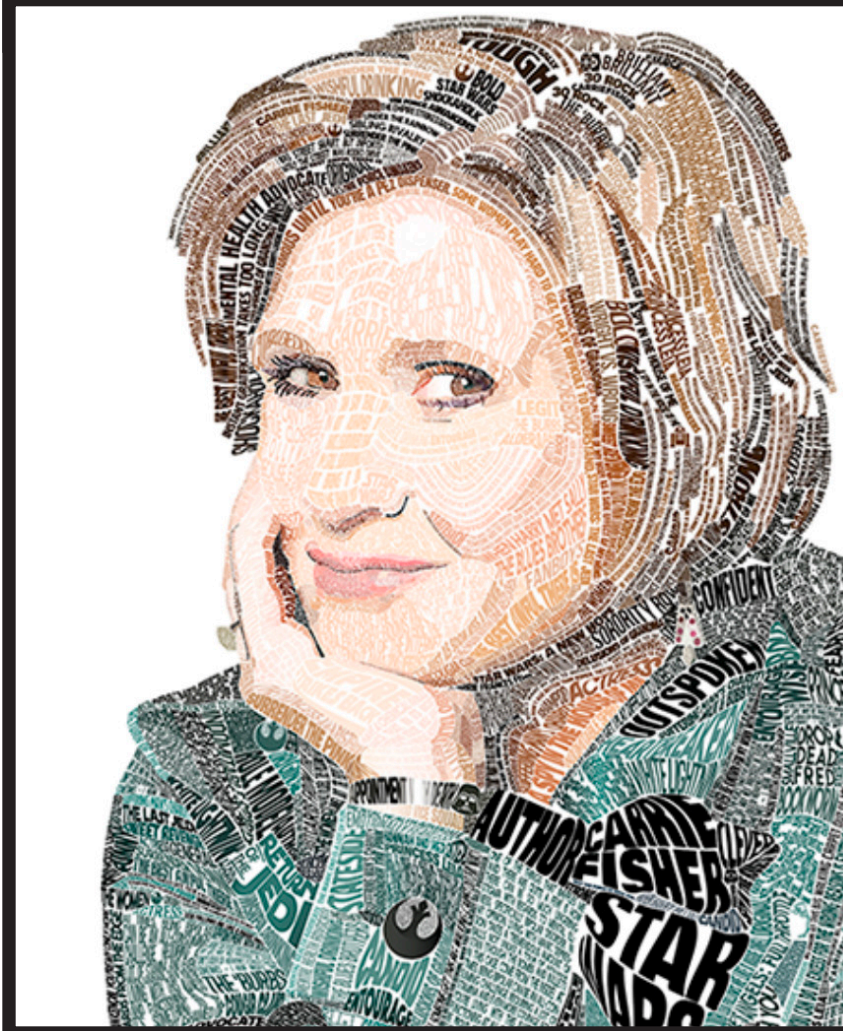**CA TP**

2020
ANNUAL REPORT

Communication Arts
TECHNOLOGY PROGRAM

Jefferson Community & Technical College

PROGRAM COORDINATOR'S MESSAGE

Greetings,

What an outstanding year it's been for the Communication Arts Technology Program. It is a year that has brought us to new heights with increased visibility and greater respectability in the advertising community. More than ever before, our program stands out as one of the best commercial art programs in the region.

Our students are one of our program's greatest strengths. Their accomplishments reflect directly on both our program curriculum and our faculty. This year our students competed in the advertising world's major competition: The ADDY's, where our students won 5 ADDY's, more awards than any other school competing.

One of our other strengths is our faculty. Instructors who are willing to do much, much more than they are paid for or are required to do, are true gems. And we have several shining examples. Their value to the program cannot be overstated. Without these dedicated instructors, our program would be greatly diminished.

Yes, it has been a fantastic year. Everything is state of the art, including the furniture. While I am extremely pleased in the accomplishments of the last year, I am also looking forward to the coming year. I can't wait to see what happens next.

