



# Self-Study Overview



# Purpose of this ACCGC Self-Study Overview:

- Provide an overview of the ACCGC accreditation process and standards.
- Assist faculty and administrators in preparing for the on-site visit.



# Functions of ACCGC Accreditation

- To foster voluntary attainment of professional standards and to encourage excellence, integrity, and continuous improvement consistent with the stated mission and goals of the program.
- To promote the academic discipline and the industry being served.
- To assist prospective students in identifying acceptable educational institutions for their academic study in graphic communications.



# ACCGC Program Criteria

- Associate, baccalaureate, and graduate degree granting institutions may apply.
- For program majors, a minimum of 30 semester hours of graphic communications course work is required.
  - For programs that require less than 30 semester hours of graphic communications course work (such as a minor, concentration, related field, emphasis, pattern, or option), an offering of 18 semester hours within graphic communications courses is considered the minimum.



# The Accreditation Process

- 1. Submission of a letter of request, application form, and payment from the institution's administrator (see ACCGC Website for forms).
- 2. Institution is assigned a self-study mentor and site visitation team (subject to confirmation).
- 3. Self-study commences and is completed within 12 months.



# The Accreditation Process

- 4. Site visitation conducted within next 3 months.
- 5. Site visitation team generates a report (without recommendations and conclusions) within 30 days of site visit and submits to program personnel for review.
- 6. Final report reviewed and voted upon by Accreditation Committee within 3 months.
- 7. Notification of accreditation sent to program personnel within 30 days.



# Terms of Accreditation

- Accreditation may be recommended for either six years or two years:
  - A six year accreditation is considered a full accreditation.
  - A two-year accreditation results from significant, but correctable shortfalls in compliance with standards.
  - Will require a second review by a member of the Site Visitation Team during the second year to determine if an additional four years of accreditation can be recommended.



# Accreditation Costs

- A \$4,000 application fee is required.
  - Up to \$2,000 of the application fee is allocated to cover travel expenses of the site team for the one-time, two-full-day campus visit
- Yearly dues of \$1,500 for a degree program/ department (more than 30+ semester units of course work).
- Yearly dues of \$1,000 for an emphasis, concentration, option, or pattern (up to 18 units of semester course work).
- A \$2,500 application fee is required for re-accreditation in subsequent six-year cycles.



# ACCGC Accreditation Standards

## ● 4.1 Mission Statements and Learning Outcomes

- Mission statements provide philosophical direction and relevance to the institutional mission. Learning outcomes provide instructional direction and a basis for assessment.

### ● *Standard:*

- The graphic communications program must have a clearly written mission statement aligned with the institutional mission. In addition, learning outcomes that provide a framework for curriculum and assessment must be specified.



# ACCGC Accreditation Standards

## ● 4.2 Competency Alignment and Outcomes Assessment

- Written, measurable competencies define the specific instructional content for courses within the graphic communications program and are aligned with the learning outcomes.
- ***Standard:***
  - The graphic communications program has clearly defined competencies that are consistent with the mission statement and aligned with the learning outcomes. Evidence exists to verify that learning outcomes are measured on a regular basis.



# ACCGC Accreditation Standards

## ● 4.3 Governance/Administration

- The administrative activities must be organized to support the overall goals of the academic unit. The administrative structure must be clearly defined with faculty involvement.

### ● *Standard:*

- The person(s) in the administrative/leadership role(s) of the graphic communications program must be able to promote the intellectual and academic cause of the educational unit.



# ACCGC Accreditation Standards

## ● 4.4 Financial Support

- It is recognized that graphic communications programs often require more financial support than many other more traditional academic programs. The budget should reflect funding for quality instruction, salaries, facilities, equipment, supplies, support services, travel, and professional development.

### ● *Standard:*

- The budget for graphic communications programs must be adequate to support program goals and promote continuous program improvement.



# ACCGC Accreditation Standards

## 4.5 Equipment and Facilities

- The equipment should be of the amount, type, and quality representative of the industry to meet the mission, learning outcomes, and competencies of the educational program. Safety and environmental concerns must comply with the institution's regulations. Laboratory space should be adequate for effective and efficient instruction. All equipment should be well-maintained. Office and storage space should be sufficient to house faculty, supplies, and materials. The university and/or program library (learning resources) must be supplied with current publications and electronic media for graphic communications student and faculty use.

### ● ***Standard:***

- The equipment and facilities must be adequate to fulfill the stated educational missions, learning outcomes, and competencies.



# ACCGC Accreditation Standards

## ● 4.6 Staff Support Services

- Office staff, technical personnel, and student assistants should be adequate to efficiently and effectively conduct the day-to-day activities of the academic unit. Technical support is essential in equipment-intensive graphic communications instructional laboratories.

