

ASSESSMENT DAY

College of Arts and Sciences

School of Photography

October 15, 2015

Academic Assessment



TYPE OF REVIEW	LEVEL	FOCUS	CONDUCTED BY	FREQUENCY
Academic Success Committee Review	Program	<ul style="list-style-type: none"> Quality of assessment practices 	PC - Academic Success Committee	Years 1 & 2
Instructional Program Review	Program / Cluster	<ul style="list-style-type: none"> Enrollment, retention, completion trends Industry certifications and job placement trends Program cost and staffing trends Advisory committees, curriculum changes 	PC - Instructional Program Review Committee	Year 3
Assessment Day	Course/ Program	<ul style="list-style-type: none"> Enrollment by department, program and course and by age, gender and race Number of graduates, average class size Course success rate by instructional method, by campus and by sub-session Job placement Student learning outcomes and institutional learning outcomes 	Program Chair, Faculty (data provided by Institutional Effectiveness and Institutional Research)	Years 1, 2, 3

Programs

[2231 - Interactive Media Production](#)

[2075 - Photographic Technology](#)

Courses

[DIG2000](#) Introduction to Digital Media

[GRA2144](#) Web Publishing

[PGY1115](#) Color Theory and Processes

[PGY2000](#) History and Aesthetics Photography

[PGY2216](#) Location Photography

[PGY2470](#) Advanced Photo Workshop

[PGY2801](#) Digital Photography

[PGY2935](#) Portfolio Workshop

[DIG2500](#) Fundamentals of Interactive Media

[PGY1100](#) Photography I

[PGY1201](#) Introduction to Studio and Location Photography

[PGY2107](#) Commercial/ Illustration Photography

[PGY2270](#) Field Survey of Professional Photography

[PGY2650](#) Editorial Photography

[PGY2806](#) Fine Arts Digital Photography

[PGY2949](#) Cooperative Education Experience in Photography

[GRA1543](#) Graphic Design Studio

[PGY1101](#) Photography as an Art Form

[PGY1800](#) Photography and the Digital Image

[PGY2210](#) Professional Studio Portraiture

[PGY2273](#) Professional Photographic Business Practices

[PGY2750](#) Introduction to Video Production

[PGY2930](#)