Terry W. Lutz, Professor
Academic Program Coordinator

STUDENT SUCCESS

CATP FINAL PORTFOLIO REVIEW PASS RATE

The Final Portfolio Review is judged by Working Professionals in the fields of Advertising, Design, Photography, and Video. At the end of the spring semester in 2019 the CAT program had 17 students submit 18 final program portfolios to advertising industry/community professionals. 14 students were given a PASS through the rigorous portfolio review. Three students were asked to resubmit their portfolios for review to program faculty once changes were made. Two of those students successfully PASSED the follow-up portfolio review by program faculty. One student that was asked to RESUBMIT has yet to submit a follow-up portfolio.

Spring 2019
96% successful

- resubmit
- pass
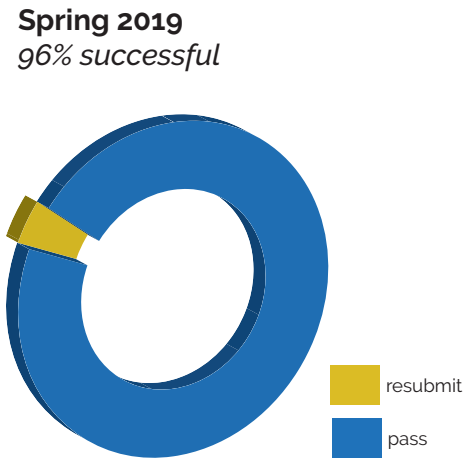
END OF PROGRAM ASSESSMENT

NOCTI Exit Exam
(National Occupational Competency Testing Institute)

19 of our CAT students took the Perkins Exit Exam with NOCTI for Advertising Design in December 2019.
Our students' average scores of 79.8% for this period were 11 points higher than the Kentucky state average for the same test and 11.6 points higher than the national average for the same test. This includes ALL institutions, including 4-year schools, not just KCTCS schools.
Our students' average scores were almost 30 points higher than the cut score for the NOCTI test.

Average scores from Fall 2019 – 79.8% - Our highest average scores ever compared to state/national.
11 and 11.6 points higher respectively than statenational averages.

- National Average
- KY State Average
- Our Students
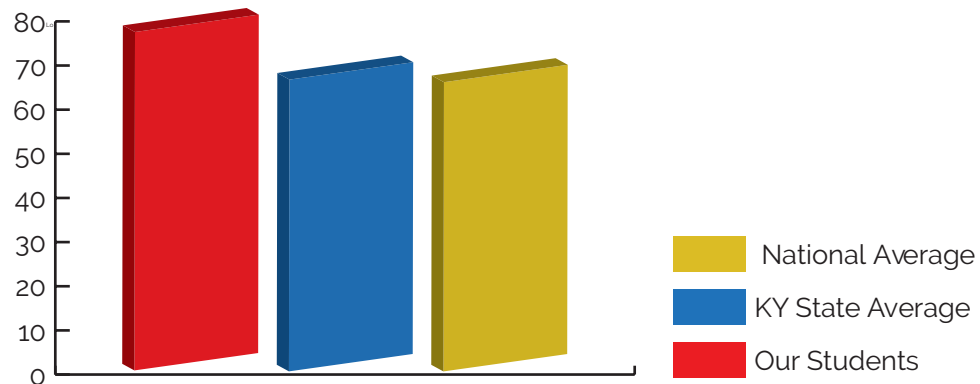
CREDENTIALS AWARDED

19 Credentials Awarded in Fall 2019 for students 2018-2019
10 AAS Degrees Awarded
9 Multimedia Certificates Awarded.
Of the 10 AAS graduates this past fall:

