

Assessment Report

All Years

General Information

Program Information

Department

Applied Data Science

College

College of Information Data and Society

Is your Program accredited?

No

Contact Person

Simon Shim

Contact Email

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Provide a link where your assessment data are available to stakeholders on your departmental/program website. If currently not published, provide a plan for future dissemination.

https://www.sjsu.edu/assessment/nuventive/faq.php

How are your PLOs and ULGs communicated to students (e.g. websites, syllabi, promotional material)?

- Communicated to students during orientation.
- Link to Program Learning Outcomes (PLOs) on program website: www.sjsu.edu/msda

Do students have an opportunity to provide feedback regarding PLOs and/or the assessment process? Yes

If students have the opportunity to provide feedback for PLO assessment, elaborate briefly.

Students respond to the survey of PLO's and the survey results were discussed in faculty meetings

2023 (Jan - Dec)

Annual Executive Summary

Program Assessment Coordinator

Simon Shim

Summary of Assessment Findings

Describe overall assessment findings and the program's interpretation of the assessment results

The benchmarks of all PLO's have been achieved.

Dissemination of Findings

Briefly describe the individuals or committee responsible for reviewing and interpreting assessment data

The department chair collects the data, summarizes the findings, and recommends follow-up actions

Briefly describe the process for sharing and discussing assessment findings with program faculty

The assessment findings have been shared and discussed in faculty meetings.

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?

Curriculum improvements have been discussed in faculty meetings. Research on technology trends and workforce demands has been conducted. The department submitted catalog change proposals in Fall 2023 for implementation starting in Fall 2024. These proposals include new curriculum specialization, structure, new courses, enhanced course descriptions, and streamlined course prerequisites.

Based on this year's findings, what (if any) changes are planned for the assessment process?

Continue the current assessment process

Program improvements made in the last year

Curriculum Improvements

Description of "Other Improvements"

Enhance the curriculum structure and course contents

Goals for the coming year

Perform and evaluate the curriculum changes to make sure the desired learning objectives are met and to find areas that need improvement. Need to keep track of the progress and efficiently address any concerns.

Is this summary report complete?

Yes - Submit

2022 (Jan - Dec)

Annual Executive Summary

Program Assessment Coordinator

Lee Chang

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Annual Executive Summary

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Based on this year's findings, what (if any) changes are planned for the assessment process?

Continue the current assessment process.

Program improvements made in the last year

Curriculum Improvements

Goals for the coming year

Enhance the curriculum structure and course contents.

Is this summary report complete?

Yes - Submit

2020 (Jan - Dec)

Annual Executive Summary

Program Assessment Coordinator

Lee Chang

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Program improvements made in the last year

Curriculum Improvements

Goals for the coming year

Enhance the curriculum structure and course contents.

Is this summary report complete?

Yes - Submit

PLO1

Program Learning Outcome: Integrate multidisciplinary knowledge to engage in practical data analytics projects, from analyzing requirements to managing data, building models, presenting results, and assessing societal impacts.

PLO Status: Active

Assessment Schedule: 2023 - 2024

If your assessment calendar is based on a semester system, indicate year and semester in this field (optional).:

Mapping

<u>University Learning Goals:</u> (X - Highlight to Align)

• Goal 2: 2 - Specialized Knowledge (X)

• Goal 4: 4 - Integrative Knowledge and Skills (X)

Curriculum Mapping

DATA 298B (3)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 05/01/2024
Other Assessment Type (if applicable):	Assessment Result Summary : 100% of students achieved the PLO. Benchmark is 80%. Thus, this PLO
Assessment Method: Assignments, reports and	is achieved.
presentations	Reporting Period: 2023 (Jan - Dec)
Benchmark: 100% of students meet the expectations of	Conclusion: Benchmark Met
this PLO.	Number of Students Assessed: 40
	Number of Students Achieving the PLO: 40
	Optional Rich Text Field:
	Demonstrated sufficient knowledge to engage in the total lifecycle of data analytics projects
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298B
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 298B applied the
	assessment methods of assignments, reports, and presentations to evaluate the ability to demonstrate
	sufficient knowledge to engage in practical data analytics projects, from analyzing requirements to
	managing data, building models, and presenting results.
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: No action is
	proposed in the last year's report.
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?:

Assessment Method	Assessment Result Summary

PLO 2

Program Learning Outcome: Identify, use, and evaluate current and emerging multidisciplinary data analytics technologies and tools.

