

ASSESSMENT DAY

College of Arts and Sciences

School of Photography

November 30, 2017

Academic Assessment

	LEVEL	FOCUS	CONDUCTED BY	FREQUENCY
Academic Success Committee	Program	<ul style="list-style-type: none"> Quality of assessment practices 	Committee of peers	Years 1 & 2
Instructional Program Review	Program / Cluster	<ul style="list-style-type: none"> Enrollment, retention, completion Industry certifications and job placement Program budget and staffing Advisory committees Curriculum changes 	Committee of peers	Year 3
Assessment Day	Course/ Program	<ul style="list-style-type: none"> Enrollment by demographics Graduation and retention Average class size Course success rate Placement rate SLOs, PLOs and ILOs 	Program Chair and Faculty	Years 1, 2, 3

Programs

[223100 - Interactive Media Production](#)

[207500 - Photographic Technology](#)

Last Assessment Day – Action Items

Last Assessment Day: 02/09/2017

School of Photography:

- Revisit the 2+2 College agreement with UCF;
- Develop a college credit certificate as a way to keep students on track and engage (Kevin Miller);
- Space available for the Interactive Media program;
- Participate in a cross-training session to educate/train the Enrollment Services areas in the School of Photography programs and courses;
- Website for the Interactive Media program;
- Explore the C or better in the program (Kevin Miller);
- Connect alumni with current students;
- Research options where Perkins can provide support;
- Interactive Media program outcome assessment;

For Institutional effectiveness:

- Provide 2013 cohort list
- Information in Veterans

Photographic Technology #2075

Program Learning Outcomes

PLO1: Competency in the creative process and critical thinking to effectively resolve technical and aesthetic issues within the field of photography.

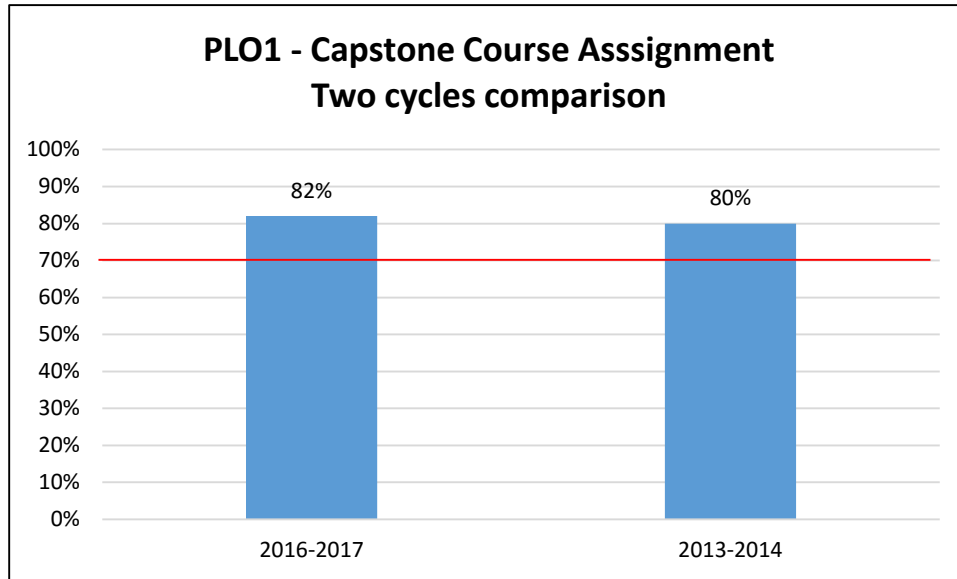
PLO2: Effectively communicate with clients and peers as individuals or groups/creative teams within the field of photography.

PLO3: 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;

PLO4: 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 2016-2017

Photographic Technology #2075



PO1: Competency in the creative process and critical thinking to effectively resolve technical and aesthetic issues within the field of photography. *Target: 70% of students achieving 70% or higher.*

Adjusting lesson plans to allow more time for location lighting and use of digital techniques has resulted in a 2% improvement over 2013-2014 assessment.

Improvements most apparent in digital skills and lighting on location. Will continue with changes to allow for ongoing improvements.

Interactive Media Production #2231

Program Learning Outcomes

Graduates of the program will be able to:

PO1: Identify the information needs of various audiences across various media.

PO2: Demonstrate the ability to gather and evaluate appropriate information and assets to create multi-media projects.