Last Assessment Day – Action Items

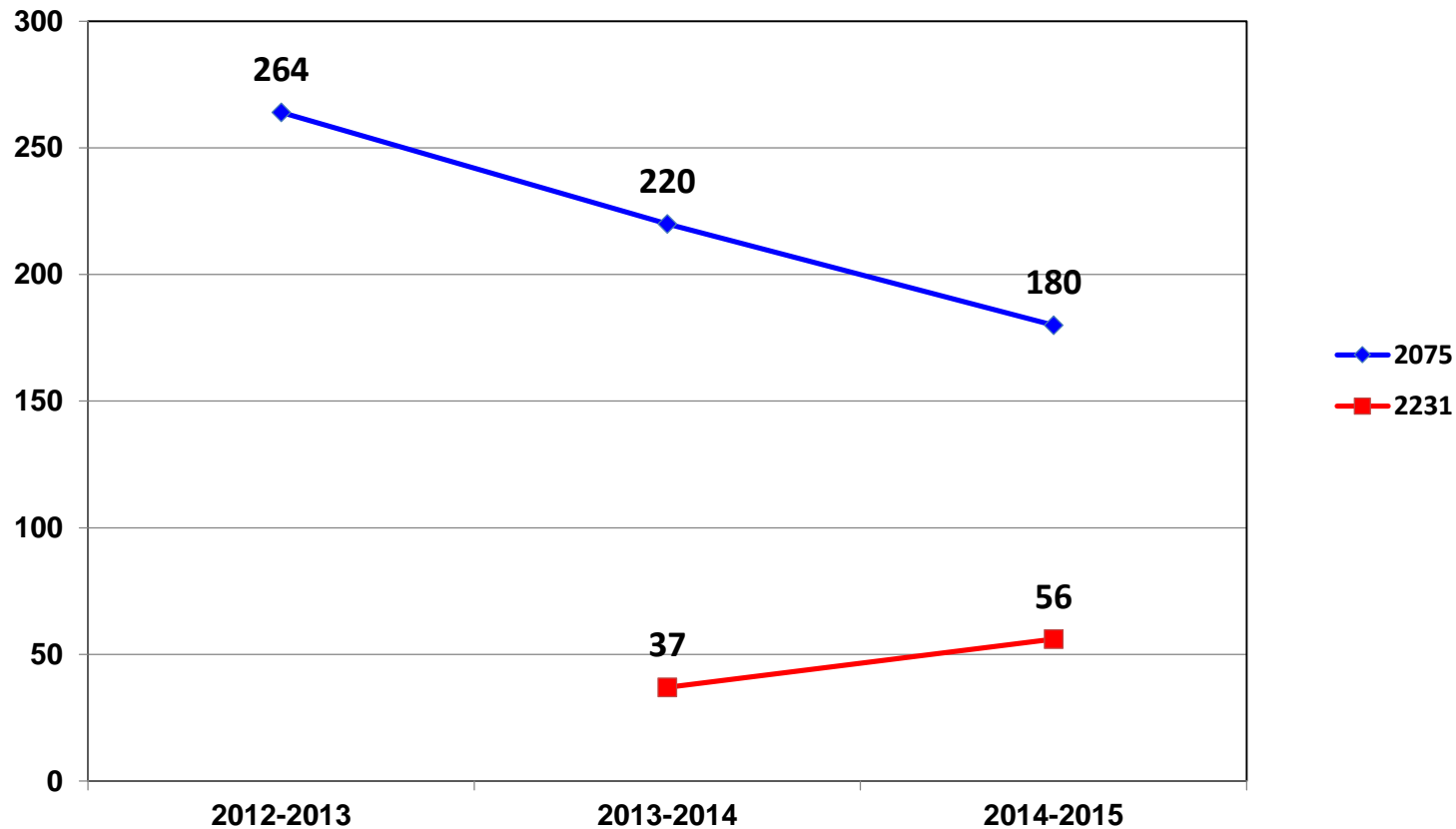
Institutional Effectiveness:

1. Arrange a meeting with Advisors and Photography faculty.

School of Photography:

1. Implement mandatory orientation for Interactive Media, including financial aid and time management.
2. Send letter to prospective students.
3. Faculty planning out a path way to give to advisors.
4. Working with Marketing to increase advertisement methods for programs and school events (signs, short videos, students' experience, etc.).

