

Washtenaw Community College

Program Discontinuation Request Form

Prior to discontinuation, programs must go through a “phase-out” process. During this time, new students cannot request or enroll in the program, nor can students transfer to the program. Only students currently enrolled in the program will be given up to three years to complete the program requirements and graduate or move to another program. The goals of the phase-out process are to ensure that program discontinuation decisions are data driven, and that all students in the program are given support and adequate time to complete their program or transfer to other programs if preferred. **All efforts should be taken to support students in completing their program.**

Instructions: Complete the information below, process for signatures and forward the document to the Office of Curriculum and Assessment (SC 257 or curriculum.assessment@wccnet.edu).

Program Code: CTWUED	Program Name: User Experience Designer	Effective Academic Year to <u>Begin Phase-out</u> (must begin in Fall term): Fall 2024
Division Code: BCT	Department: Digital Media Arts	Academic Year to Discontinue Program (3 years following beginning of phase-out): 2027-2028

Washtenaw Community College

Program Discontinuation Request Form

Rationale for discontinuation: Comprehensive program analysis must be completed before requesting program discontinuation. Requestor must include with this form data from that analysis justifying the request, *including but not limited to the following:*

Reason for Closure

Despite the strengths of the Web Program(s), we have seen a consistent decline in enrollment over the past five years. This trend has challenged the academic sustainability of the program(s). A comprehensive program review for the WEB program was completed in 2021 and 2023. During the review, the faculty and administration could better analyze the enrollment, retention and completion rates for all of the web program(s) so all parties were aware of the viability of the program(s). Data from these program reviews prompted administration to approve all WEB courses be developed in an online format and the faculty creating additional certificates to attract a more diverse student body. Even with restructuring the certificate pathways, and developing all courses to have an online learning option, student enrollment continued to stay low. Despite efforts by faculty and administration, the program(s) are not viable.

Impact Analysis

WCC is committed to facilitating a smooth transition for our students through personalized academic advising, a teach out plan for students who are currently pursuing a certificate and/or degree and helping them find alternative programs that meet their educational and career goals if that is their choice.

1. Program enrollment for past 5 years

Program Enrollment Based on Current and Recently Discontinued Certificate Programs			2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	1 Year Change in Numbers	1 Year Change in Percentage			
Client Side Web Developer (CTWBDC)			0	4	2	5	2	-3	-60%			
Interface Designer (CTWBID)			0	1	2	2	1	-1	-50%			
Server Side Web Developer (CTWBSD)			0	1	1	1	0	-1	-100%			
User Experience Designer (CTWUED)			0	5	5	6	7	1	17%			
Web Database Programming Prof. (CVWDPP)			5	10	8	9	6	-3	-33%			
Web Design (CVWDSN)			0	0	0	1	0	-1	-100%			
Web Design and Development (CTWDDC)			23	13	6	0	0	0	0%			
Web Development (CVWDEV)			3	1	0	0	0	0	0%			
Web Graphic Design (CTWBGC)			1	0	0	0	0	0	0%			
Program Enrollment Based on Degree Concentration												
Pgm Descr	Concentration	Conc Descr	2018-2019	2019-2020	% Change	2020-2021	% Change	2021-2022	% Change	2022-2023	% Change	5yr Change
Web Design and Development	WDES	Web Design	26	23	-12%	17	-26%	10	-41%	2	-80%	-92%
Web Design and Development	WDVP	Web Development	35	31	-11%	16	-48%	12	-25%	6	-50%	-83%

2. Graduation/completion rates

Washtenaw Community College

Program Discontinuation Request Form

Program Graduation Rates Degree Programs												
Pgm Descr	Concentration	Conc Descr	2018-2019	2019-2020	% Change	2020-2021	% Change	2021-2022	% Change	2022-2023	1 Year Change	5yr Change
Web Design and Development	WDES	Web Design	5		-100%			0%		0%		0%
Web Design and Development	WDVP	Web Development	6	2	-67%	1	-50%	1	0%	1	0%	-83%
Program Graduation Rates Certificate Programs												
			2018-2019	2019-2020	2019-2020	2020-2021	2020-2021	2021-2022	2021-2022	2022-2023	2022-2023	
			# Grads	# Grads	% of Change	# of Grads	% of Change	# of Grads	% of Change	# of Grads	% of Change	
Client Side Web Developer (CTWBBCD)			0	4	100%	3	25%	7	133%	3	57%	
Interface Designer (CTWBID)			0	2	100%	4	100%	5	25%	4	-20%	
Server Side Web Developer (CTWBSD)			0	0	0%	4	100%	1	-75%	2	100%	
User Experience Designer (CTWUED)			0	6	100%	7	17%	11	57%	7	-36%	
Web Database Programming Prof. (CVWDEPP)			3	2	-33%	1	-50%	1	0%	2	100%	
Web Design (CVWDSN)			1	0	-100%	0	0%	0	0%	0	0%	
Web Design and Development (CTWDDC)			2	1	-50%	0	-100%	0	0%	0	0%	
Web Development (CVWDEV)			3	0	-100%	0	0%	0	0%	0	0%	
Web Graphic Design (CTWBGC)			0	0	0%	0	0%	0	0%	0	0%	

