# Program Review: Interior Design

## Program Description and Scope:

- *Program Review Title:* Interior Design
- *Academic year:* 2016/2017
- *Review Type:* Instructional Disciplines
- *Program/Departments:* Interior Design (13001)
- *Authority Code:* 45-Dean, Arts and Social Sciences
- *External Regulations:* Yes_ No X
- *Provide a brief narrative that describes the instructional program/discipline:*
  The Interior Design Program is designed to prepare creative students for the broad range of career and professional opportunities that are included within the field of Interior Design. Interior Design is multi-disciplinary by nature, and addresses Fine and Decorative Arts, Architecture, Business, Construction, Real Estate, Industrial Design, and Planning, among others. Developing creativity, problem-solving and communication skills, and critical thinking processes are the core of the discipline and the emphasis of all the courses.

## College Mission:

- *Mission Statement:*
  Ohlone College responds to the educational needs of our diverse community and economy by offering high quality instruction supporting basic skills, career development, university transfer, and personal enrichment and by awarding associate degrees and certificates to eligible students in an innovative, multicultural environment where successful learning and achievement are highly valued, supported, and continually assessed.
- *Program Relation to College Mission:*
  - Career Entry (CTE)
  - University Transfer
  - Economic Development
  - Personal Enrichment
- *State Your Program Mission/Purpose:*
  The Interior Design program servces those who would like to consider work or career or transfer study in interior design, architecture, or related fields. Also included in the ID mission are students who take the introductory ID class because of a general interest in the subject. The goal is to give students relevant and up-to-date skills they can use in the workplace or to carry into a university architecture, interior design, or environmental design BA program. Careers in interior design include interiors sales, product representative, interior design services (self-employed or associated with small shops or as consultants for large department stores as well as furniture, window coverings, carpeting and tile, and related outlets).
- *Briefly Describe Program Accomplishments:*

In the years covered by the Research and Planning Office's datasheet, Interior Design has awarded 6 degrees and 41 certificates. In addition to the ID AA and Certificate of Achievement, the department offers the following Certificates of Accomplishment: Interior Design Basics, Interior Design Communications, and Interior Design Technology.

# Achievement and Resource Data Analysis:

*Research Questions:*
1. There has been an almost 40% drop in FTES in two years. What can be done to analyze the cause and formulate plans to recapture students?
2. Given the small FTES generated, is this program still relevant? Why?

# Resource Assessment Summary:

1. *Academic Year:* 2013-14
2. *Activity Center Fund 10 Budget Allocation:* $61730.00
3. *FTES:* Fall: 17 Spring: 15 Summer: 0
4. *WSCH/FTEF:* Fall: 397 Spring: 354 Summer: 0
5. *Course Sections Offered:* Fall: 6 Spring: 7 Summer: 0
6. *Sections Taught FT Faculty:* Fall: 1 Spring: 0 Summer: 0
7. *Sections Taught PT Faculty:* Fall: 5 Spring: 7 Summer: 0

# Human Resources:

1. *# of FT Faculty:* 1
2. *# of PT Faculty:* 3
3. *# of Classified Staff:*
4. *# of Administrators:*
5. *% Faculty release/reassigned time:*
6. *Technology:*
   - Specialized Software
   - Simulation
   - Technology Enhanced Instructional Equipment
   - Desktops
7. *Physical Resources:*
   - General Classrooms
   - Specialized Labs

# Program Analysis PSLOs - Student Learning:
*(Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level)*
1. *PSLO Matrix:*

| Course | PSLO-1 | PSLO-2 |
|--------|--------|--------|
| ID 150A | P | P |
| ID 150B | M | M |

| Course | PSLO-1 | PSLO-2 |
| --- | --- | --- |
| ID 151 | P | M |
| ID 153 | I | P |
| ID 154 | I | I |
| ID 155A | P | M |
| ID 155B | P | M |
| ID 156 | M | M |
| ID 157 | P | P |
| ID 158 | M | M |
| ID 159A | P | P |
| ID 159B | P | I |

2. *Please Indicate the PSLO(s) which you are reporting on:*
   - Identify, analyze, and evaluate design criteria and synthesize appropriate and creative design solutions.
   - Develop communication skills to illustrate design ideas and processes.

3. *Analyze and summarize your assessment findings â?? What in the data jumped out?*

   As the capstone class for the Interior Design Program, ID 150B helps prepare students to successfully enter the job market with the goal of completing industry certification requirements. Projects evolve in response to input from the Interior Design Advisors' Board, information from CCIDC, (California Council on Interior Design Certification), and practicing adjunct faculty's knowledge regarding evolving professional standards and practices. The course now includes more written documentation, (for example, "specifications" describing products and installation requirements for a design).

   The course should continue to emphasize student assignments based on evolving industry practices. We will work with professional design organizations and our Advisors' Board to identify those trends. We will continue to advocate for tracking for career and educational outcomes. In the meantime, students can be surveyed in this and other classes to identify progress toward graduation and career goals.

4. *Give examples of assessments used for your PSLO analysis:*

   Interior Design faculty reviewed course assignments, (4 projects), from this capstone course (ID-150B). The projects are designed to mirror real-life design projects and incorporate all course SLOs while emphasizing specific skills. They include: a bathroom remodel / space planning project, an adaptive re-use accessible live/work loft, a multi-room office project emphasizing code adherence, and a group restaurant project focusing on meeting the client's business plan and safety requirements. All projects are assessed using points "scored" against listed project criteria, which are included with the assignment descriptions. (Attached below). Criteria include student ability to: thoroughly evaluate, assess and address the client problem ("project program"); develop

creative design solutions in response to the programs; and clearly communicate design concepts through skilled use of presentation graphics, and written and verbal presentations. Students' final assessments, (grades) are an accumulation of all 4 projects. Grades for Fall Semester 2015 projects are attached to the SLO Assessment in the SLO Cloud.