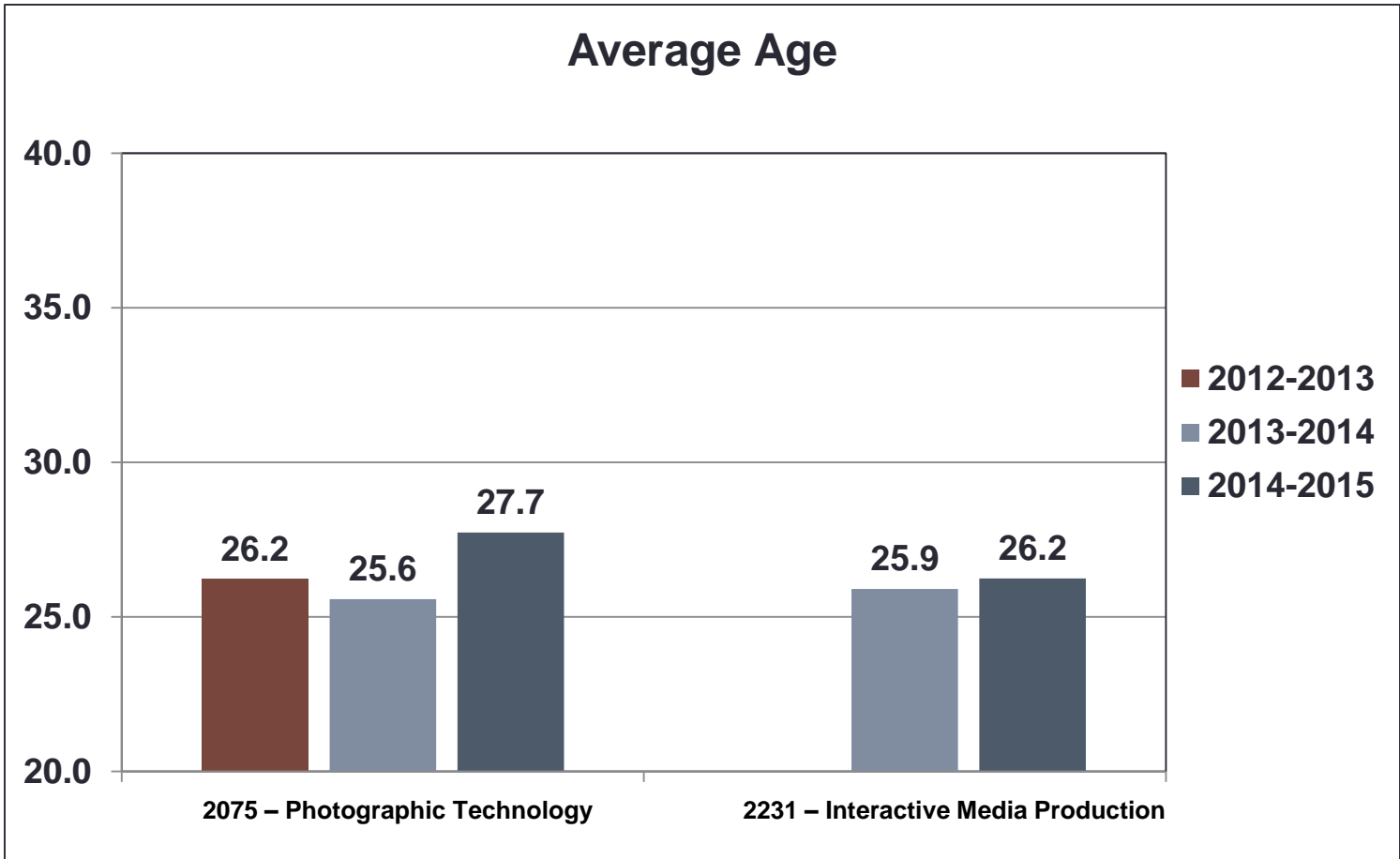
Headcount



Students are duplicated across programs.

