

## 2017-18 Proposal to Fill a Full-Time Faculty Position

1. Faculty position being proposed

Multimedia/Graphic Arts: Graphic Arts Full Time Faculty

2. Proposal being made by (list name(s) and title(s))

Isabel Reichert, Full-time faculty and coordinator, Multimedia and Graphic Arts

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, User Interface Design and Visual Communication fields.

Candidates must demonstrate the ability to work creatively and effectively with a diverse student body and collaboratively with a team of artists, designers, and educators. Candidates must also exhibit exceptional administrative skills and innovation with educational pedagogy.

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

The department lost a full-time faculty position in the Spring of 2010 when Cynthia Luckoski retired after 20+ years of service. Since her departure, the department merged with Multimedia and now has only one full-time faculty member, Isabel Reichert. Graphic Arts needs a fulltime faculty member to keep the curriculum relevant, the technology current and the department viable both now and in the future.

Multimedia Art and Graphic Art are staples of both the Arts and Career Technical Education at Ohlone College. Between these areas of study, we offer two AA degrees, two certificates of achievement and six certificates of accomplishment. Our courses are listed as supporting courses for the Associate in Arts in Studio Arts for Transfer degree. As a CTE program, we provide our students with the technical skills, knowledge and training necessary to succeed in their future careers and to become lifelong learners.

We serve a diverse student body with various educational needs and goals. Upon graduating, many students seek transfer to a four-year institution; some students take classes to brush up on their skills to be more competitive in the job market and many students pursue employment in entry level positions in Graphic Design and Media Arts.

As a department, our goals are to help students acquire digital art and design skills, develop an aesthetic awareness and conceptual richness by expanding their technical repertoire and creative abilities. We offer beginning classes for students starting out in the field and intermediate and advanced classes for students that want to refine existing skills.

In all of our classes, students conduct independent research, and learn how to think and write critically. Risk taking and innovation is not only highly encouraged, it is part of the very fabric of the department.

In addition to helping students acquire visual communication and conceptual skills, our students are connected with the rich history of Graphic Design and exposed to the newest design trends and technologies.

Looking at the strategic goals for the department a full-time position would impact student learning and achievement in the following areas:

### **Updating classes and Programs**

Multimedia and Graphic Arts are departments in constant flux. Our goal is to create curricula that not only reflect current industry standards but also present students with an opportunity to study new

emerging technologies. The ideal candidate would be an educator and researcher who understands technological change and current trends in the industry.

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 Associate Degree for Transfer (currently in the queue) and help develop a bachelor's program in Interaction design (which received approval from the California Community Colleges Board of Governors in 2015 and is being piloted at Santa Monica College).

### **Ensure continued growth of the department**

The enrollment for Graphic Arts courses is very good. All sections reached high enrollment this fall semester 2017. A new full-time faculty member would help ensure current success and future growth of the department. **Outreach**

Although articulation efforts with high schools and transfer colleges are ongoing, an additional full time faculty member would help establish further connections with high schools and four-year colleges and participate in outreach events. A new full time faculty member would also assist in promoting and organizing our expanding MM&GA festival.

### **Connecting students with Industry Leaders**

A full-time faculty member in graphic arts would enable us to further research Graphic Arts industries and connect with industry leaders to ensure that our training reflects current and emerging job markets. A full-time faculty can further forge connections with the industry that benefit our students. This may include developing industry pathways and expanding our current advisory board. **Fiscal**

### **Responsibility**

A full-time faculty member would assist with researching equipment for classroom use that integrates into existing systems and provides the most flexibility and longevity.

### **Assessment**

Continual assessment provides us a measure of students' progress. The ideal candidate would help create assessment strategies that would be shared among other faculty members in the department.

### **Articulation:**

In the last couple of years, we have extended our transfer opportunities for our students with CSU, UC and private colleges. The ideal candidate would assist with our articulation efforts by developing and revising courses so they are more closely aligned with the courses offered at our partnering four year institutions.

