**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 |