Source: IR Program Assessment Data

2075 - PHOTOGRAPHIC TECHNOLOGY
2231 - INTERACTIVE MEDIA PROD

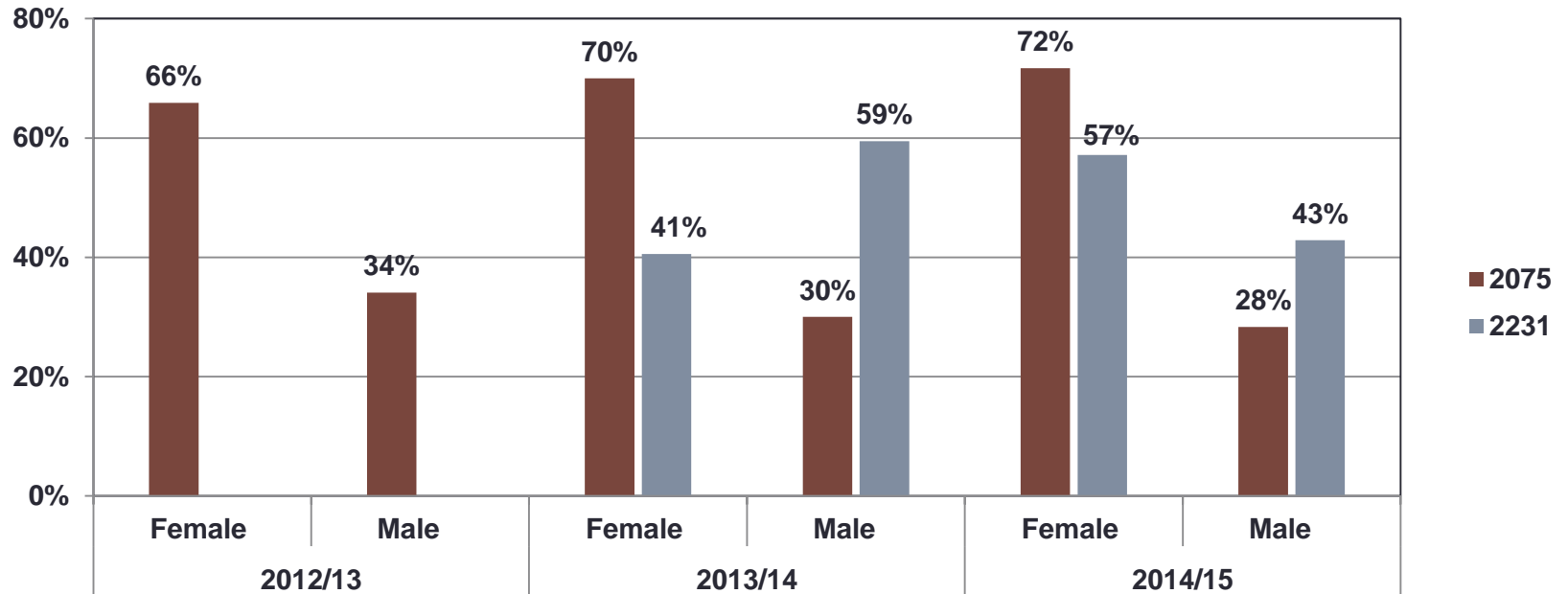


Major	2012-2013	2013-2014	2014-2015
All Programs	26.2	25.6	27.4
Daytona State College	26.7	26.6	26.4

Calculation excludes individuals whose birthdates are not reported.

Source: IR Program Assessment Data

Gender



2075 – Photographic Technology
2231 – Interactive Media Production

Major	2012-2013		2013-2014		2014-2015	
	Female	Male	Female	Male	Female	Male
Daytona State College	60%	40%	59%	41%	60%	40%

