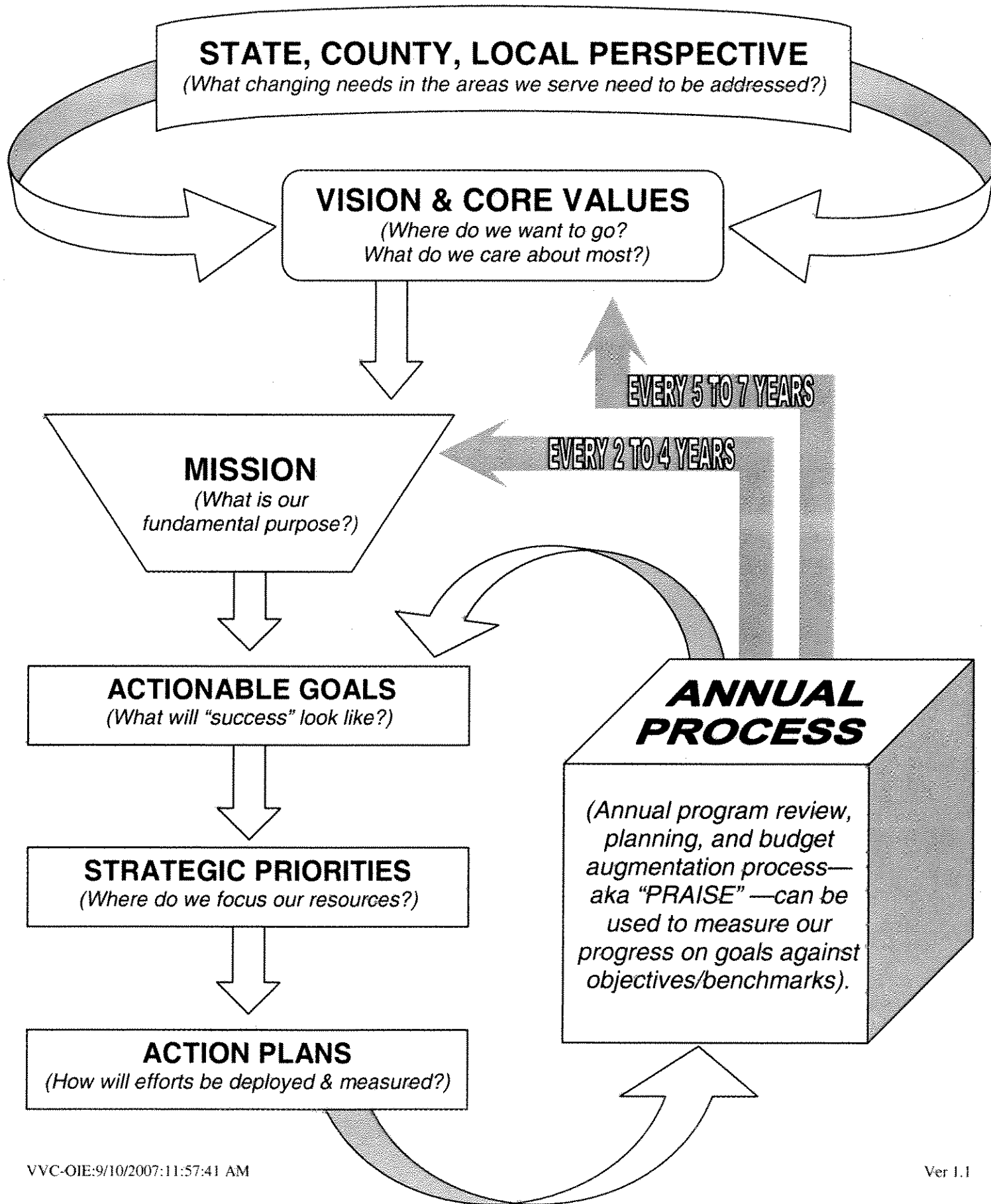


# Integrated Planning Process @ VVC

Revised 08.09.2007



PROGRAM REVIEW, ALLOCATION, AND INSTITUTIONAL STRATEGIES FOR  
EXCELLENCE (P.R.A.I.S.E.) REPORT  
PLANNING YEAR 2007-2008

Department: FICTION WRITING

DEPARTMENT FACULTY/STAFF INPUT

An important part of the Program Review process is the consultation and input of all members of the department. Please have each member of the department both full-time and part-time sign below to acknowledge that they were consulted with during the process and were able to provide input.

NOTE: This signature does not indicate necessary approval of the data or the analysis or evaluation of the information contained inside this document. It is an indication that you had an opportunity to provide input in the process.