- AAS
- Multimedia Certificate
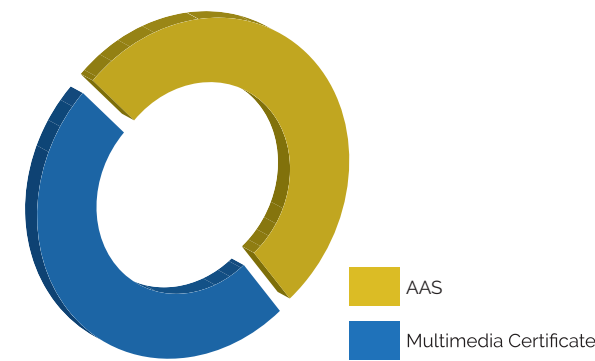
GRADUATE EMPLOYMENT RATE

10 were contacted, 9 reported working in the field, 1 was not working.

- Not Working
- Working
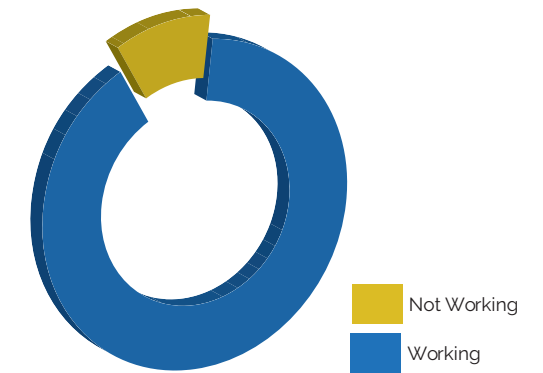
ADVERTISING AWARDS WON BY OUR STUDENTS

2018-19
American Advertising Federation–Louisville ADDY® Awards Competition-The ADDY's®

2 Gold Judges' Choice Awards
2 Gold Addy Awards
1 Silver Addy Awards

Advertising Awards Won by CAT Students in Last 5 Years

- Total Awards
- Silver District Awards
- Gold District Awards
- Silver ADDY Awards
- Gold ADDY Awards

STUDENT SUCCESS

PROGRAM CAPACITY

Declared Majors
Fall 2019-128
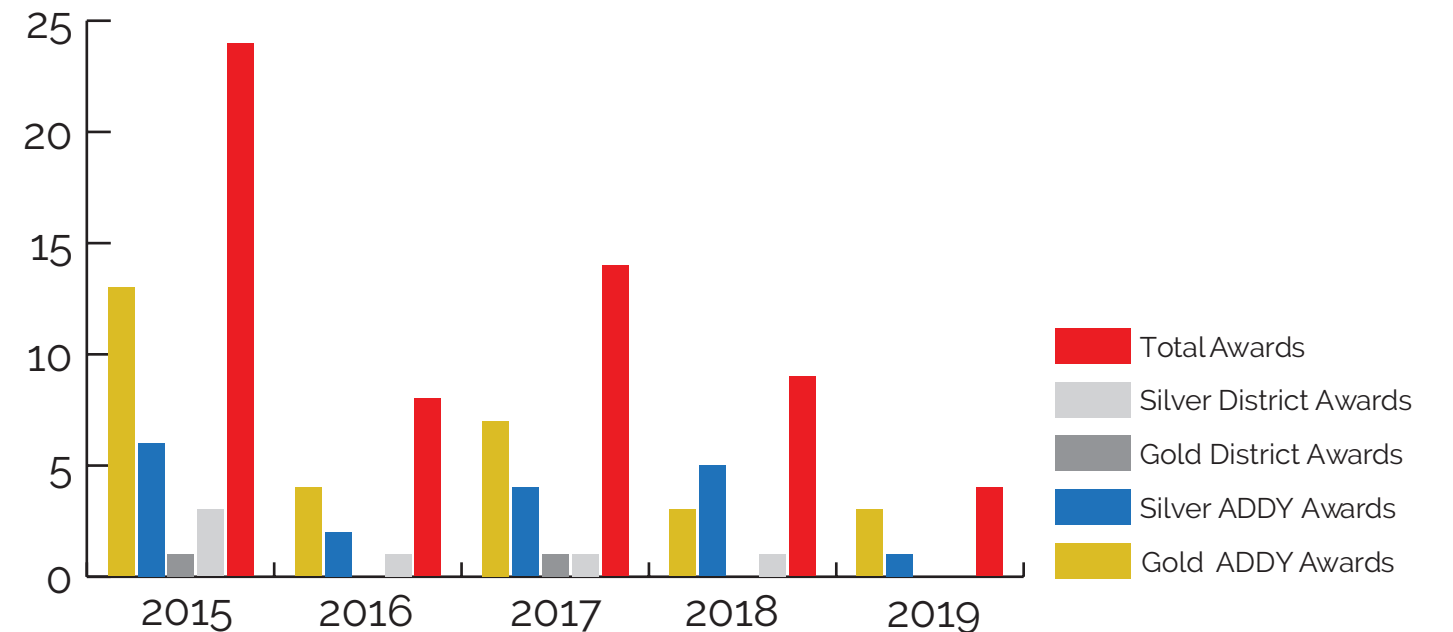Spring 2019-132

