**ASSESSMENT CYCLE PLAN – 5 Year**  
**STEP 1:** Complete the program and contact information

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| --- |
| Program: **Information Technology - Web Development Track** |
| Program level: AAS |
| Outcome type - Technical/Gen ed/Transfer/other: Technical |
| Date of last edit to plan and by whom (initials): 5/9/18 rds |

|  |  |
| --- | --- |
| Contact Person (email and phone): | **Renard D. Spratling** [**rdspratling@gtcc.edu**](mailto:rdspratling@gtcc.edu) **50463** |

**STEP 2:** List the exit OUTCOMES for the area identified above:

|  |  |
| --- | --- |
| #1 | Develop a production ready website that incorporates static and dynamic content. |
| #2 | Create a database driven website that utilizes current industry standard techniques. |
| #3 | Design a website that satisfies specified requirements and incorporates effective user-centered design concepts. |
| #4 | Translate client needs into the development of an online marketing plan. |
| #5 | Use internet marketing tools and techniques to achieve measurable goals established in a marketing plan. |

**STEP 3:** Prepare the timeline for the outcomes listed above:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Outcome  Assessed | Assessment Year and type | Classes/Cohorts Assessed and semester | Measurement Tool(s) | Proficiency target level | Person(s) Responsible |
| **1** | **2018 – 2019 Measure**  **2019-2020 Act** | **WEB 250 sp** | Final Project | To be considered proficient student has a score of 70% | **Shawna Summers** |
| **2** | **2019-2020 Measure**  **2020 – 2021 Act** | **WEB 250 sp** | Final Project | To be considered proficient student has a score of 70% | **Shawna Summers** |
| **3** | **2020-2021 Measure**  **2021 – 2022 Act** | **WEB 210 fa** | Final Project | To be considered proficient student has a score of 70% | **Renard Spratling** |
| **4** | **2021 – 2022 Measure**  **2022-2023 Act** | **WEB 213 fa** | Final Project | To be considered proficient student has a score of 70% | **Renard Spratling** |
| **5** | **2022-2023 Measure**  **2023-2024 Act** | **WEB 213 fa** | Final Project | To be considered proficient student has a score of 70% | **Renard Spratling** |