

BACKGROUND AND REQUEST

DeVry University

Associate of Applied Science in Web Graphic Design

EXECUTIVE SUMMARY/RECOMMENDATION

DeVry University meets minimum Ohio Board of Regents' standards for associate degree programs. There were concerns raised in the review resulting in a recommendation for authorization through December 2011, with annual progress reports due December 31, 2008, 2009, and 2010. A follow-up review will be performed by December 31, 2011 to determine continued authorization.

Profile and Mission: DeVry University is a for-profit, independent, co-educational institution, founded in 1931 by Dr. Herman DeVry as an electronics repair school. Today, the university provides applications-oriented technology, business and management education to more than 45,000 students each year (worldwide) on campus and online. The university, which is administratively centered in Oakbrook Terrace, Illinois, operates campuses in Columbus, Cincinnati, Cleveland, and Dayton, Ohio.

The mission of DeVry University is “to foster student learning through high-quality, career-oriented education integrating technology, business, and management. The university delivers practitioner-oriented undergraduate and graduate programs onsite and online to meet the needs of a diverse and geographically dispersed student population.”

Accreditation/Authorization: DeVry University is regionally accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools and has been continuously authorized by the Ohio Board of Regents since 1986. The university's current authorization expires December 31, 2013 and is limited to specific programs for which authorization has been granted.

Program Information: The Associate of Applied Science in Web Graphic Design degree program is currently offered at DeVry campuses in other states. The purpose of the degree is to “prepare graduates to develop graphic media—web pages, marketing collateral, advertising, instructional material and multimedia projects—by applying a collaborative approach.” The 67 hour program is composed of general education and technical coursework and exposes students to areas such as publishing, marketing, advertising, technical communications and software applications used by graphic/web designers. The program culminates in a capstone course in which students create and present a professional portfolio that includes work spanning their program of study.

Review Results: Among the strengths noted in the review, the consultants were impressed by the university's ability to design programs to respond to student and industry needs; the involvement of part- and full-time faculty in curriculum development processes; the content and course sequencing of the program; and assessment processes in place to evaluate the effectiveness of the program.

Among the weaknesses noted, the team found concerns with the breadth of the general education core; lack of a for-credit internship; and the need to recruit more faculty with design experience. The university responded appropriately to the suggestions and recommendations of the team's report and will provide updates to the team and staff through the submission of annual progress reports.

Recommendation to the Chancellor: DeVry University meets minimum Ohio Board of Regents' standards for associate degree programs. There were concerns raised in the review resulting in a recommendation for authorization through December 2011, with annual progress reports due December 31, 2008, 2009, and 2010. A follow-up review will be performed by December 31, 2011 to determine continued authorization.