PLO Status: Active

Assessment Schedule: 2023 - 2024

If your assessment calendar is based on a semester system, indicate year and semester in this field (optional).:

Mapping

<u>University Learning Goals:</u> (X - Highlight to Align)

• Goal 2: 2 - Specialized Knowledge (X)

• Goal 4: 4 - Integrative Knowledge and Skills (X)

Curriculum Mapping

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DATA 245 (2), DATA 298A (3)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 05/01/2024
Other Assessment Type (if applicable): DATA 245 -	Assessment Result Summary: 100% of students achieved the PLO from DATA 298A. Benchmark is
Direct - Course Embedded Work	80%. Thus, this PLO is achieved.
Assessment Method: DATA 298A - Assignments, reports	Reporting Period: 2023 (Jan - Dec)
and presentations.	Conclusion: Benchmark Met
Benchmark: 100% of students meet the expectations of	Number of Students Assessed: 49
this PLO.	Number of Students Achieving the PLO: 49
Optional Rich Text Field:	Optional Rich Text Field:
DATA298A Workbook 2 and Project Report: 28 students	All DATA 298A students meet the PLO.
achieved > 80%	Some DATA 245 students needed to strengthen their mathemtical backgrounds.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298A, DATA 245
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 245 applied the assessment
	methods of assignments, exams and projects to evaluate the application of machine learning methods to
	classify data, implement algorithms to solve problems.
	DATA 298A applied the assessment methods of assignments, reports and presentations to evaluate
	multidisciplinary data analytics technologies and machine learning models, review the contents and
	organization of reports, and evaluate the effectiveness of presentations."
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these

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Assessment Method	Assessment Result Summary
	action items affect or impact your data and report this year? Please explain briefly.: Quite a few
	students felt uncomfortable with math.
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?: Submission Date: 06/15/2021
	Action Item: Appoint ISA's to prepare software tools and conduct tutorial sessions.
	- Submission Date: 04/20/2022 - Status Update: The department has appointed ISA's to prepare software tools and conduct tutorial sessions since Fall 2021.
	Submission Data: 05/01/2023 Action Item: Strengthen students' mathematical backgrounds by enhancing the prerequisite courses in Fall 2024.

PLO₃

Program Learning Outcome: Apply effective oral and written communication skills necessary to professional work including collaboration and presentation to multidisciplinary audiences.

PLO Status: Active

Assessment Schedule: 2023 - 2024

If your assessment calendar is based on a semester system, indicate year and semester in this field (optional).:

Mapping

GWAR Learning Outcomes: (X - Highlight to Align)

- Goal 1: Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression (X)
- Goal 2: Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse (X)
- Goal 3: Organize and develop essays and documents for both professional and general audiences (X)
- Goal 4: Organize and develop essays and documents according to appropriate editorial and citation standards (X)
- Goal 5: Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing (X)

<u>University Learning Goals:</u> (X - Highlight to Align)

- Goal 2: 2 Specialized Knowledge (X)
- Goal 4: 4 Integrative Knowledge and Skills (X)

