**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** 2016-17 **Name of Program/Unit: E-Business Development (**nowWeb and Mobile Development**)**

**Contact name:** Elizabeth Pannell **Contact email:** epannell@collin.edu **Contact phone:**  903-377-1605

**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

|  |  |  |
| --- | --- | --- |
| **A. Expected Outcome(s)**  Results expected in this unit  (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used to measure results  (e.g. survey results, exam questions, etc.) | **C. Target(s)**  Level of success expected  (e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| Apply current best practices in web or mobile or application design including standards of accessibility and usability; | IMED 2311 (Capstone)—Portfolio rubric  INEW 2330 (Capstone)—Project rubric | Rubric—Section 4 with a score of 21 or higher |
| Demonstrate professional and effective record-keeping (documenting) and communication skills | IMED 2311 (Capstone)—Portfolio rubric  INEW 2330 (Capstone)—Project rubric | Rubric—Section 3 with a score of 9 or higher  Specific—Project presentation score of 5 or higher. |
| Web Development Track:  Create and Publish standards-compliant web documents using current web development technologies. | IMED 2311(Capstone)--Portfolio Rubric INEW 2330 (Capstone)—Project Rubric | Rubric—Section 1 with a score of 21 or higher |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 & 3 Core Program Outcomes (FOCUS ON AT LEAST 1)**

|  |  |
| --- | --- |
| 1. **Outcome #1**   Apply current best practices in web or mobile or application design including standards of accessibility and usability; | |
| 1. **Measure (Outcome #1)**   IMED 2311 (Capstone)—Portfolio rubric  INEW 2330 (Capstone)—Project rubric | 1. **Target (Outcome #1)**   Rubric—Section 4 with a score of 21 or higher |
| 1. **Action Plan (Outcome #1)**   In Interface Design (IMED 1341), add more content, materials and time to accessibility standards. | |
| 1. **Results Summary (Outcome #1)**   100% completion, 100% success. | |
| 1. **Findings (Outcome #1)**   All the students completing the capstone project during the time period were successful in applying current accessibility/usability standards in their projects. | |
| 1. **Implementation of Findings**   Currently, the additional materials on accessibility appear to be effective. | |

|  |  |
| --- | --- |
| 1. **Outcome #2**   Demonstrate professional and effective record-keeping (documenting) and communication skills | |
| 1. **Measure (Outcome #2)**   IMED 2311 (Capstone)—Portfolio rubric  INEW 2330 (Capstone)—Project rubric | 1. **Target (Outcome #2)**   Rubric—Section 3 with a score of 9 or higher  Specific—Project presentation score of 7 or higher. |
| 1. **Action Plan (Outcome #2)**   In Capstone, focus on communication skills using digital conferencing and adding online project presentation | |
| 1. **Results Summary (Outcome #2)**   100% completion, 88% success, 12% below success score | |
| 1. **Findings (Outcome #2)**   One course used recorded video of their presentations, while the other Capstone courses used online conferencing. The below success score was from a student who recorded only audio but did not provide video. | |
| 1. **Implementation of Findings**   Continued improvement in this area should be pursued. Focus on communication through digital medium will continue in the Capstone class. An additional presentation class or requirement for speech in Core requirements should be checked. | |

|  |  |
| --- | --- |
| 1. **Outcome #3**   Create and Publish standards-compliant web documents using current web development technologies. | |
| 1. **Measure (Outcome #3)**   IMED 2311 (Capstone)—Portfolio rubric  INEW 2330 (Capstone)—Project rubric | 1. **Target (Outcome #3)**   Rubric—Section 1 with a score of 21 or higher |
| 1. **Action Plan (Outcome #3)**   Add discussion on publication options in Capstone, then require final portfolio/project to be published online. | |
| 1. **Results Summary (Outcome #3)**   77% completed, 85% success, 11% unsuccessful, 22% standard not applicable (mobile) | |
| 1. **Findings (Outcome #3)**   The numbers are skewed a bit because students completing a .NET or mobile track or certificate do not use this outcome. Of those pursuing a web or e-commerce tracks (that use this outcome) the success rate was much higher than these scores would indicate. However, validation was still an issue and the use of CSS/JavaScript frameworks was rare. | |
| 1. **Implementation of Findings**   Emphasize in ITSE 1311 (Beginning Web Programming) validating HTML code by including validation as a requirement for more assignments, also add a unit/lab on Bootstrap to IMED 1341 (Interface Design). | |