- Spring 2019
- Fall 2019

0   30   60   90   1201   50

Course Enrollments

Fall 2019-186
Spring 2019-190

- Spring 2019
- Fall 2019

05   0   100   150   200

Average Class Size:

Fall 2019-12
Spring 2019-13.8

- Spring 2019
- Fall 2019

03   69   12   15

PROGRAM DIVERSITY

Fall 2019

Enrollment:
Majors: 128

White (69)-54%
Black (37)-29%
Hispanic/Latino (12)-9%
Asian (3)-2%
Other Minorities (7)-5%

Enrollment:
Majors: 128
Female: (60)-49%
Male: (62)-51%

- Other Minorities
- Hispanic/Latino
- Asian
- Black
- White

- Female
- Male

OUR PROGRAM

The Communication Arts Technology program provides students with the knowledge, skills, and a portfolio needed for entry-level employment as a graphic designer, commercial photographer, or web designer.

These fields involve the use of specialized software combined with creativity, design, and problem-solving skills to communicate an effective visual message for TV, web and interactive media, product packaging, and advertising layout. This program focuses on developing the creativity and software skills necessary to be competitive in these fields. Many courses include hands-on lab hours with one-on-one assistance from the instructors. The program is completed with an internship in the student's specialty field that allows the student to transfer academic skills to a professional environment. 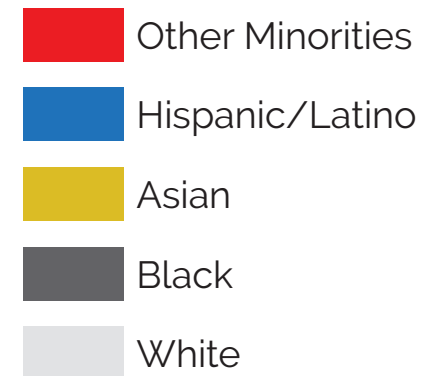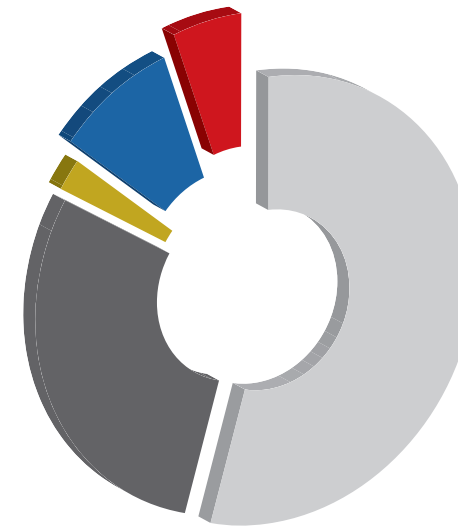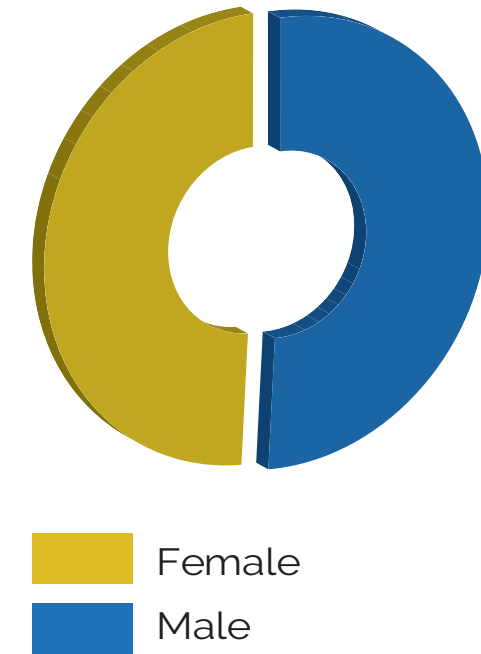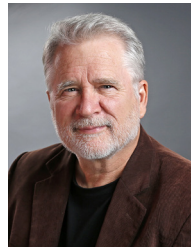Students and graduates of the Communication Arts Technology program have won numerous design, photography, and video awards in the creative industry that makes prospective employers take notice of our graduates when they begin their job search.

