

Tijuana / Ensenada / Mexicali (video conference), B.C. Thursday, May 19, 2011

17:30 hrs.

**MINUTES: Meeting of the Bachelor's degree in Graphics Design (BGD) Academy, and Eduardo Diaz from the Bachelor's degree in Marketing Administration (BMA).**

Attendees:

1. Francisco Melo (BGD Academy- Mexicali) – Present.
2. Joaquín Castillo (BGD Academy - Mexicali) – Present.
3. Eduardo Díaz (BMA Academy - Tijuana) – Present.
4. Sialia Mellink (BGD Academy - Ensenada) – Present.
5. \*Daniel Torres (BGD Academy - Mexicali) – Present.

**The meeting dealt with the Program Review process.**

**I.- General Information:**

1. The program review is a reflection of what CETYS wants to achieve with an Undergraduate degree in terms of student learning, and what it really achieves.
2. The BMA started the program review on 2008.
3. The program review must be done backwards by studying like three or four graduated cohorts and to verify which were their goals or the program learning outcomes (PLO's), and somehow to check if they were accomplished or not.
4. One of the first steps is gathering student papers; in the BMA, one of those PLO's points out that the students must be able to create marketing plans, and they started gathering those kinds of papers.
5. WASC expects to be able to link the work of students with the way they are evaluated in order to tell if the final product and the evaluation process are in line with the POL's.

6. In the BMA they have strengthened its evidences (gathered from projects and portfolios), and in addition they use the statistical data created by CENEVAL.
  
7. The best evidences are the ones that are most useful to the academy.
  
8. The program review asks for a series of data, but the data needed as an Academy are not generated by CETYS, and the data that CETYS generates are not needed by the academies.
  
9. Regarding data for preparing the Program Review: there is some on CETYS' retention rate, but not by programs; the amount of money a bachelor's degree cost is available, but by college or at an institutional level not by program, and so on. They have worked with whatever they can, and luckily CENEVAL has carried out some surveys to students that have helped them. For example, Eduardo needs information right now on the percentages of faculty and their levels, but we do not have it. Other data needed are the ones from supporting services, i.e. library, but there is no data as to how we have taken advantage of the resources.
  
10. Program review is a verification
  
11. Program review = self-study...
  
12. BGD is one of the programs that are presented in November, and this is an advantage. The BMA is being told that they will start a new plan on 2012. It is still not defined if it will be by competencies or by learning outcomes.
  
13. The BGD Program Review will about the 2005 plan.
  
14. Eduardo's recommendations as to how the Graphics Design Academy should proceed:

It is very important from the start to establish an information system. To determine competences or PLO's for the rest of the year, to design a syllabus related to the Institutional Learning Outcomes (ILO's) plus the Process Learning Programs (PLO's), the needs of information (retention and graduation rate, etc), and to install processes so data can be generated. To define who would generate them, so starting on 2012 data would be generated, and on 2016 a new project is presented.

15. The base document to carry out the Program Review is: The 12 Components\_Program Review\_Requirements\_JSL\_ED\_SP(1).docx, DEVELOPED BY JORGE SOSA LOPEZ

16. A fundamental part of the Program Review for WASC is the labor situation of the profession, and if the syllabus is in agreement with the professional environment.

17. Laura Carrillo is the most informed person in CETYS about Program Review.

18. Through Laura we can request a consultant such as Dr. Bresciani; Laura Carrillo has a budget for carrying out these kinds of movements.

19. Apparently the new academic Vice President has some experience with program reviews and we are hoping that she will become, in this regard, a capable new asset for the Institution.

20. About the original program learning outcomes: it remains open for each academy to decide if they keep it or they modify it. The Bachelor's degree in Marketing Administration kept them the same, but Jorge S. did make changes to the PLO's on evidence 35.

21. What WASC has criticized the most is that they describe the problems, but there is no data given.

22. As far as the structure and the description of the different sections of the Program Review, Engineering has been congratulated because of its work (Mr. Chang & Mr. Sosa).

23. Dr. Scott has some WASC books that could help us to know about this process.

## **II.- BMA Program Review:**

1. BMA: Has gathered data on the results from the EGEL exam from CENEVAL
2. Carried out by the Tijuana Faculty plus some others that were invited such as George Bonilla, Alberto Garate, Sosa. Approximately 8 persons without support or budget.
3. They have worked for more than two years.
4. Challenges: Lack of data plus gathering information takes one semester because you have to wait for the data or the learning outcomes to be generated.
5. Support: NOTHING, no support for getting information. There have been requests for meetings with different support departments, and they always say they have the information but they never gave it out; we ended up having the same old conversations and nothing else was achieved.
6. Scott V. and Laura Carrillo have documented the answer from the support departments before information requests. Now the BMA Academy asks Laura to request information.

**Next meeting of the Academy:** Monday, May 23, at 12:00 hours via Skype.

Prepared by Joaquín Castillo, Secretary of the Academy.