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

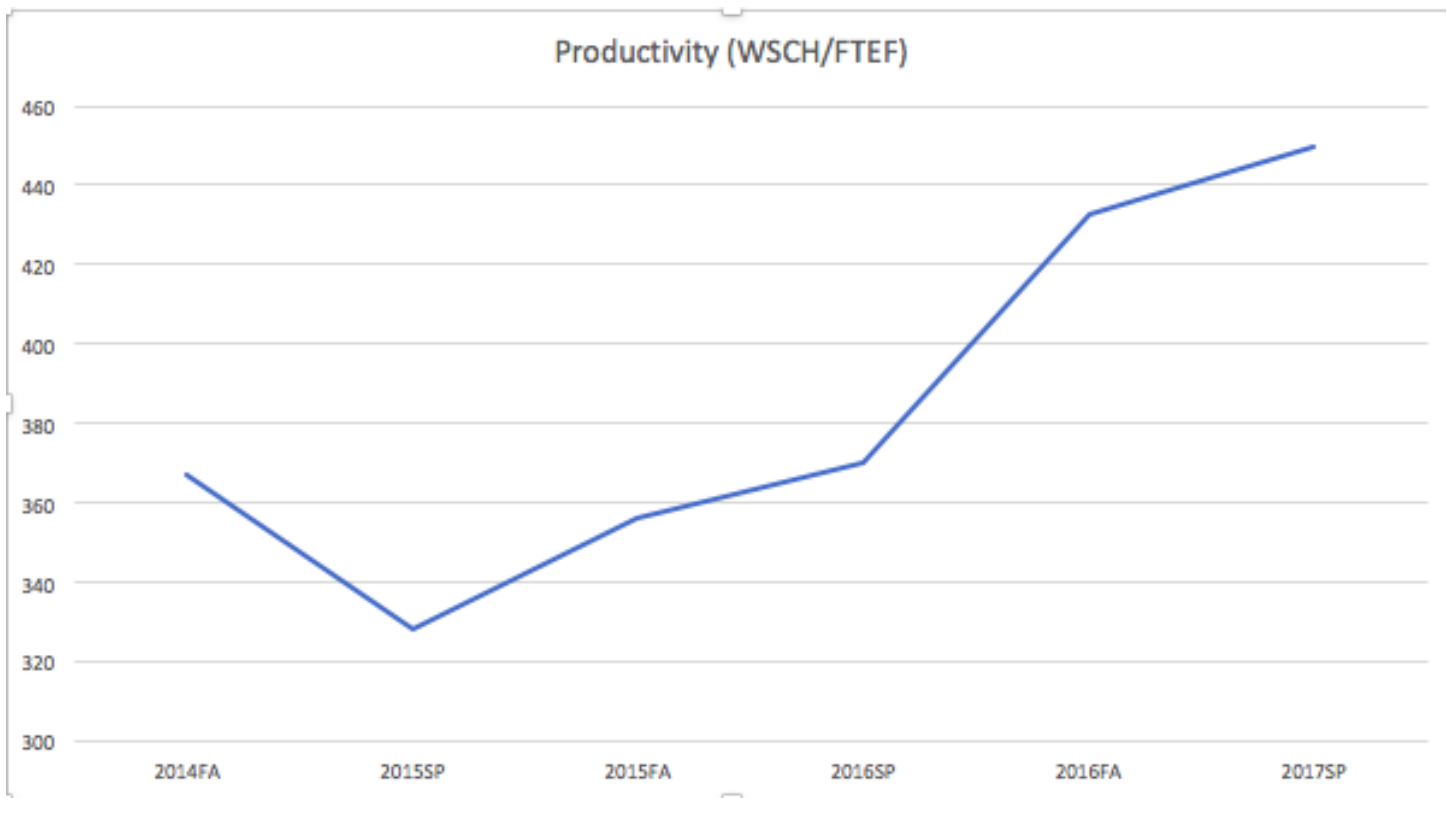
5. Are there any externally imposed requirements such as a specialized program accreditation that would put this program in jeopardy if a full time position is not filled? If so, please explain.

No

6. Other information to support the position proposal (**include qualitative data if applicable**).

1. Our full-time to part-time ratio is 25:75 (among the lowest full-time to part-time ratio at Ohlone college, the average is 42:58)

2. Productivity (WSCH/FTEF) increase:



**The remaining questions to be completed by the Division Dean**

7. A statement by the dean of the division housing this position, which includes data, evidence, and analysis. **Include all relevant information you would like the committee to consider.**

As was true a few years ago in the Engineering department, the Multimedia/Graphics Arts department is in the process of being revitalized. This can only be done by fulltime faculty who have the time to investigate new curriculum, software, and industry trends. Since the retirement of Cynthia Luckoski, Professor Reichert has been in charge of maintaining what previously were two separate departments. While synergies between the two areas do exist, the expansion of technology and its applications are rapidly exceeding the ability of any one person to adequately maintain currency in the fields. Of the two MM/GA positions, the Graphic Arts position looks more to the future needs of the department and the possible expansion into offering (per Chancellor's Office approval) a Bachelors degree in Graphics Arts.

8. Is the position part of a Career Technical Education (CTE) Program? Yes

**QUANTATIVE DATA SUMMARY: (Refer to datasheet provided by the Research and Planning Office)**

9. What is the department FTES? (Data is available on the Program Review data sheet – [Academic Affairs website.](#))

Fall 2016 30.07 Spring 2017 35.42

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

25:75

11. What is the ratio of FTES by Adjuncts?

25:75

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

346

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

Yes, there has been an expansion of the program since 2014. Note that the rapid increase in FTES during the last year has occurred while overall college enrollment has declined.

### Census FTES MM/GA: 2013 - 2017

Note: Data comes from XEMGT