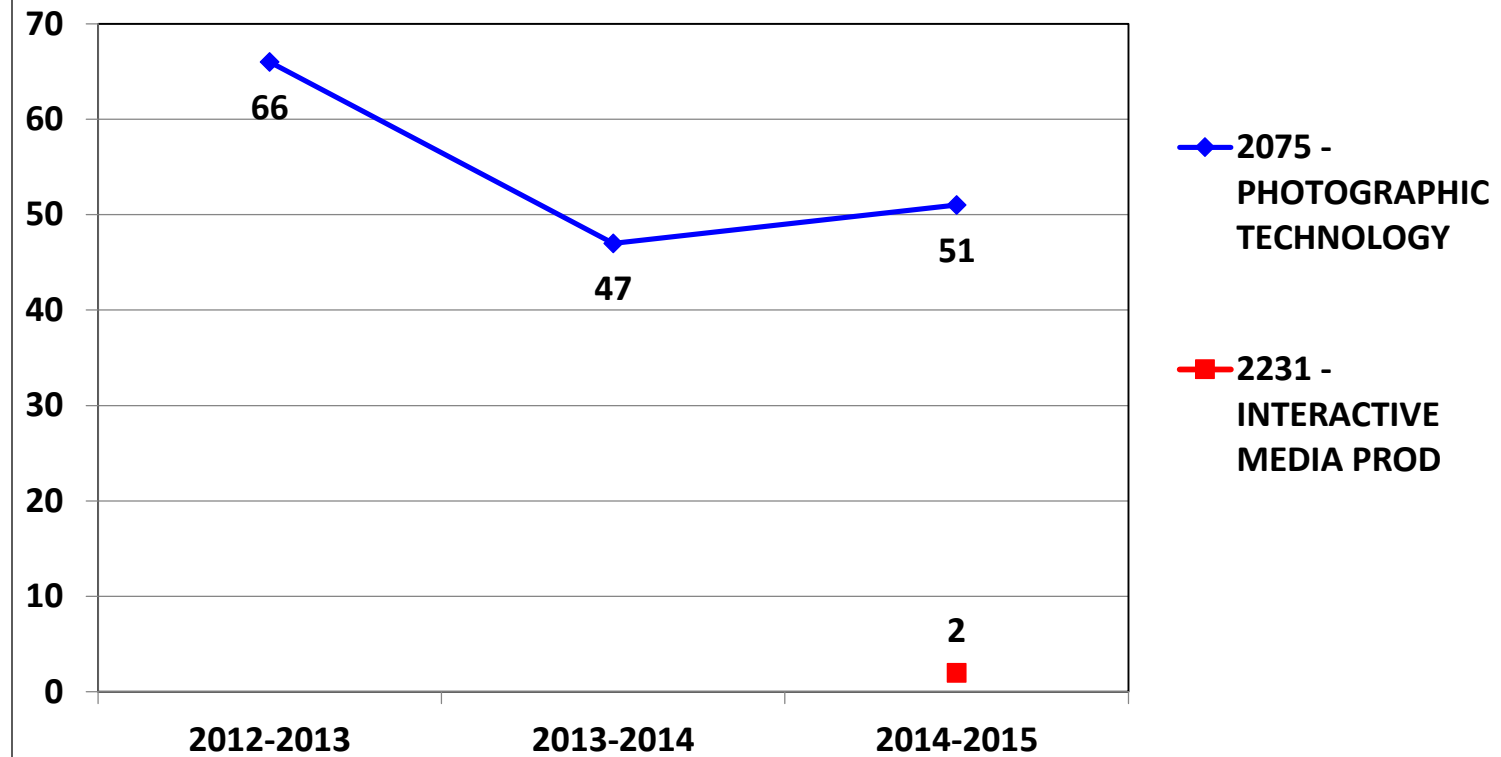
Excludes individuals whose gender is not reported.

Source: IR Program Assessment Data

Race / Ethnicity by Program

Program		2012-2013		2013-2014		2014-2015		DSC
		#	%	#	%	#	%	
2075 - PHOTOGRAPHIC TECHNOLOGY	American Indian / Alaska Native	4	2%	3	1%			0.5%
	Asian	6	2%	3	1%	2	1%	2%
	Black or African American	18	7%	19	9%	16	9%	14%
	Hispanic	51	19%	35	16%	27	15%	13%
	Native Hawaiian / Pacific Islander	1	0%	1	0%	1	1%	0.2%
	White	180	68%	155	70%	126	70%	67%
2231 - INTERACTIVE MEDIA PROD	American Indian / Alaska Native			1	3%			0.5%
	Asian			2	5%	2	4%	2%
	Black or African American			5	14%	12	21%	14%
	Hispanic			2	5%	6	11%	13%
	Two or More Races					1	2%	2%
	White			27	73%	34	61%	67%
All Majors	American Indian / Alaska Native	4	2%	3	1%			0.5%
	Asian	6	2%	5	2%	3	1%	2%
	Black or African American	18	7%	24	9%	28	12%	14%
	Hispanic	51	19%	37	15%	33	14%	13%
	Native Hawaiian / Pacific Islander	1	0%	1	0%	1	0%	0.2%
	Two or More Races	3	1%	3	1%	7	3%	2%
	White	180	68%	181	71%	160	68%	67%

