"How do you propose improving future performance?"

*When proposing an initiative(s), use the following structure for each initiative proposed:

Graphic Design Position   Priority: 3

- ➢ Describe Initiative
    - ▪ Why do it?
      **Note: survey attached
        1) To improve the quality and consistency of instruction for the Graphic Design program. A staffing and curriculum survey of other community college Graphic Design programs will be completed this term.
        2) Lane serves from 150% to 300% more students than any of the other colleges offering this program.
        3) To improve the contracted faculty to student ratio. Currently, it is almost 1:150, or more than three times that of the next highest ratio (Linn Benton's 1:50), and six times that of the lowest (Chemeketa at 1:23).
        4) We have the slimmest course and section offerings in the state.
        5) Before the merger with Multimedia, the GD Program at Lane accounted for 49% of the students in the Art Department.
        6) Using part-time instructors in graphic design is problematic for several reasons: They are usually only available for night classes, the market for instructors is much smaller than that in the fine arts, and traditionally, it has been very difficult to keep experienced instructors, leading to high turnover.
        7) There is a huge discrepancy between the ratio of part-time instructors to declared majors in studio arts and that in graphic design. A 2001 study found the following:
            a. Percentage of GD sections taught by part-time faculty: 66%
            b. Percentage of AAD sections taught by part-timers: 20%
            c. Ratio of full-time AAD instructors to declared majors: 1:22
            d. Ratio of full-time GD instructors to declared majors: 1:155

    - ▪ What will the product of this initiative be?
      Increase the percentage of instruction by contracted faculty to Professional Technical standards, and curriculum development.
      What is the need or intended use?
      Improved teaching and learning
    - ▪ Is it feasible?
      Yes. Through the use of existing PT resources and some additional GF.

- What would be the campus location of this request/project?
  - Graphic Design program courses
- How many students (per year) will benefit?
  - Last year there were 196 Graphic Design majors.
- How will students benefit?
  - **Improved curriculum and access to program faculty**

➢ Describe the resources needed
  - 1.0 Faculty Salary and OPE
➢ List the possible funding sources
- Can this project be partially funded? Yes, at a FTE lower than 1.0

➢ Provide ORG & PROG codes
  ORG 621400
  Program 112000

➢ How does this project articulate with the college's vision, mission & goals and contribute toward meeting the President's/Board's approved goals?
  - Bringing the program up to industry standards
  - Collaboration with industry partners