5. *Describe input from Program Advisory Committee (if applicable):*
   Not available -- full-time coordinator of the ID program has retired.

6. *Comments:*
   In order to recruit students it is necessary to get the word out that Interior Design training at almost any level can lead to a job (again at various levels, from part-time entry level to full-time, depending on knowledge and experience).
   Labor Market Information:
   The minimum qualification for a full-time interior designer is a BA degree, which provides further impetus to keeping Ohlone's AA degree strong and transferable.  For those with a BA degree, total employment in the bay area is 1,056, with an increase of 30 over the last five years.  There are 51 annual openings.  The median salary is $43,800 (from Launchboard).
   An important consideration when assessing labor market information for Interior Design is that it does not always capture those who have sales jobs in floor, carpeting, tile, bathroom, kitchen, home improvement, or furniture stores.  Recently, the department has received several requests for employee applicants with an interior design background.  In November of 2016 a discussion with a floor covering store consultant/sales person verified that their firm is looking for someone full-time in sales, preferably with some interior design training.  Since they have not been successful they will now try to find any employee who they feel could be trained to work with customers.
   Another piece of data not reflected in LMI are the large number of interior designers who are self-employed.  According to the Bureau of Labor Statistics, 1 in 4 of working interior designers are self-employed.
   A recent check (12-6-16) of Monster.com for the Bay Area had 350 jobs listed.  A kitchen designer job offered $55,000 per annum with medical benefits.  A full-time furniture sales job offered $18-$20 hourly plus commission plus medical, vision, dental, and life insurance.  Project manager for office design pays $65,000-$85,000 with benefits, including 401(k) match.

- **Program Improvement Objectives**
   1. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
      Add a viable internship program to the Interior Design curriculum. This will increase Interior Design student success rates by assuring students stay aligned and current with the ever-changing and dynamic professional field of Interior Design, give students better access to internships and entry level employment and fulfill community needs.

*Notes (optional): Please include any notes related to your PIO. (2500 Character limit)*
College should consider hiring someone to coordinate internships and someone to coordinate the advisory committee, program review, and course review in lieu of the currently unfilled full-time faculty position (could be the same person for both coordinator positions).

*Program PIO will address the following:*
- Career Technical Education (CTE) Related
- Student Learning & Achievement
- Increase Program Enrollments
- Increase Degrees/Certifications

*How will you assess the effectiveness of your PIO:*
Data analysis of placements into internship programs, (how many students participate in how many positions and in what capacity), with followup analysis of participating students' success rate, (PLO assessments, retention, completion, job placements, etc).

### PIO Action Plan:

*How will you accomplish this?*
Maintain and strengthen active relationships with area design professionals through the advisory board and increase department ties with local firms and agencies.

*What is your timeline?*
Phase 1: Develop new course proposal. Initiate inquiry and out-reach to identify potential alliances: 2016-2017 Phase 2: Initial internships offered: 2018-2019 Phase 3: Analyze data to assess and evaluate efficacy of program: 2018-2020. Phase 4: Develop and revise to build program based on assessments and evaluations: 2020 ongoing

*Who is going to do this?*
Interior Design program coordinator and internship coordinator. (New / replacement position needed).

*PIO Status:*
- New

*Closing the loop - Describe the results of your PIO implementation or completion:*
*Conclusion: Complete if PIO has been completed*
PIO not achieved - did not work - start new PIO cycle

*Fiscal Resources Status:*

### PIO Resources:

- Resource: People Time
  Description: Internship Coordinator and Program Coordinator (see attached scope, etc.)
- Resource: Staff/Administrative Position
  Position Title: Internship Coordinator -- consider coordinator for all of Arts-related CTE internships
  FTE: .66
  Est. Cost: $66,000.00

2. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
Given that there is apparent job demand in this field, it is necessary to get the word out to prospective students through outreach and recruiting.

*Notes (optional): Please include any notes related to your PIO. (2500 Character limit)*
Interior Design could be one of the departments served by a general CTE outreach coordinator.

*Program PIO will address the following:*
- Career Technical Education (CTE) Related
- Institutional Effectiveness
- Increase Program Enrollments
- Increase Degrees/Certifications
- Access to high quality courses - community needs
- Use human, fiscal, technological, and physical resources responsibly,

*How will you assess the effectiveness of your PIO:*
Increased enrollment and completions. Students either transfer or get jobs related to Interior Design. This should be tracked.

### PIO Action Plan:
*How will you accomplish this?*
It is proposed that this position be part of a full-time college-wide CTE coordinator.

*What is your timeline?*
As soon as possible.

*Who is going to do this?*
VP Academic Affairs and CTE Deans

*PIO Status:*

- ▪ New

*Closing the loop - Describe the results of your PIO implementation or completion:*
*Conclusion: Complete if PIO has been completed*

*Fiscal Resources Status:*

**PIO Resources:**
- ▪ Resource: People Time
  Description: Part of college-wide CTE outreach coordinator

## Attached Files:
- Interior Design Internship Coordinator & Program Coordinator.docx
- PR_Interior Design_13-14.docx
- I_D_Class_Schedule prop 10 13.pdf
- PR_ART.pdf
- I_D_Class_Scheduling_Proposal_09-165.pdf
- ID Art Certificates of Accomplishment1.pdf
- ID AA Degree and Certificate of Achievement2.pdf
- ID Annual FTS 2.pdf
- ART Annual FTES 2.pdf
- ID Annual Review 3.pdf
- Spring Retention3-12.pdf
- Spring Success3-52.pdf
- Fall Success Rates2-41.pdf
- Fall Retention Rates2-21.pdf