Employment of graphic designers, photographers, and web designers is expected to grow as demand for their products continues to increase from advertisers, publishers, video production studios, and computer design firms. Graduates may be employed as graphic designers at newspapers, print shops, advertising agencies, photographic studios, multimedia shops, web design shops, television broadcasting stations, film and video production studios, department stores, corporations or non-profit agencies.

Our program incorporates innovation of teaching methods, best practices, and opportunities such as our Student Ad Agency to ensure students have the best opportunities to achieve their goals in the classroom. We collaborate with both the local business community for internship sites and other departments within the college such as English, Music, Theater and Fine Arts to give our students the most and best opportunities for potential employment as well as a solid, diversified education. Student outcomes are measured not only by individual classroom testing, both performance and written, but by a final program portfolio review and a final program exit exam.

The CAT program is making a huge difference in the advertising world in Louisville. Our students are able to compete in the marketplace with larger schools such as the University of Louisville, Bellarmine University, Western Kentucky University, Murray State University, and the University of Kentucky. The program strives to provide the best equipment and facilities to allow for the best possible environment for our students to succeed and be prepared for the marketplace.
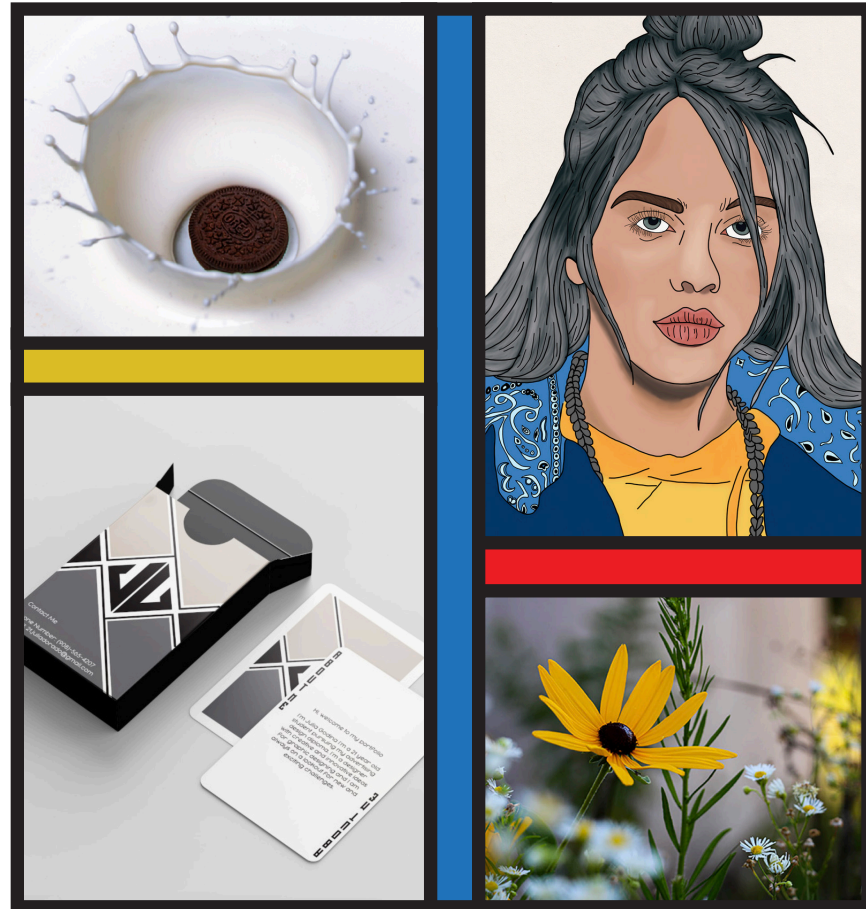
FACULTY