Curriculum Mapping

DATA 298B (3)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 04/27/2024
Assessment Method: Assignments, reports and	Assessment Result Summary: 90% of students met the PLO3 > 80%
presentations.	Reporting Period: 2023 (Jan - Dec)
Benchmark: 90% of students meet the expectations of this	Conclusion: Benchmark Met
PLO.	Number of Students Assessed: 40
120.	Number of Students Achieving the PLO: 36
	Optional Rich Text Field:
	This PLO is assessed using Project Demos 1 and 2 and the final project demo.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA298B
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: This PLO is assessed using Project
	Demos 1 and 2 and the final project demo.
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: All teams
	except one team (4 students) in the final project have demonstrated effective written and oral
	communication skills on their project
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?: No action is recommended
	Submission Date: 05/01/2023
	Assessment Result Summary: 94.8% of students achieved the PLO. Benchmark is 80%. Thus, this PLO
	is achieved.
	Reporting Period: 2022 (Jan - Dec)
	Conclusion: Benchmark Met
	Number of Students Assessed: 58
	Number of Students Assessed. 38 Number of Students Achieving the PLO: 55
	Optional Rich Text Field:
	Three DATA 298B students didn't complete the master project in time.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298B
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 298B applied the
	assessment methods of assignments, reports and presentations to evaluate the effective written and oral
	communication skills
	Closing the Loop and Continuous Improvement Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: Increased the
	the coverage of project demonstration styles and skills is one of the factors that increase the percentage of students achieved the PLO.
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?: Submission Date: 06/15/2021

Assessment Method	Assessment Result Summary
	Action Item: Increase the coverage of project demonstration styles and skills in DATA 230 (Data
	Visualization).
	- Submission Date: 04/20/2022
	- Status Update: DATA 230 hss increased the the coverage of project demonstration styles and skills
	since Spring 2022.

PLO 4

Program Learning Outcome: Perform research in applying data analytics to specific domains.

PLO Status: Active

Assessment Schedule: 2023 - 2024

If your assessment calendar is based on a semester system, indicate year and semester in this field (optional).:

Mapping

GWAR Learning Outcomes: (X - Highlight to Align)

- Goal 1: Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression (X)
- Goal 2: Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse (X)
- Goal 3: Organize and develop essays and documents for both professional and general audiences (X)
- Goal 4: Organize and develop essays and documents according to appropriate editorial and citation standards (X)
- Goal 5: Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing (X)

University Learning Goals: (X - Highlight to Align)

- Goal 2: 2 Specialized Knowledge (X)
- Goal 3: 3 Intellectual Skills (X)

Curriculum Mapping

DATA 298A (3), DATA 294 (2)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 04/27/2024
Other Assessment Type (if applicable): DATA 270 -	Assessment Result Summary : 100% of students meet the expectations of this PLO.
Assignments and reports	Reporting Period: 2023 (Jan - Dec)
Assessment Method: DATA 298A - Assignment, reports	Conclusion: Benchmark Met
and presentations	Number of Students Assessed: 49
Benchmark: 100% of students meet the expectations of	Number of Students Achieving the PLO: 49
this PLO.	Optional Rich Text Field:
	100% of students meet the expectations of this PLO.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298A, DATA 270

Assessment Method	Assessment Result Summary
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: Assessed using workbook and final
	project report in DATA 298A
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: No action is
	recommended. This PLO has been achieved.
	Submission Date : 05/01/2023
	Assessment Result Summary : 96.8% of students achieved the PLO. Benchmark is 80%. Thus, this PLO
	is achieved.
	Reporting Period: 2022 (Jan - Dec)
	Conclusion: Benchmark Met
	Number of Students Assessed: 94
	Number of Students Achieving the PLO: 91
	Optional Rich Text Field:
	Three DATA 270 students didn't demonstrate the ability to perform independent research in applying data
	analytics.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 270 and DATA 298A
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 270 applied the assessment
	methods of assignments and reports to evaluate problem statements, research plans and reports, for the
	ability to perform independent research in applying data analytics.
	DATA 298A applied the assessment methods of reports and presentations to evaluate the quality of
	literature survey on data analytics and machine learning research.
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these action items affect or impact your data and report this year? Please explain briefly.: The data shows
	it is necessary to continue the expansion of lecture on research to impact the coverage of research
	proposal development.
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?: Submission Date: 06/15/2021
	Action Item: Add a DATA 294 lecture on research methodologies and how to create insights
	- Submission Date: 04/20/2022
	- Status Update: The department has replaced DATA 294 by DATA 270 as a required program course
	since Fall 2021. A lecture on research methodologies and how to create insights has been added since
	Fall 2021.