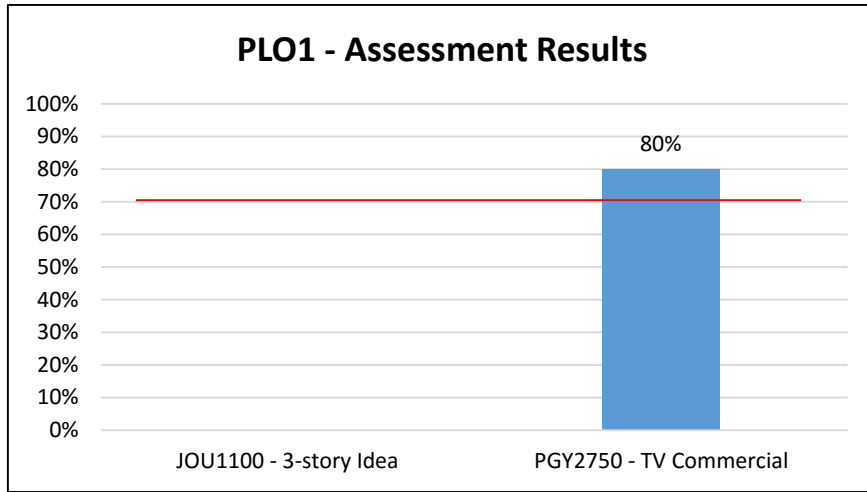
PO3: Demonstrate proficiency in writing and reportage, still photography, video, audio and web creation, design and analytics.

PO4: Create finished multi-media communications projects incorporating still photographs, video, audio, web design and publishing, reportage, feature and technical writing.

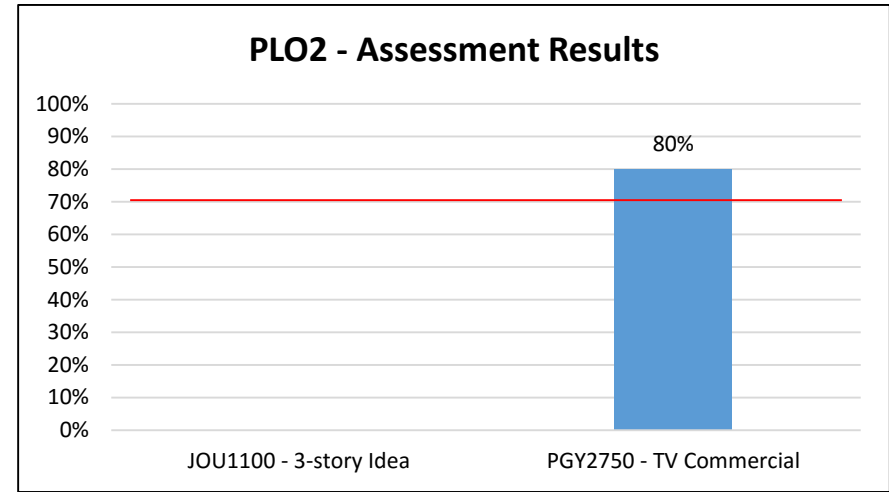
PO5: Demonstrate professional interpersonal and business communications skills.

Assessment Data 2016-2017

Interactive Media Production #2231

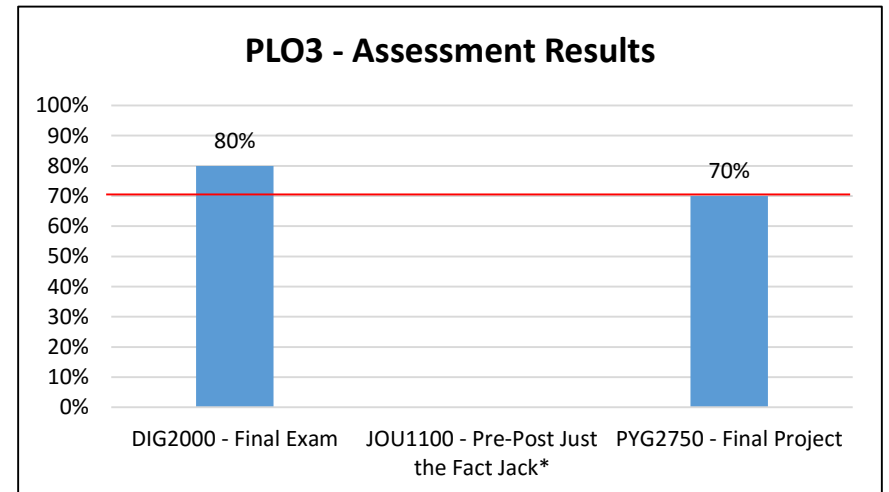


PLO1: Identify the information needs of various audiences across various media. *Target: 70% of students achieving 70% or higher*