Graduates in Major



Graduation Rates

Major	First Fall Term in Major		Graduation			
	Fall Term	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	FA10	97	40	41.2%	41	42.3%
	FA11	109	34	31.2%	38	34.9%
	FA12	72	29	40.3%	29	40.3%

Less than College average (150%- 44.8%, 200%- 49.23%)

Fall terms include prior Summer term enrollment in major.

2231- Interactive Media Production began in FA13

200% Graduation Rate includes Graduates in 150% Graduation Rate.

Source: IR Program Assessment Data

Retention Rates

Major	Cohort Year	Registered	Exclusions	Adjusted Cohort	Retained by DSC		Retained by Program		Total Retained
					N	%	N	%	%
2075- PHOTOGRAPHIC TECHNOLOGY	2011	256	51	205	16	7.80%	86	41.95%	49.76%
	2012	188	54	134	13	9.70%	63	47.01%	56.72%
	2013	165	42	123	7	5.69%	62	50.41%	56.10%
2231- INTERACTIVE MEDIA PRODUCTION	2013	25	1	24	1	11.54%	6	23.08%	34.62%

Less than College average (FT- 60.48%, PT- 52.08%)

Registered - Includes all students enrolled in the fall term of the specified year, with the specified program as their primary major.

Exclusions - Includes students who are deceased or graduated fall of the specified year or the following spring or summer.

Retained by DSC - Students who were still registered at DSC the following fall but with a different primary major.

Retained by Program - Students who were registered the following fall with the same primary major.


Source: IR Program Assessment Data

Average Class Size by Course

Major and Associated Courses (All courses offered in only 1 IM)		2012-2013		2013-2014		2014-2015	
		Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size
2075- Photographic Technology	PGY1100	9	12	6	11	5	13
	PGY1101	5	13	5	13	5	12
	PGY1115	4	17	3	20	3	16
	PGY1201	5	16	5	14	3	18
	PGY1800	5	14	6	13	5	16
	PGY2000	4	16	4	18	4	15
	PGY2107			4	13	4	13
	PGY2210	5	14	4	15	3	16
	PGY2216	4	15	2	18	1	9
	PGY2226	4	16				
	PGY2270	2	25	2	16	2	18
	PGY2273	2	14	2	17	2	15
	PGY2470	3	9	2	12	1	13
	PGY2650	5	17	4	16	3	15
	PGY2750			3	13	4	13
	PGY2801	4	15	4	14	5	11
	PGY2806	6	13	5	15	4	14
PGY2935	2	11	1	11	2	12	
	Major	69	14	62	14	56	14
2231- Interactive Media Production	DIG2000			1	4		
	GRA1543			2	10	1	14
	Major			3	8	1	14

Course Success Rates

Major and Associated Courses (All courses offered in Only 1 IM and on Only 1 Campus)		2012-2013		2013-2014		2014-2015	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	104	81%	66	82%	67	87%
	PGY1101	64	84%	66	82%	60	80%
	PGY1115	70	91%	62	95%	50	92%
	PGY1201	81	89%	71	87%	55	100%
	PGY1800	69	81%	75	84%	78	85%
	PGY2000	79	86%	73	81%	66	94%
	PGY2107			53	98%	52	100%
	PGY2210	71	93%	59	97%	48	98%
	PGY2216	61	97%	35	100%	9	100%
	PGY2226	62	94%				
	PGY2270	49	92%	31	94%	36	83%
	PGY2273	27	96%	33	91%	29	90%
	PGY2470	29	86%	27	89%	13	100%
	PGY2650	84	89%	64	86%	47	89%
	PGY2750			38	97%	53	96%
	PGY2801	61	79%	55	69%	54	85%
	PGY2806	80	86%	74	88%	55	98%
	PGY2905	23	96%	12	100%	7	100%
PGY2935	21	100%	17	100%	27	93%	
PGY2949					1	100%	
	Major	1035	88%	911	88%	807	91%
2231- Interactive Media Production	DIG2000			4	100%	2	100%
	DIG2500					3	100%
	GRA1543			20	45%	14	43%
	Major			24	54%	19	58%