FULL TIME FACULTY

Terry W. Lutz
Professor
Academic Program
Coordinator

Fred Crawford
Instructor
Advertising
Design

STAFF

Christie Rothgerber
CAT Computer Lab Supervisor

PART TIME FACULTY

Chad Henle
Photography Instructor

Nick Gargala
Photography Instructor

Bryan Moberly
Photography Instructor

Mark Cable
Design Instructor

Brian Huff
Design Instructor

April Fultz
Web Instructor

ADVISORY COMMITTEE

Tony Beard
Creative Director
PriceWeber

Randy McCaffery
Photographer
McCaffery Foto

Warren Lynch
President
Warren Lynch Photography

Mike Covington
Illustrator
The Courier-Journal

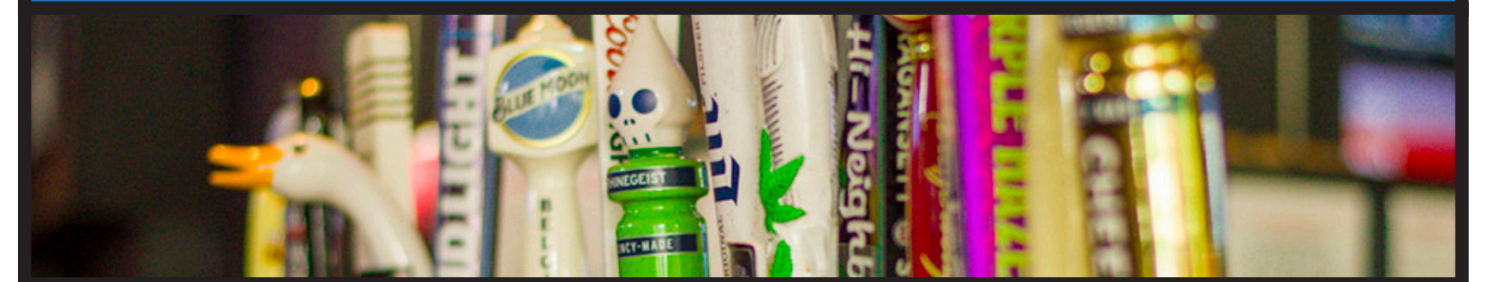**Jim Miller**
President
Quantum Communications