PO2: Demonstrate the ability to gather and evaluate appropriate information and assets to create multi-media projects. *Target: 70% of students achieving 70% or higher*

Spring 2017	(pre-test)	(post test)
Minimum	6	8
Maximum	14	20
Biggest gain	8	
Fall 2016	(pre-test)	(post test)
Minimum	7	8
Maximum	16	20
Biggest gain	4	

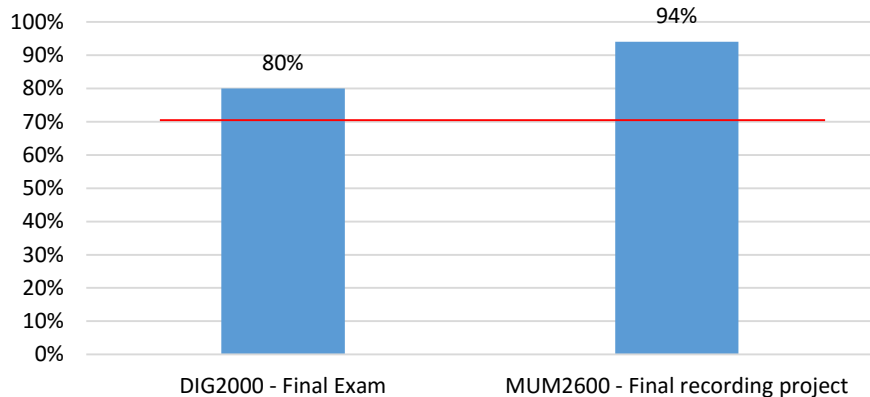


PLO3: Demonstrate proficiency in writing and reportage, still photography, video, audio and web creation, design and analytics. *Target: 70% of students achieving 70% or higher*

Assessment Data 2016-2017

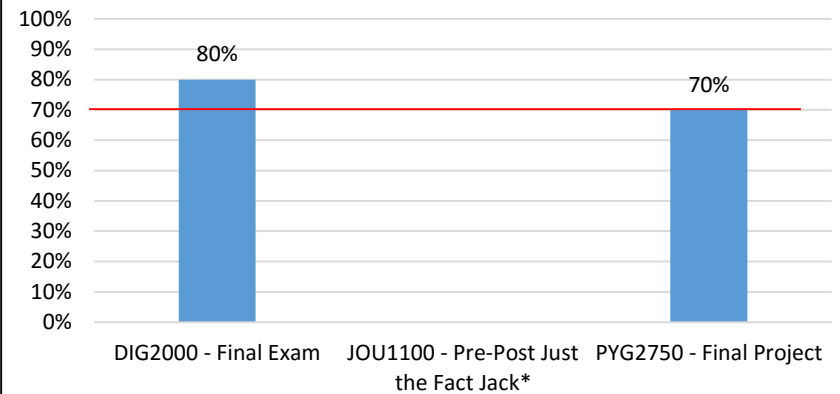
Interactive Media Production #2231

PLO4 - Assessment Results



PLO4: Create finished multi-media communications projects incorporating still photographs, video, audio, web design and publishing, reportage, feature and technical writing. *Target: 70% of students achieving 70% or higher*

PLO5 - Assessment Results



PO5: Demonstrate professional interpersonal and business communications skills. *Target: 70% of students achieving 70% or higher*

Spring 2017	(pre-test)	(post test)
Minimum	6	8
Maximum	14	20
Biggest gain	8	
Fall 2016	(pre-test)	(post test)
Minimum	7	8
Maximum	16	20
Biggest gain	4	

Assessment Data 2016-2017
Program vs. Institutional Learning Outcomes

Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and Technical Literacy
2075 - Photographic Technology	82%	No report	No report	No report
2231 - Interactive Media Production	87%-94%	70%-74%	80%-94%	87%-94%

Assessment Data 2015-2016
Program vs. Institutional Learning Outcomes

Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and technical Literacy
2075 - Photographic Technology	No report	70%-87.5%	No report	80%-86%
2231 - Interactive Media Production	No report	No report	No report	No report