PLO 5

in various professional domains.

PLO Status: Active

Assessment Schedule: 2023 - 2024

If your assessment calendar is based on a semester system, indicate year and semester in this field (optional).:

Mapping

<u>University Learning Goals:</u> (X - Highlight to Align)

• Goal 2: 2 - Specialized Knowledge (X)

• Goal 3: 3 - Intellectual Skills (X)

• Goal 5: 5 - Applied Knowledge and Skills (X)

Curriculum Mapping

DATA 240 (2), DATA 298B (3)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 04/27/2024
Other Assessment Type (if applicable): DATA 240 -	Assessment Result Summary : 100% of students meet the expectations of this PLO.
Direct - Course Embedded Work	Reporting Period: 2023 (Jan - Dec)
Assessment Method: DATA 298B - Assignments, reports	Conclusion: Benchmark Met
and presentations	Number of Students Assessed: 40
Benchmark: 100% of students meet the expectations of	Number of Students Achieving the PLO: 40
this PLO.	Optional Rich Text Field:
	100% of students meet the expectations of this PLO.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298B, DATA 240
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: This PLO is assessed using the
	final project report
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: No action is
	recommended.
	Submission Date : 05/01/2023
	Assessment Result Summary : 94.4% of students achieved the PLO. Benchmark is 80%. Thus, this PLO
	is achieved.
	Reporting Period: 2022 (Jan - Dec)
	Conclusion: Benchmark Met
	Number of Students Assessed: 124
	Number of Students Achieving the PLO: 117
	Optional Rich Text Field:
	Four DATA 240 students didn't demonstrate the capability to solve data mining problems. Three DATA
	298B students didn't complete the master project in time.

Assessment Method	Assessment Result Summary
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 240 and DATA 298B
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 240 applied the assessment
	methods of assignments, exams and projects to evaluate the capability of mathematical concepts, Python,
	classification, models, methods, big data, optimal decision in data mining field.
	DATA 298B applied the assessment methods of assignments, reports and presentations to evaluate the
	ability to utilize quantitative skills and knowledge to solve the project problems, review the contents and
	organization of reports, and evaluate the effectiveness of presentations.
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: Adding coding
	component has increased the students' learning capability and hence increase the percentage of students
	achieved the PLO.
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?: Submission Date: 06/15/2021
	Action Item: Include questions related to coding in the Midterm or Final Exam of DATA 240 for
	improving the capability of solving data mining problems.
	- Submission Date: 05/01/2023
	- Status Update: DATA 240 has included questions related to coding in assignments and projects since
	Fall 2021.
	Submission Date: 05/01/2023
	Action Item: Strengthen students' mathematical backgrounds by enhancing the prerequisite courses in Fall
	2024.

PLO 6

Program Learning Outcome: Work productively as individuals and in teamwork to perform data analytics tasks as part of a team.

PLO Status: Active

Assessment Schedule: 2023 - 2024

If your assessment calendar is based on a semester system, indicate year and semester in this field (optional).:

Mapping

<u>University Learning Goals:</u> (X - Highlight to Align)

- Goal 2: 2 Specialized Knowledge (X)
- Goal 5: 5 Applied Knowledge and Skills (X)

