

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: CTWBCD | Program Name: Client-side Web Developer | 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 |

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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 (CTWBDCD) | | | 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. (CVWDPPP) | | | 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 | Syr 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

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| Program Graduation Rates Degree Programs | | | | | | | | | | | | |
|---|---------------|-----------------|-----------|-----------|-------------|------------|-------------|------------|-------------|------------|---------------|------------|
| Pgrm Descr | Concentration | Conc Descr | 2018-2019 | 2019-2020 | % Change | 2020-2021 | % Change | 2021-2022 | % Change | 2022-2023 | 1 Year Change | Syr Change |
| Web Design and Development | WDES | Web Design | 5 | | -100% | | 0% | | 0% | | 0% | -100% |
| 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 (CTWBCD) | | | 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. (CVWDDPP) | | | 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 (CTWBGD) | | | 0 | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | |

Current active programs are below:

Certificate Programs

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

Degree

- Web Design and Development (APWDDD)

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

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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.

X

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 |

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| | | | |
|-------------------------------|----------------------------|--------|-----------------------------|
| 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>RB Bellanca</i> | 7/11/24 |

Reviewed by C&A Committees 6/6/24

Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

**Client-side Web Developer (CTWBCD)
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 Client-side Web Developers. Students will create standards-compliant, accessible and usable Web interfaces that meet both user and client needs.

Articulation:

Eastern Michigan University, several BS degrees.

Program Admission Requirements:

College-level reading and writing

| Major/Area Requirements | | (11 credits) |
|--------------------------------|----------------------------|---------------------|
| WEB 110 | Web Development I | 4 |
| WEB 210 | Web Development II | 4 |
| Elective | Any WEB, CIS or CPS 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><u>Client-side Web Developer</u></p> <p><u>Digital Media Arts / Business & Computing Technologies</u></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><u>Fall 2019</u></p> <p><u>Jason Withrow</u></p> | <p>Program Code:</p> <p>CIP Code:</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 client-side Web developer.</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 client-side Web Developers. 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 client-side Web Development 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. Create web pages that render properly cross-browser, based on a design. 2. Implement responsive design in a web page, utilizing a responsive grid framework. 3. Implement accessibility best practices in a web page. 4. Modify document behavior and appearance using JavaScript. | <p><u>Assessment method</u></p> <ol style="list-style-type: none"> 1. Project 2. Project 3. Project 4. Project 5. Exam |

CTWB CD

11.0801

| | | |
|--|---|--|
| | 5. Identify industry best practices for web developers. | |
|--|---|--|

| <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 110: Web Development I (4 credits) WEB 210: Web Development II (4 credits) <i>Any WEB, CIS or CPS course (3-4 credits)</i> Minimum Credits Required: 10 <i>11-12</i></p> | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---------------|--|--|----------------|---------------|----------------|------|------|------------------------|------|------|----------------------------|------|------|-----------------------------|------|------|--------------|------|------|----------------|------|------|
| <p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p> | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #333; color: white;"></th> <th style="text-align: center;">START-UP COSTS</th> <th style="text-align: center;">ONGOING COSTS</th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td style="text-align: center;">\$.</td> <td style="text-align: center;">\$.</td> </tr> <tr> <td>Training/Travel</td> <td style="text-align: center;">0.00</td> <td style="text-align: center;">0.00</td> </tr> <tr> <td>Materials/Resources</td> <td style="text-align: center;">0.00</td> <td style="text-align: center;">0.00</td> </tr> <tr> <td>Facilities/Equipment</td> <td style="text-align: center;">0.00</td> <td style="text-align: center;">0.00</td> </tr> <tr> <td>Other</td> <td style="text-align: center;">0.00</td> <td style="text-align: center;">0.00</td> </tr> <tr> <td style="text-align: right;">TOTALS:</td> <td style="text-align: center;">\$.</td> <td style="text-align: center;">\$.</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: | \$. | \$. |
| | 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: | \$. | \$. | | | | | | | | | | | | | | | | | | | | | | |
| <p>Program Description for Catalog and Web site</p> | <p>This program is designed for students interested in employment as client-side Web Developers. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs.</p> | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Program Information</p> | <p>Accreditation/Licensure -</p> <p>Advisors - Scott Shaper, Jason Withrow, Kelley Gottschang</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. Create web pages that render properly cross-browser, based on a design. | Project | Every 3 years beginning 2022 | WEB 210 | All |
| 2. Implement responsive design in a web page, utilizing a modern responsive grid framework | Project | Every 3 years beginning 2022 | WEB 210 | All |
| 3. Implement accessibility best practices in a web page | Project | Every 3 years beginning 2022 | WEB 210 | All |
| 4. Modify document behavior and appearance using JavaScript. | Project | Every 3 years beginning 2022 | WEB 210 | All |
| 5. Identify industry best practices for web developers. | 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.

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

Outcomes 1-4: At least 70% of students will achieve a 80% or higher on the appropriate rubric item(s).

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.

WEB full-time faculty will score and analyze the data.

Sign Here
→

| REVIEWER | PRINT NAME | SIGNATURE | DATE |
|--|-----------------|-----------|----------|
| Department Chair/Area Director | Ingrid Ankerson | | 9/24/18 |
| Dean | Eva Samulski | | 9-26-18 |
| Curriculum Committee Chair | Lisa Veasey | | 11/20/18 |
| Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval | Kim Hurns | | 11/20/18 |
| President | Rose Bellanca | | 1/3/19 |
| Board Approval | | | 3/26/19 |

logged 2/5/19
jm