Current active programs are below:

Certificate Programs

- Client-side Web Developer (CTWBBCD)
- Interface Designer (CTWBID)
- Server-side Web Developer (CTWBSD)
- User Experience Designer (CTWUED)

Degree

- Web Design and Development (APWDDDD)

3. Estimated current program costs (e.g. personnel, equipment, etc.)

One full-time faculty, Jason Withrow, will be retiring in August of 2024. The other full-time faculty member, Kelley Gottschang will continue to teach graphic design courses. No faculty will be displaced due to the program closure.

4. Job outlook, including wage data, job openings, and projected growth or decline

The demand for web developers and digital designers is expected to grow due to the continuous need for businesses to maintain and enhance their online presence. This includes not just traditional websites but also mobile applications and social media platforms.

Industry has proven that a formal certificate/degree may not always be necessary to secure employment. With the ever-growing tools available to assist with web design and development, individuals have alternative pathways to learning this skill outside of a traditional formal college certificate or degree program(s). Despite numerous efforts to develop online courses and create mini certificate programs at WCC, students are opting to not enroll in the credit program(s). This is particularly important to note in a field where portfolio and demonstrated skills can often outweigh traditional educational credentials.

5. Advisory committee feedback (if applicable)

N/A

Washtenaw Community College

Program Discontinuation Request Form

Describe the phase-out plan. Include at a minimum the following:

1. Number of currently enrolled students (including those in related Transfer programs).

See attached Excel spreadsheet.

2. List below or attach separately a list of current students (*do not include names*) with the following information: total credits earned; which courses have been completed; which courses are they in currently; what courses remain to complete.

See attached Excel spreadsheet

3. Describe your communication plan providing information regarding the phase-out to current students, advisors, and other appropriate parties. Include estimated content and timeline for communications.

See attached letter that was sent to all students who have declared one of the certificate or degree programs within the last two years. Letter was emailed to students on April 5, 2024 and a copy sent out via USPS to their home address on file at WCC.

4. Are there active Transfer programs associated with this program? Yes. *See below.*

Web Design and Development is included on the following:

- EMU Communication Technology BS – AAS in Web Design & Development
- EMU Technology Management BS

In addition there are WEB courses in the following:

- EMU Graphic Design BFA
- EMU Communication Technology BS – AAS in Graphic Design
- EMU Communication Technology BS – AAS in Photographic Technology
- EMU Communication Technology BS – AAS in Digital Media Arts

List all departments that are currently using this program and the date they were notified of the planned discontinuation:

Programs/Departments that currently use WEB courses in their programs are listed below. Please note that none of the WEB certificates/degrees are used in their entirety in other programs. The WCCEA and Digital Media Arts Dept. was notified of the program(s) closures on February 28, 2024 and the HSS Department notified on May 7, 2024.

Dept. Name	Certificate/Degree Title	Certificate/Degree Code	How WEB Course(s) Impact Program
Digital Media Arts	Audio Production and Engineering	CTMPEA	Restricted Elective
Digital Media Arts	Client-side Web Developer	CTWBCD	Requirement
Digital Media Arts	Digital Media Arts	APDMA	DMA Restricted Elective
Digital Media Arts	Graphic Design	CFGDTC	Requirement
Digital Media Arts	Graphic Design	APGRD	Requirement
Digital Media Arts	Interface Designer	CTWBID	Requirement

Washtenaw Community College

Program Discontinuation Request Form

English and College Readiness	Journalism	AAJOUR	Restricted Elective
Digital Media Arts	Photographic Technology	APPHOT	Restricted Elective WEB 110
Digital Media Arts	Server-side Web Developer	CTWBSD	Requirement
English and College Readiness	Technical Communication	CTTC	Restricted Elective
English and College Readiness	Technical Communication	AATCD	Restricted Elective
Digital Media Arts	User Experience Designer	CTWUED	Requirement
Digital Media Arts	Web Design and Development	APWDDD	Requirement