Course Success Rates

Major and Associated Courses		2013-2014		2014-2015		2015-2016		2016-2017	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	66	82%	67	87%	81	85%	46	83%
	PGY1101	66	82%	60	80%	80	80%	75	79%
	PGY1115	62	95%	50	92%	52	96%	49	88%
	PGY1201	71	87%	55	100%	63	97%	58	98%
	PGY1800	75	84%	78	85%	76	82%	80	88%
	PGY1802							86	85%
	PGY2000	73	81%	66	94%	62	82%	62	84%
	PGY2107	53	98%	52	100%	42	95%	46	93%
	PGY2210	59	97%	48	98%	50	94%	48	90%
	PGY2216	35	100%	9	100%				
	PGY2226								
	PGY2270	31	94%	36	83%	45	93%	29	90%
	PGY2273	33	91%	29	90%	23	91%	32	94%
	PGY2470	27	89%	13	100%	24	100%	14	100%
	PGY2650	64	86%	47	89%	53	92%	50	96%
	PGY2750	38	97%	53	96%	44	93%	54	85%
	PGY2801	55	69%	54	85%	47	85%	11	82%
	PGY2806	74	88%	55	98%	63	92%	59	92%
PGY2905	12	100%	7	100%					
PGY2935	17	100%	27	93%	39	95%	25	96%	
PGY2949			1	100%	1	100%			
2231- Interactive Media Production	DIG2000	4	100%	2	100%	47	87%	54	80%
	DIG2500			3	100%	18	100%	33	67%
	GRA1543	20	45%	14	43%	27	52%	16	69%

■ Indicates a success rate of 90% or higher
■ Indicates a success rate between 70% and 89%
■ Indicates a success rate below 70%

Course Success Rates – Multiple Instructional Method Only

Major and Associated Courses	Campus	2013-2014		2014-2015		2015-2016		2016-2017		
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	
2075- Photographic Technology	PGY1115	DIS						2	100%	
		Lecture						47	87%	
	PGY2270	DIS						1	100%	
		Lecture						28	89%	
	PGY2470	DIS						1	100%	
		Lecture						13	100%	
	PGY2935	DIS					17	100%		
		Lecture					22	91%		
2231 Interactive Media Production	PGY2801	Hybrid				27	93%			
		Online				20	80%			
DSC	Hybrid		82%		84%		82%		81%	
	Lecture		77%		78%		80%		81%	
	Online		75%		76%		78%		76%	

Indicates a success rate of 90% or higher

Indicates a success rate between 70% and 89%

Indicates a success rate below 70%




School Course Success Rate by Instructional Method – Overall

Campus	2016-2017	
	Attempted	% Successful
IS	4	100%
Lecture	836	88%
Hybrid	87	75%
Total	927	87%

■ Indicates a success rate of 90% or higher
■ Indicates a success rate between 70% and 89%
■ Indicates a success rate below 70%

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



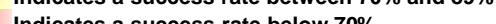
Major, Associated Courses and Sub-session			2013-2014		2014-2015		2015-2016		2016-2017	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	FA B term Full term	33	88%	29	93%	25	88%	10	70%
		SP Full term	22	82%	25	76%	13	69%	18	78%
		SU Full term	11	64%	13	92%	30	93%	18	94%
	PGY1101	FA Full term	47	83%	40	88%	47	89%	53	79%
		SP Full term	19	79%	20	65%	33	67%	22	77%
	PGY1115	FA Full term							2	100%
		SP Full term	1	100%	1	100%				
		SU Full term	61	95%	49	92%			47	87%
	PGY1201	FA Full term	30	87%	16	100%	23	100%	18	100%
		SP Full term	41	88%	39	100%	40	95%	40	98%
	PGY1800	FA Full term	52	85%	50	88%	50	82%	59	88%
		SP Full term	23	83%	28	79%	26	81%	21	86%
	PGY1802	FA Full term							62	84%
		SP Full term							24	88%
	PGY2000	FA Full term	45	76%	28	93%	23	83%	19	74%
		SP Full term	26	88%	33	97%	39	82%	43	88%
		SU Full term	2	100%	5	80%				
	PGY2107	FA Full term	25	96%	23	100%	15	100%	20	95%
		SP Full term	28	100%	29	100%	27	93%	26	92%
	PGY2210	FA Full term	33	97%	29	97%	31	90%	32	97%
		SP Full term	26	96%	19	100%	19	100%	16	75%
	PGY2216	FA Full term	18	100%	9	100%				
		SP Full term	17	100%						
SU Full term										
PGY2226	FA Full term									
	SP Full term									
PGY2270	FA Full term							28	89%	
	SU Full term							1	100%	
PGY2273	FA Full term	16	94%	16	94%	9	100%	13	100%	
	SP Full term	17	88%	13	85%	14	86%	19	89%	

