67% | 50% |
| **809-195 Economics** | **21** | **7** | **3** | **31** | **75%** | **68%** |
| Face-to-Face | 2 | 2 | 0 | 4 | 50% | 50% |
| MyChoice | 4 | 1 | 0 | 5 | 80% | 80% |
| Online | 15 | 4 | 3 | 22 | 79% | 68% |
| **809-198 Intro to Psychology** | **19** | **4** | **3** | **26** | **83%** | **73%** |
| Face-to-Face | 5 | 1 | 1 | 7 | 83% | 71% |
| Online | 14 | 3 | 2 | 19 | 82% | 74% |
| **Grand Total** | **464** | **90** | **27** | **581** | **84%** | **80%** |