Name of Faculty or Staff Member	Signature

SAMPLE

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**PART I. ABSTRACT (EXECUTIVE SUMMARY).**

In one page or less, summarize the major findings of the Program Review Report. List the key measurements of quality for your department and the results of the data. Provide a brief analysis/explanation of the data and the major future goals supported by the data.

The Fiction Writing Department provides excellent education and has produced a number of successful fiction writers over the past five years it's been in existence. There have been several obstacles that have stood in the way of this department reaching its enrollment growth projections. For example, in 2004-2005 there was an embargo on creative ideas and our enrollments dropped. For those students who did register the lack of creativity hurt the success rates. We are finally recovering from this circumstance and are planning a strong comeback in 2007-2008.

**PART II. KEY MEASUREMENTS OF QUALITY (KQMs)**

Key quality measurements (KQMs) are a combination of college-wide data elements (provided to you in a separate report) plus elements that are of particular importance to each department. Please describe below department specific data you consider in preparing this report.

No additional department-specific data were considered.

**PART III: ANALYSIS OF KEY QUALITY MEASUREMENTS (KQMs)**

Referring to the report of key quality measurements provided by the Office of Institutional Research, please provide your analysis of each indicator included in the report.

**KQM 1 – Enrollment trend for the past 5 years:** While a sharp drop in FTES occurred between 2001-2002 and 2002-2003, the department rebounded in recent years. The future growth reflects 3% increase annually. The Fiction Writing department has endured a series of obstacles in its ability to achieve growth over the past few years. The drop in FTES between 2001-2002 and the 2002-2003 and 2003-2004 years reflects a lack of good ideas for stories. The department had a sharp increase in 2004-2005 due to the addition of new ideas for fictional characters.

**KQM2 – Enrollment projection for the next 3 years:** The growth of the Fiction Writing department averages six percent over the next ten years. The ability to attract new students is based on the resurgence of the Certificate program and new articulations with transfer institutions. The department is developing two new courses that are already in the Curriculum Committee for 2008-2009. We anticipate continued growth at the six percent level based on the growth of existing programs and the development of the new programs.

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**KQM 3 – Retention rate:** The actual retention rate has been below the goal for the past five years. The Fiction Writing Department has the unique problem on not being able to currently offer its Certificate Programs on a consistent basis. The majority of students currently enrolling in fiction classes do so to fill their program with a class that is perceived as being “easy”. Since most of these students are not serious about a career in fiction writing they are quickly discouraged to see that most classes have a rigorous amount of work including writing a fiction book. We need to address this problem by developing a better course description for the College Catalogue and by offering the Certificate Program on a consistent basis so that more serious students will enroll.

**KQM 4 – Persistence rate:** NOT INCLUDED THIS YEAR

**KQM 5 – Success rate:** The success rate has fallen short of the goal in each year measured. This is due to the lack of a Fiction Writing major or a reliable ability to offer a Fiction Writing Certificate Program. The Fiction Writing Department is not currently able to attract serious fiction-writing students who wish to pursue fiction writing careers due to a lack of a fiction writing major. Also, we are not able to offer the courses needed for students to complete a certificate program because the numbers are too small to keep the classes open. A commitment needs to be made to the department for a five year period in order to build the program and for the word to spread that VVC opportunities for the serious fiction-writing student.

**KQM 6 – Job Market:** NOT INCLUDED THIS YEAR

**KQM 7 – Course Transferability:** The job market for fiction writers has been declining in the high desert. Fiction writers are not in high demand at the present time. We are able to generate some enthusiasm among students by telling them how much money Dan Brown made on the *Da Vinci Code*.

**KQM 8 –WSCH/FTEF:** NOT INCLUDED THIS YEAR

**KQM 9 – Cost Effectiveness:** NOT INCLUDED FOR 2007-2008

**KQM 10 – Availability of resources** (This was NOT provided in a separate report by the Office of Institutional Research. Please provide your own report of the adequacy of resources for department to meet its goals): Over the last 3 years, the department’s discretionary budget has dwindled to nothing. We have no funds available for supplies, faculty computers have not been upgraded in 5 years, and no regular resource to support faculty development opportunities exists.

**Other KQMs –** List other key quality measures not already listed that pertain to your area.

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No other KQMs were used.

PART IV: CONCLUSIONS

1. The enrollments have been equal to or greater than the goals in four out of six years.
2. The trend for the next ten years indicates an average annual FTES increase of 6%.
3. The retention rate has been below the goal for the past five years.
4. The persistence rate has been below the goal for the past five years.
5. The success rate has been below the goal for the past five years.
6. The local job market is not growing.
7. Most courses do not translate to a 4-year program.
8. WSCH per full-time faculty is 490, 35 short of the 525 goal.
9. The cost to revenue ratio is 1:1
10. The resources for this department have been below the goal for the five years measured.