### ● *Standard:*

- The unit must have sufficient support services to provide adequate assistance to meet program goals.



# ACCGC Accreditation Standards

## ● 4.7 Curriculum

- It is imperative that the program reflects current industry trends and practices in graphic communications technology and management along with general education and courses from other related disciplines.

### ● *Standard:*

- Graphic communications programs must exhibit logical curricular diversity consistent with the program mission, learning outcomes, and competency statements.



# ACCGC Accreditation Standards

## ● **4.8 Instruction and Evaluation**

- The quality of instruction should be monitored to determine if high standards of teaching are exhibited. Evaluation of student work must take place in all courses.

### ● ***Standard:***

- The graphic communications teaching faculty must maintain high-quality instruction.



# ACCGC Accreditation Standards

## ● 4.9 Internships/Practicums/Cooperative Study

- Internships/Practicums/Cooperative Study should be realistic industrial experiences that contribute to knowledge about graphic communications.

### ● *Standard:*

- Industrially relevant practical experiences, with or without academic credit, are strongly encouraged but need not be considered a required part of the program.



# ACCGC Accreditation Standards

## ● **4.10 Industry Advisory Committee(s)**

- The industry advisory committee(s) provides guidance for curricular content and program direction.

### ● ***Standard:***

- One or more graphic communications industry advisory committees must be active.



# ACCGC Accreditation Standards

- **4.11 Faculty: Tenure/Tenure Track, Adjunct, and Graduate Teaching Assistants**
  - The strength and professional diversity of the faculty reflects the quality of the educational program. The ratio of tenure/tenure track and adjunct faculty should be appropriate to the program learning outcomes, competencies, and curricular structure.
- ***Standard:***
  - All faculty must be academically and professionally qualified, as determined by the institution faculty and administrators, with institutional responsibilities and expectations clearly defined. Faculty development should be continual.



# ACCGC Accreditation Standards

## ● 4.12 Faculty Evaluation

- Evaluation of faculty provides feedback for instructional improvement, faculty development, and other contributions to knowledge and to the profession.

### ● *Standard:*

- All faculty must be evaluated for instructional effectiveness, professional development, and service contributions.



# ACCGC Accreditation Standards

## ● 4.13 Student Records and Advising

- Effective advising requires that student records be well organized, current, and maintained in a systematic and effective manner. Advisors should be cognizant of current curricular requirements and changes that affect the graphic communications curriculum. Prerequisite course status must be monitored and strictly enforced. Student advisement is required on a regular basis.

### ● ***Standard:***

- A system for maintaining records and advising students must be established and in use.



# ACCGC Accreditation Standards

## ● 4.14 Graduate Placement and Follow-up

- Assistance to help students transition into their first employment position is important to help assure graduates are placed in positions commensurate with the stated goals and objectives of the program. Follow-up studies assess program progress and assist in future development of the program. The types of employment opportunities and how well the students were prepared in the program for their current and past positions should be documented.

### ● *Standard:*

- Initial placement assistance is practiced and timely follow-up studies of graduates should be conducted.



# Preparation of the Self-Study Report

## ● ***Getting Ready to Develop a Self-Study***

- *Assign a self-study leader.*
- *Identify standards that will take time and/or require extensive work before writing the program self-study report(s).*
- *Establish a time schedule for completing major documentation and the self-study report.*
- *Assign specific parts or sections of the self-study to faculty and administrators.*



# Preparation of the Self-Study Report

## ● **Major Documentation**

- *Analysis of course competencies and alignment with learning outcomes.*
- *Learning outcomes assessment plan*
  - *data collected, follow-up studies, and records of changes made based upon findings.*
- *Placement of graduates.*
- *Advisory committee information and meeting minutes from several previous meetings.*
- *Library services documentation.*
- *Faculty qualifications.*
- *Course instructional materials with examples of student work.*
- *Financial resources.*



# Preparation of the Self-Study Report

## ● ***Organization of Self-Study Reports***

- *General Parts of Report*
  - *I. Front matter and Table of Contents*
  - *II. Institution, Department, and Program Background*
  - *III. Compliance With Each Standard*
  - *IV. Appendices*



# Preparation of the Resource Room

## ● ***Organization of the Resource Room***

- Not expressly prescribed in the standard
- Organized to allow the visiting team access to support information
  - Evidence of course materials, advisory committee records, financial documentation, etc.
- Host should take time to orientate the team to the resources that are available
- Host should provide a computer and Internet access



## In Conclusion

- The ACCGC Board of Directors wishes you and your colleagues every success in preparing your graphic communications program self-study. We sincerely believe this work and related experiences will strengthen your academic program and will give you and your colleagues a real sense of accomplishment.