### 2014-15 Proposal to Fill a Full-Time Faculty Position

1. **Faculty position being proposed**
   
   Graphic Arts (within the MM/Graphic Arts department)

2. **Proposal Being Made by (List Name(s) and Title(s))**
   
   Isabel Reichert, Full-time faculty, Multimedia

3. **Summary description of the position**

   Full-time tenure track faculty appointment serving the Multimedia/Graphic Arts department. This position requires a strong background in the Graphic Design and Visual Communication fields. Candidates must demonstrate an interest and ability to work creatively and effectively with a diverse student body and be part of a team of professional artists/designers/educators. They must also exhibit exceptional collaboration and administrative skills, and innovation with education pedagogy. This position reports to the program coordinator and division dean.

4. **Rationale for filling this position: include examples of how this position impacts students, program needs, and college goals**

   Graphic Arts are a staple of Art Education. We offer an AA degree for Graphic Arts and our courses are listed as supporting courses for the Associate in Arts in Studio Arts for Transfer degree. Our graphic design classes are articulated with CSUEB, they are part of our transfer agreements with private colleges and fulfill a Plan A and B GE requirement in Humanities.

   The Graphic Arts program provides academic and vocational training that caters to students with diverse educational needs. After graduating, students can transfer to a 4 year institution; some students take classes to brush up on their skills to be more competitive in the job market and some students seek employment in entry level positions in Graphic Design or Graphic Art.

   The Art department lost a full-time faculty position in the Spring of 2010 when Cynthia Luckoski retired after 20+ years of service. Although the enrollment data does not reflect the headcount in the classes offered (Graphic Arts classes are cross-referenced with the Art Department) it is clear that since her retirement overall enrollment has declined. In 2009/2010 before Cynthia’s retirement, the enrollment was 190 students for the year. In 2010/2011, the year Cynthia retires, the enrollment fell to 138. The current enrollment number for 2013/2014 is 128 students. In addition, the program wasn’t keeping up with changes in technology and developments in the industry, and it suffered from a lack of strategic planning. The students felt the impact by having to use outdated equipment; slow computers that often crashed, and broken printers. Anecdotal evidence suggests that we are loosing students to other institutions that are better equipped and enrollment and transfer will continue to suffer if we don’t catch up. We need a fulltime faculty member who can make informed strategic decisions necessary to keep the department viable now and in the future.

   Another important reason to hire a full-time member in Graphic Arts is the restructuring and rewriting of courses, SLOs and the program as a whole to align it with the college mission, industry trends and employer expectations. For this we need a full time faculty member with a strong background in graphic design, print design and visual communication. This instructor would also be instrumental in creating a Graphic Arts/Graphic Design TMC (currently in the queue).
The Multimedia and Graphic Arts department work together to ensure the success of the students. However our current part-time to full-time ratio for this department is 8-1 and much of the needed improvements cannot be accomplished without another full-time post.

I hope that you will approve this request for a full-time faculty member in graphic arts.

5. Are there any externally imposed requirements such as a specialized program accreditation that would put this program in jeopardy if a full time position is not filled? If so, please explain.

No

6. Any other rationale to support the position proposal:

The new faculty member would teach graphic design courses ranging from the Illustrator and Photoshop classes 160A, 160B, 161A, 161B, to graphic design classes such as 109A, 109B, 110A and 110B, classes currently taught by the GA adjunct faculty.

The remaining questions to be completed by Deans

7. A statement by the Dean of the division housing this position, which includes data, evidence, and analysis.

Graphic Arts is an orphan department. Although tied to Multimedia, it requires a full-timer with specialized expertise in the Graphic Arts field. To define: Graphic Arts is for static print media and manufactured products (such as labels on food containers). Multimedia is for dynamic and interactive computer-based media, including websites, video games, digital video for the web, and animation. Given the complexity of the computer labs for GA and MM, the past practice is to have a full-time faculty member for each program to manage the curriculum and the relevant facilities. Graphic Arts is a Career Technical Education field. Students enroll both for transfer and also for job training. Alumni are successfully working in the field.

DATA SUMMARY:

8. What is the department FTES?

14.18. The decline in enrollment is partly due to the loss of one graphic arts section. Current enrollment in the XEMGT spreadsheet, as of today, is at 89% of the enrollment capacity. See below for potential enrollment.

9. What is the ratio of full-time to part-time faculty in the department?

Zero full-time:three part-time

10. What is the ratio of full-time faculty to department FTES?

Zero – no full-time faculty

11. What is the current WSCH/FTEF in the department?

449.48

12. What is the number of sections taught by full-time faculty and number taught by part-time faculty?

All three sections are taught by part-timers.

13. Does the position address an area of growth? If yes, include a three year trend line for FTES.

Given the enrollment percentage post-census of 76% for 109A/B, one section could be added, which will produce a total potential FTES of 22.68. An additional section of 161A/B will yield a combined FTES for all five sections of 28.27. 161A/B is currently enrolled at 96% of capacity, as is 160A/B (which I would not add just yet). These enrollment capacities point to good prospects for the enrollment of additional sections.