PART V: EXPLANATIONS

1. The Fiction Writing Department has been extremely handicapped by a lack of commitment from the college to establish a consistent approach to offering the Certificate Program. In order to determine the true need for the Certificate Program at least three years of support must be provided (despite low class size) to the entire program completion schedule.
2. The lack of an Fiction Writing major makes it very challenging to attract serious students to the program. The average student is currently enrolled in an fiction writing class to fill their elective requirements assuming that the program will offer an easy grade. When students learn of the commitment they need to do well in the Fiction Writing program as well as the investment of out-of-pocket resources for supplies and materials they wind-up dropping after the second week.
3. The lack of a quiet place to write for the past five years has not allowed the program to attract serious fiction writing students who need a quiet place to concentrate on their work.

PART VI: GOALS

For each department goal requiring additional resources, please respond to all the questions below. (Cut and paste questions as needed for each additional priority).

**Priority 1**

What is your goal for 2007-2008? To offer all courses for certificate program in Fiction Writing.

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To which College-wide strategic goal (**see last page of this document**) is this related? College's Goal 2 – Institutional Commitment to Student Learning and Student Success through Educational Excellence

How will you know if the goal was successful (measurement)? Students will be enrolled in years one and two without course cancellations. At the end of the third year the goal is to have fifteen on-going enrollments in year two of the certificate program.

How will the goal be accomplished (key activities)? By not canceling any second year courses with less than 8 students for a three year period.

What additional resources are you requesting?

General Description – Hourly faculty costs for year two certificate program guarantee

Projected Cost – \$6,300

One-time or base increase? – Base increase for three years and then review.

Additional Comments – This will pay for three classes of year-2 certificate program with eight or more students enrolled. The goal would be to have fifteen students by end of their year.

**Priority 2**

What is your goal for 2007-2008? To reduce the amount of out-of-pocket supplies and materials students have to pay.

To which College-wide strategic goals is this related? College's Goal 2 – Institutional Commitment to Student Learning and Student Success through Educational Excellence

How will you know if the goal was successful (measurement)? Students will reduce their out-of-pocket costs from \$300 a course to \$200 a course and the college will provide the difference. By the end of the third year this reduction in out of pocket costs will allow the program to grow by 20%.

How will the goal be accomplished (key activities)? The college will provide an additional budget of \$100 per student in courses indicated.

What additional resources are you requesting?

General Description – Increase based supplies budget to allow students to spend less out-of-pocket. This will provide sixty pencils and erasers per student.

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Projected Cost – \$12,000

One-time or base increase? – Base increase for three years and then review.

Additional Comments – Sixty students in three classes will spend \$18,000 per semester, or \$300 per student. If this is reduced to \$200 per student enrollments will increase by 20 percent by the end of the third year.

**Priority 3**

What is your goal for 2007-2008? To allow additional open lab time for students to complete projects and to explore their desire to pursue fiction writing in a more serious fashion

To which College-wide strategic goals is this related? College's Goal 2 – Institutional Commitment to Student Learning and Student Success through Educational Excellence

How will you know if the goal was successful (measurement)? To open the labs from 8am to 7pm Monday through Thursday this is a 50% increase in open hours.

How will the goal be accomplished (key activities)? Hire a part-time Instructional Aide to man the increased hours.

What additional resources are you requesting?

General Description – Provide ½ time Instructional Assistant so lab hours can be increased

Projected Cost – \$25,000

One-time or base increase? – Base increase

Additional Comments – None

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**College-Wide Strategic Goals**

The following revised set of strategic goals for the College were adopted by the Board of Trustees in 2005. These goals will provide the general direction for development of strategies the College will adopt and implement in the coming years:

- 1. Organizational Excellence** - The College's governance roles and processes are structured to maximize institutional effectiveness.
- 2. Institutional Commitment to Student Learning and Student Success through Educational Excellence** - Student learning will be the central focus in the development, implementation, evaluation, and improvement for all courses, programs, and services.
- 3. Economic and Community Development** - The College will effectively meet changing community needs for education leading to employment, cultural enrichment, civic, political and social responsibilities.
- 4. Diverse Populations** - The College will increase access opportunities by improving programs and services to better serve an increasingly diverse campus population.
- 5. Effective Technology Integration** - The College will integrate and utilize technology and provide quality technological training for the creation and delivery of instruction, support of programs and services, and the improvement of institutional effectiveness to enhance student learning.
- 6. Learning Centered Resource Management** - Through utilization of prudent fiscal policies and the proactive entrepreneurial pursuit of increased revenue, the College will work diligently to secure solid financial resources to meet current and future enrollment growth, community learning needs and learning outcomes.