Nicole Kaegel
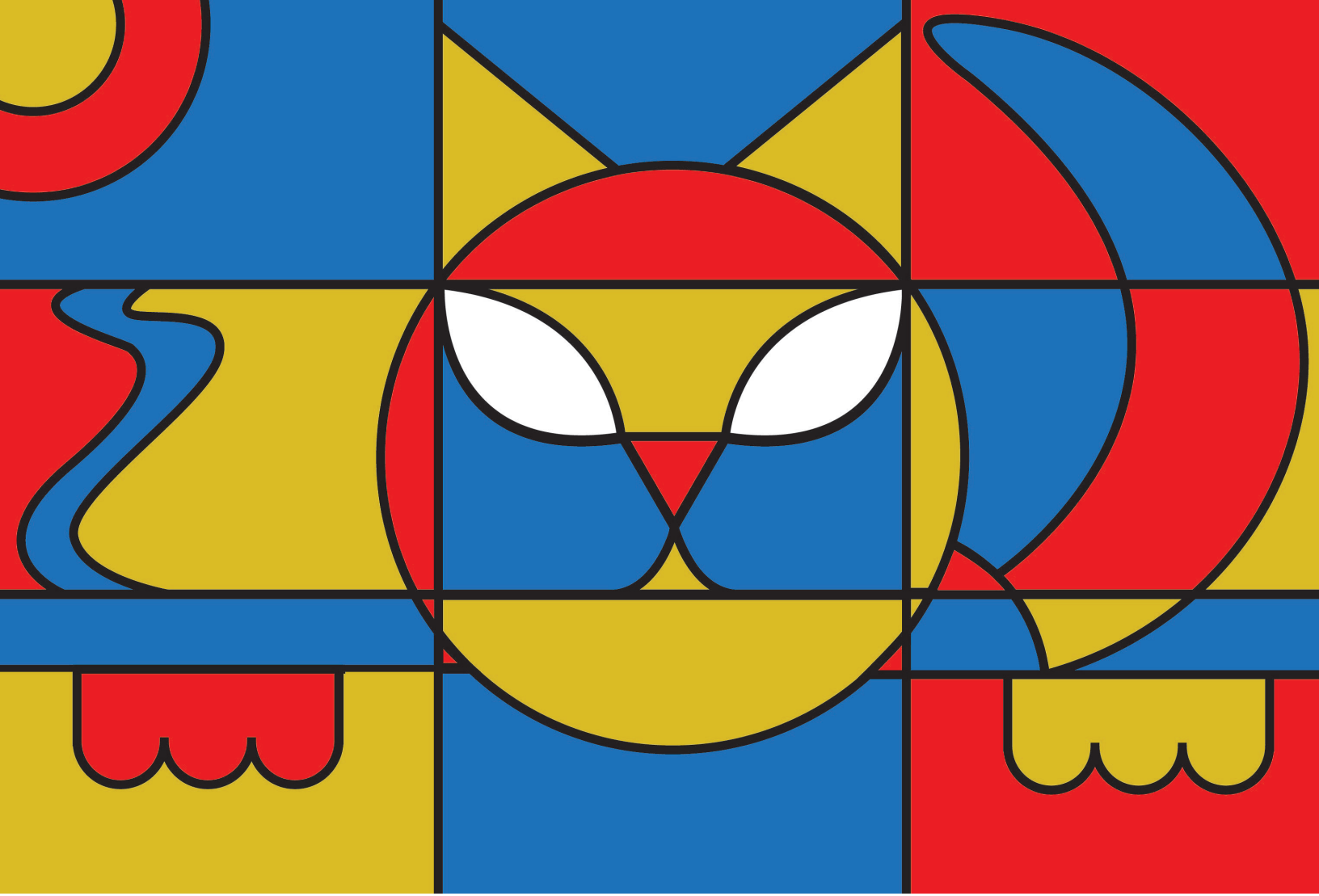Designer
Brown-Forman

John Fitzgerald
Photographer
Fitzio, Inc.

Ben Ruiz
President
Adhawks, Inc.

Thomas Downs
Photographer
Louisville VA Medical Center

Lynn Meena
Marketing & Advertising
Consultant

CA TP

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109 West Broadway Louisville, Kentucky 40202