Curriculum Mapping

DATA 298A (3)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 04/27/2024
Assessment Method: DATRA 298A - Assignments,	Assessment Result Summary : 100% of students meet the expectations of this PLO.
reports and presentations	Reporting Period: 2023 (Jan - Dec)
Benchmark: 100% of students meet the expectations of	Conclusion: Benchmark Met
this PLO.	Number of Students Assessed: 49
	Number of Students Achieving the PLO: 49
	Optional Rich Text Field:
	100% of students meet the expectations of this PLO.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298A
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: This PLO is assessed using
	progress report 1 and 2 and the final project presentation
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: No action is
	recommended.
	Submission Date : 05/01/2023
	Assessment Result Summary : 100% of students achieved the PLO. Benchmark is 80%. Thus, this PLO
	is achieved.
	Reporting Period: 2022 (Jan - Dec)
	Conclusion: Benchmark Met
	Number of Students Assessed: 71
	Number of Students Achieving the PLO: 71
	Optional Rich Text Field:
	All students achieved the PLO.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298A
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 298A applied the
	assessment methods of assignments, reports and presentations to evaluate the engagement and
	productivity of meetings, the plans of potential solutions, and the achievements including solutions to
	issues identified in previous meetings.
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: No action items
	proposed in previous reports.
	Please note any action items that emerged from your analysis of this data and report. What are
	your targeted timelines to complete these action items?: Submission Date: 06/15/2021
	Action Item: None.

PLO 7

Program Learning Outcome: Identify ways in which data analytics professionals can contribute to the cultural, economic, educational and social well-being in diverse and multicultural local, national and global contexts.

PLO Status: Active

Assessment Schedule: 2023 - 2024

Mapping

<u>University Learning Goals:</u> (*X - Highlight to Align*)
• Goal 1: 1 - Social and Global Responsibilities (**X**)

• Goal 2: 2 - Specialized Knowledge (X)

Curriculum Mapping

DATA 298B (3)

Assessment Method	Assessment Result Summary
Assessment Method Status: Active	Submission Date: 04/27/2024
Assessment Method: DATA 298B - Assignments, reports	Assessment Result Summary : 100% of students meet the expectations of this PLO.
and presentations	Reporting Period: 2023 (Jan - Dec)
Benchmark: 100% of students meet the expectations of	Conclusion: Benchmark Met
this PLO.	Number of Students Assessed: 40
	Number of Students Achieving the PLO: 40
	Optional Rich Text Field:
	100% of students meet the expectations of this PLO.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298B
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria. : No action is recommended.
	Closing the Loop and Continuous Improvement
	Submission Date : 05/01/2023
	Assessment Result Summary: 94.8% of students achieved the PLO. Benchmark is 80%. Thus, this PLO
	is achieved.
	Reporting Period: 2022 (Jan - Dec)
	Conclusion: Benchmark Met
	Number of Students Assessed: 58
	Number of Students Achieving the PLO: 55
	Optional Rich Text Field:
	Three DATA 298B students didn't complete the master project in time.
	List all courses where data was collected (eg: BIOL 111, ENGL 1A).: DATA 298B
	If multiple instructional methods are used to assess this outcome, describe the assessment methods
	used to assess this outcome, include assessment tools and criteria.: DATA 298B applied the
	assessment methods of reports and presentations on Section 7.6 of the project assignments to evaluate the

Assessment Method	Assessment Result Summary
	ability of identifying the project contribution to the cultural, economic, educational and social well-being
	in diverse contexts.
	Closing the Loop and Continuous Improvement
	Please review the action items proposed in your previous report(s). Did the implementation of these
	action items affect or impact your data and report this year? Please explain briefly.: Providing a
	comprehensive report template and rubrics has enhanced students' capability in the development of their master projects.
	Please note any action items that emerged from your analysis of this data and report. What are your targeted timelines to complete these action items?: Submission Date: 06/15/2021
	Action Item: Review and enhance the contents and sequencing of program courses to ensure the students have sufficient background in completing DATA 298AB (MSDA Master Projects) in time. - Submission Date: 04/20/2022
	- Status Update: The department has conducted curriculum discussions since Fall 2021 and plan to submit several curriculum changes in Fall 2022 - Submission Date: 05/01/2023
	- Status Update: Curriculum enhancements have been discussed in faculty meetings. Research on the
	technology trends and workforce demands has been conducted The department plans to submit proposals for new curriculum structure and course contents in Fall 2023.
	Submission Date: 06/15/2021
	Action Item: Provide students a template for the master project.
	- Submission Date: 04/20/2022
	- Status Update: A comprehensive report template and rubrics for the master project have been designed and implemented since Fall 2021.