 Indicates more at least 70% or higher success rate for the course

Source: IR Program Assessment Data

Course Success - Multiple Sessions or Sub-sessions Only (1 of 2)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	FA	Full term	53	79%	33	88%	29	93%
		SP	Full term	40	80%	22	82%	25	76%
		SU	Full term	11	91%	11	64%	13	92%
	PGY1101	FA	Full term	43	81%	47	83%	40	88%
		SP	Full term	21	90%	19	79%	20	65%
	PGY1115	FA	Full term	2	100%				
		SP	Full term			1	100%	1	100%
		SU	Full term	68	91%	61	95%	49	92%
	PGY1201	FA	Full term	38	87%	30	87%	16	100%
		SP	Full term	43	91%	41	88%	39	100%
	PGY1800	FA	Full term	46	80%	52	85%	50	88%
		SP	Full term	23	83%	23	83%	28	79%
	PGY2000	FA	Full term	38	84%	45	76%	28	93%
		SP	Full term	38	89%	26	88%	33	97%
		SU	Full term	3	67%	2	100%	5	80%
	PGY2107	FA	Full term			25	96%	23	100%
		SP	Full term			28	100%	29	100%
	PGY2210	FA	Full term	38	89%	33	97%	29	97%
		SP	Full term	33	97%	26	96%	19	100%
	PGY2216	FA	Full term	32	100%	18	100%	9	100%
SP		Full term	28	93%	17	100%			
SU		Full term	1	100%					
PGY2226	FA	Full term	29	97%					
	SP	Full term	33	91%					
PGY2273	FA	Full term	9	100%	16	94%	16	94%	
	SP	Full term	18	94%	17	88%	13	85%	

 Indicates more than 5% difference between sessions or sub-sessions

Source: IR Program Assessment Data

Course Success - Multiple Sessions or Sub-sessions Only (2 of 2)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY2470	FA	Full term	8	100%	16	94%		
		SP	Full term	12	83%	8	75%	13	100%
		SU	Full term	9	78%	3	100%		
	PGY2650	FA	Full term	48	83%	31	87%	29	90%
		SP	Full term	35	97%	33	85%	18	89%
		SU	Full term	1	100%				
	PGY2750	FA	Full term			8	88%	24	96%
		SP	Full term			30	100%	29	97%
	PGY2801	FA	Full term	16	63%	25	72%	24	83%
		SP	Full term	35	83%	18	56%	13	85%
		SU	Full term	10	90%	12	83%	17	88%
	PGY2806	FA	Full term	39	87%	34	91%	17	100%
		SP	Full term	41	85%	40	85%	38	97%
	PGY2905	FA	B term					1	100%
			Full term	12	92%	10	100%	3	100%
Session		12	92%	10	100%	4	100%		
SP		Full term	10	100%	1	100%	1	100%	
PGY2935	SU	Full term	1	100%	1	100%	2	100%	
	FA	Full term	9	100%	2	100%	7	100%	
	SP	Full term	12	100%	15	100%	17	88%	
2231- Interactive Media Prod.	GRA1543	FA	Full term			11	45%	14	43%
		SP	Full term			9	44%		

 Indicates more than 5% difference between sessions or sub-sessions

Source: IR Program Assessment Data

Job Placement

Placement Rates								
		2010/11		2011/12		2012/13		Average Annual Salary
Program Title	Major(s)	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	
Photographic Technology	2075	86%	86%	79%	79%	87%	84%	\$ 23,204

Notes:

Graduates in cohort year are tracked in the following year and reported 1 year later.

