**Web Design & Development (WDD)**

**Program Advisory Committee Work Plan**

**2014-2015**

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| **Annual Goal Area** | **Strategies** | **Timeline** | **Advisory Committee Member Participation** |
| **FACILITIES & EQUIPMENT**  **Goal(s):** Identify equipment needs & approve funding | * Input & validation of equipment needs * Approval of any funding or grant proposals | * 2014-15 | All members |
| **CURRICULUM**  **Goal(s):** Approval of course/curriculum changes | * Approval of new courses or course revisions * Approval of curriculum changes | * 2014-15 | All members |
| **INSTRUCTIONAL QUALITY & ASSESSMENT**  **Goal(s):** Feedback on outcomes & assessment | * Review of major class & client projects * Assessment of graduating student portfolios * Assessment of Professional Practices coursework * Individual course assessments as needed | * 2014-15 | All members |
| **INDUSTRY & REAL-WORLD LEARNING EXPERIENCES**  **Goal(s):** Network with industry contacts, help develop partnerships, provide real-world opportunities | Help build a network of industry contacts and partnerships to develop and maintain:   * Internship partnerships * Internship-scholarship fund * Field trips & guest speakers * Portfolio review, job shadow, mock interviews * Partnerships with associations (industry meetings, conferences, seminars, events, online) * Industry-experienced instructors (bring real-world experience into the classroom) | * 2014-15 | All members |
| **MARKETING & RECRUITMENT**  **Goal(s):** Identify marketing & recruitment strategies | * Develop marketing needs & strategic approaches * Identify priorities, timeline, funding, resources * Evaluate FTES, completers, alumni, careers | * 2014-15 | All members |