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Eva Samulski	<i>Eva Samulski</i>	05/07/2024
Department Chair			
Division Dean	Eva Samulski	<i>Eva Samulski</i>	05/07/2024
STOP HERE			
Please submit completed form to the Office of Curriculum and Assessment (SC 257) or by e-mail to curriculum.assessment@wccnet.edu Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.			
Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen	<i>RVanWagnen</i>	6-25-24
Interim Vice President for Instruction	Dr. Brandon Tucker	<i>BTucker</i>	7/10/24
President	Dr. Rose B. Bellanca	<i>RBBellanca</i>	7/11/24

Reviewed by C&A Committees 6/6/24

Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

**User Experience Designer (CTWUED)
Certificate**

Program Effective Term: Fall 2023

High Demand Occupation High Skill Occupation High Wage Occupation

[Program is also available online](#)

This program is designed for students interested in employment as a User Experience professional. Students will learn how to conduct user research and create industry-standard user research, information architecture, interaction design, information design and human-computer interaction deliverables.

Articulation:

Eastern Michigan University, several BS degrees.

Program Admission Requirements:

College-level reading and writing

Major/Area Requirements		(12 credits)
WEB 113	Web User Experience I	4
WEB 213	Web User Experience II	4
WEB 163	User Research and Project Management	4

Minimum Credits Required for the Program: **12**

PROGRAM CHANGE FORM

Program Code: CTWUED	Current Program Name: User Experience Designer	Effective Term: Fall 2023
Division Code: BCT	Department: DMA	

Directions:

1. Attach the current program listing from the WCC catalog or website and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using CurricUNET, but should be submitted at the same time as the program change form.
4. If changes affect the program assessment plan or if program outcomes are updated, please submit a Program Assessment Plan Change form. These changes must be approved separately from the program change form and should be submitted at the same time. Current program assessment plans can be found on the Curriculum and Assessment Program Information page.

Requested Changes:

- | | |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Remove course(s): __ Elective _____ | <input checked="" type="checkbox"/> Program outcomes (may also result from removing or adding a course)* |
| <input checked="" type="checkbox"/> Add course(s): __WEB 163, User Research and Project Management | <input type="checkbox"/> Program assessment plan* |
| <input type="checkbox"/> Program title (new title is _____) | <input type="checkbox"/> Accreditation information |
| <input checked="" type="checkbox"/> Description | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Program admission requirements | |
| <input type="checkbox"/> Continuing eligibility requirements | |

Note: A change to the Award Type requires the submission of a new program proposal form and a separate program inactivation form. Contact the Director of Curriculum & Assessment for more information.

Show all changes on the catalog page you attach.

* Please submit a Program Assessment Plan Change form.

Rationale for proposed changes:

This course is a good fit for the User Experience Designer certificate and the certificate that it had previously been a part of (Digital Strategist) is being discontinued.


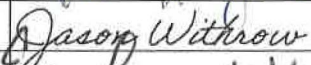
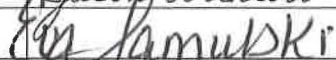
Financial/staffing/equipment/space implications:

N/A

List departments that have been consulted regarding their use of this program.

N/A

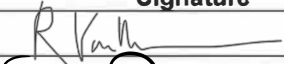


Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang		3/1/2022
Department Chair	Jason Withrow		3/1/2022
Division Dean/Administrator	Eva Samulski		3/7/2022

Please return completed form to the Office of Curriculum & Assessment, SC 257 or by e-mail to curriculum.assessment@wccnet.edu

Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.

PROGRAM CHANGE FORM

Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen		7-25-22
Assessment Committee Chair	Shawn Deron		7/26/2022
Interim Vice President for Instruction	Victor Vega		08/18/2022

Do not write in shaded area. Entered in: Banner _____ C&A Database _____ Log File _____

Reviewed by the C&A Committees 5/19/22

Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

User Experience Designer (CTWUED)

Certificate

Program Effective Term: Fall 2019

High Demand Occupation High Skill Occupation High Wage Occupation

Program is also available online

This program is designed for students interested in employment as a User Experience professional. Students will create industry-standard information architecture, interaction design, information design and human-computer interaction deliverables.

Articulation:

Eastern Michigan University, several BS degrees.