All continuing education outcomes are based on enrollment data for the fall semester and preliminary winter/spring semester.

All employment outcomes are based on the October - December quarterly data each year.

Individuals are only counted in one educational sector.

Full quarter earnings displayed only when 10 or more graduates are employed full time/full quarter.

Source: IR Program Assessment Data

Photographic Technology #2075

Program Learning Outcomes

PO1: Competency in the creative process and critical thinking to effectively resolve technical and aesthetic issues within the field of photography.

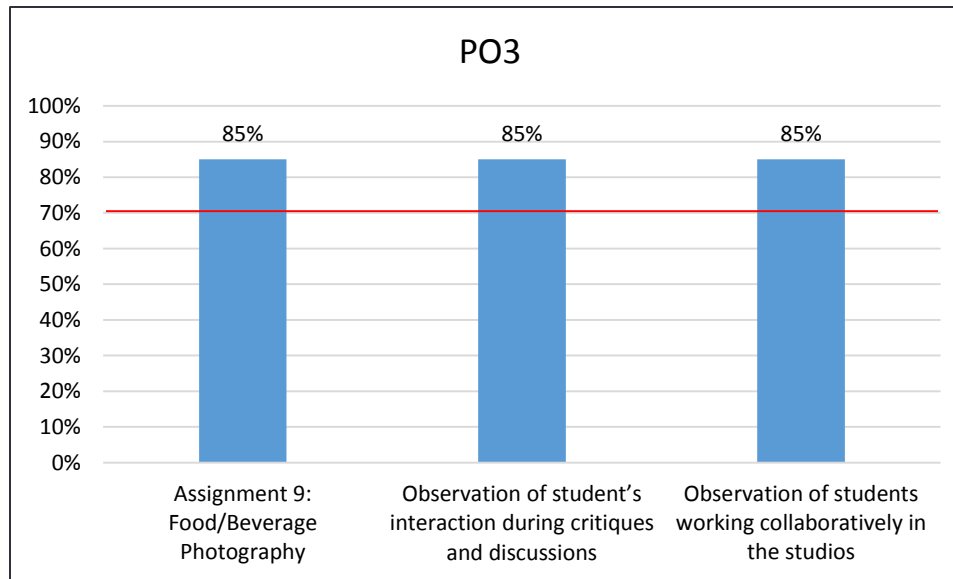
PO2: Effectively communicate with clients and peers as individuals or groups/creative teams within the field of photography.

PO3: Demonstrate the ability to apply knowledge of multi-cultural concerns and aesthetic concepts as it relates to the use of photography to address ethical, legal, societal and cultural concerns;

PO4: Demonstrate an understanding of information and technical literacy; in the use of the Internet for information gathering and research; effectively utilize digital editing software.

Assessment Data 2014-2015

Photographic Technology #2075



Demonstrate the ability to apply knowledge of multi-cultural concerns and aesthetic concepts as it relates to the use of photography to address ethical, legal, societal and cultural concerns

Interactive Media Production #2231

Program Learning Outcomes

Graduates of the program will be able to:

PO1: Demonstrate the ability to gather and evaluate appropriate information and assets to create multi-media projects designed for specific audiences.

PO2: Demonstrate proficiency in writing and reportage, digital still photography, video, audio, web design and publishing.

PO3: Demonstrate written and verbal interpersonal and business communications skills.

Assessment Data 2013-2014
Program vs. Institutional Learning Outcomes

Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and technical Literacy
2075 - Photographic Technology	80%	No report	No report	No report
2231 - Interactive Media Production	No report	No report	No report	No report

Assessment Data 2014-2015
Program vs. Institutional Learning Outcomes

Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and technical Literacy
2075 - Photographic Technology	No report	No report	85%	No report
2231 - Interactive Media Production	No report	No report	No report	No report