Program Admission Requirements:

College-level reading and writing

Major/Area Requirements		(11 credits)
WEB 113	Web User Experience I	4
WEB 213	Web User Experience II	4
Elective	Any WEB or GDT course	3-4

Minimum Credits Required for the Program: **11**

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p>User Experience Designer</p> <p>Digital Media Arts / Business & Computing Technologies</p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p>Fall 2019</p> <p>Jason Withrow</p>	<p>Program Code:</p> <p>CTWUED</p> <p>CIP Code:</p> <p>11-0801</p>
<p>Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.</p>	<p>Program purpose and goals: This is a short certificate focused on the skills needed for employment as a User Experience professional.</p> <p>Program admission requirements: College-level reading and writing.</p> <p>Articulation: Various B.S. degrees at EMU</p> <p>Special features: Most courses will be available as both mixed mode and online (WEB 100 is online-only).</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>The WEB Advisory Board has continued to indicate a need for User Experience professionals in their work settings. Our challenge up to this point has been getting students through longer certificates that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on User Experience is likely to achieve higher completion rates. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.</p>	
<p>Program Outcomes/Assessment State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <ol style="list-style-type: none"> 1. Analyze the accessibility of a website and recommend improvements that will enhance accessibility. 2. Conduct a usability test of a website and document improvements to the website based on the test results. 3. Analyze common tasks on a website, documenting the task flow and recommending improvements to streamline and enhance task completion. 	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> 1. Project 2. Project 3. Project

	<p>4. Evaluate a website based on user experience heuristics (recognized best practices), documenting recommended improvements in a report.</p> <p>5. Identify industry best practices for user experience professionals.</p>	<p>4. Project</p> <p>5. Exam</p>
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<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p>	<p>WEB 100: Working in the Web Industry (2 credits) WEB 113: Web User Experience I (4 credits) WEB 213: Web User Experience II (4 credits) <i>Any WEB or GDT course 3-4</i> Minimum Credits Required: 40 <i>11-12</i></p> <p style="text-align: right;"><i>pu dept 1/16/19</i></p>																							
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>	<table border="1"> <thead> <tr> <th></th> <th>START-UP COSTS</th> <th>ONGOING COSTS</th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td>\$.</td> <td>\$.</td> </tr> <tr> <td>Training/Travel</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>Materials/Resources</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>Facilities/Equipment</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>Other</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>TOTALS:</td> <td>\$.</td> <td>\$.</td> </tr> </tbody> </table>				START-UP COSTS	ONGOING COSTS	Faculty	\$.	\$.	Training/Travel	0.00	0.00	Materials/Resources	0.00	0.00	Facilities/Equipment	0.00	0.00	Other	0.00	0.00	TOTALS:	\$.	\$.
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Facilities/Equipment	0.00	0.00																						
Other	0.00	0.00																						
TOTALS:	\$.	\$.																						
<p>Program Description for Catalog and Web site</p>	<p>This program is designed for students interested in employment as a User Experience professional. Students will create industry-standard information architecture, interaction design, information design, and human-computer interaction deliverables.</p>																							
<p>Program Information</p>	<p>Accreditation/Licensure -</p> <p>Advisors –Jason Withrow, Kelley Gottschang, Scott Shaper</p> <p>Advisory Board - WEB Advisory Board</p> <p>Admission requirements – College-level reading and writing</p> <p>Articulation agreements – Various B.S. degrees at EMU</p> <p>Continuing eligibility requirements -</p>																							

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Analyze the accessibility of a website and recommend improvements that will enhance accessibility.	Project	Every 3 years beginning 2022	WEB 213	All
2. Conduct a usability test of a website and document improvements to the website based on the test results.	Project	Every 3 years beginning 2022	WEB 213	All
3. Analyze common tasks on a website, documenting the task flow and recommending improvements to streamline and enhance task completion.	Project	Every 3 years beginning 2022	WEB 213	All
4. Evaluate a website based on user experience heuristics (recognized best practices), documenting recommended improvements in a report.	Project	Every 3 years beginning 2022	WEB 213	All
5. Identify industry best practices for user experience professionals.	Exam	Every 3 years beginning 2022	WEB 100	All

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

Departmentally-developed rubric will be used for outcomes 1-4.

Outcome 5 will be evaluated using an answer key or rubric.

2. Indicate the standard of success to be used for this assessment.

Outcomes 1-4: At least 70% of students will achieve a 4 or higher on a 5 point scale.

Outcome 5: At least 70% of students will correctly answer 70% of the indicated exam questions.

3. Indicate who will score and analyze the data.

Full-time WEB faculty.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Gregory Anderson	<i>[Signature]</i>	9/24/18
Dean	Eva Jamulski	Eva Jamulski	9-26-18
Curriculum Committee Chair	Lisa Veasey	Lisa Veasey	11/29/18
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Kim Hurns Kimberly Hurns	<i>[Signature]</i>	12/5/2018
President	Rose Bellanca	Rose Bellanca	1/3/19
Board Approval			3/26/19

logged 2/4/19 *[Signature]*

TEAM BCT DIVISION SEP 26 18