 Indicates a success rate of 90% or higher
 Indicates a success rate between 70% and 89%
 Indicates a success rate below 70%

Source: IR Program Assessment Data

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

Major, Associated Courses and Sub-session			2013-2014		2014-2015		2015-2016		2016-2017	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY2470	FA Full term	16	94%			9	100%	3	100%
		SP Full term	8	75%	13	100%	15	100%	10	100%
		SU Full term	3	100%					1	100%
	PGY2650	FA Full term	31	87%	29	90%	31	94%	32	97%
		SP Full term	33	85%	18	89%	22	91%	18	94%
		SU Full term								
	PGY2750	FA Full term	8	88%	24	96%	11	100%	24	92%
		SP Full term	30	100%	29	97%	33	91%	30	80%
	PGY2801	FA Full term	25	72%	24	83%	31	90%		
		SP Full term	18	56%	13	85%	16	75%		
		SU Full term	12	83%	17	88%			11	82%
	PGY2806	FA Full term	34	91%	17	100%	25	92%	24	96%
		SP Full term	40	85%	38	97%	38	92%	35	89%
	PGY2905	FA B term Full term	10	100%	1 3	100% 100%				
		SP Full term	1	100%	1	100%				
SU Full term		1	100%	2	100%					
PGY2935	FA Full term	2	100%	7	100%	6	100%	7	100%	
	SP Full term	15	100%	17	88%	28	93%	15	93%	
	SU Full term			3	100%	5	100%	3	100%	
2231- Interactive Media Prod.	DIG2000	FA Full term					27	93%	25	80%
		SP Full term					20	80%	17	71%
		SU Full term							12	92%
	DIG2500	FA Full term							18	67%
		SP Full term							15	67%
	GRA1543	FA Full term	11	45%	14	43%	16	44%		
SP Full term		9	44%			11	64%	16	69%	

 Indicates a success rate of 90% or higher
 Indicates a success rate between 70% and 89%
 Indicates a success rate below 70%

Source: IR Program Assessment Data

School Course Success Rate By Sub-session

Session and Sub-session		2016-2017	
		Attempted	% Successful
FA	Full term	422	87%
SP	Full term	385	85%
SU	Full term	120	89%
Total		927	87%

■ Indicates a success rate of 90% or higher
■ Indicates a success rate between 70% and 89%
■ Indicates a success rate below 70%

Grade Distribution

Major and Associated Courses		2016-2017 (SU16, FA16, SP17)					
		Pass (A, B, C)	Fail (D, F)	FNs	Ws	W1s	Incs
2075- Photographic Technology	PGY1100	38	4	2	2	0	0
	PGY1101	59	7	3	6	0	0
	PGY1115	43	2	1	3	0	0
	PGY1201	57	0	1	0	0	0
	PGY1800	70	1	4	4	0	0
	PGY1802	73	4	4	4	1	0
	PGY2000	52	8	1	1	0	0
	PGY2107	43	2	0	1	0	0
	PGY2210	43	4	0	0	1	0
	PGY2216						
	PGY2226						
	PGY2270	26	3	0	0	0	0
	PGY2273	30	1	0	0	1	0
	PGY2470	14	0	0	0	0	0
	PGY2650	48	1	1	0	0	0
	PGY2750	46	6	0	1	1	0
	PGY2801	9	1	1	0	0	0
	PGY2806	54	4	0	1	0	0
PGY2935	24	1	0	0	0	0	
2231- Interactive Media Production	DIG2000	43	3	5	2	1	0
	DIG2500	22	1	4	3	3	0
	GRA1543	11	4	0	1	0	0
Total		805(86.8%)	57(6.2%)	27(3%)	29(3%)	8(1%)	0

FNs, Ws and W1s vs. Session

Courses	FNs			Ws			W1s			Total FNs	Total Ws	Total W1s
	SU 16	FA16	SP17	SU 16	FA16	SP17	SU 16	FA16	SP17			
DIG2000	1	3	1	0	2	0	0	0	1	5	2	1
DIG2500		2	2		3	0		0	3	4	3	3
GRA1543			0			1			0	0	1	0
PGY1100	1	0	1	0	0	2	0	0	0	2	2	0
PGY1101		2	1		4	2		0	0	3	6	0
PGY1115	1	0		3	0		0	0		1	3	0
PGY1201		0	1		0	0		0	0	1	0	0
PGY1800		1	3		4	0		0	0	4	4	0
PGY1802		4	0		3	1		0	1	4	4	1
PGY2000		1	0		0	1		0	0	1	1	0
PGY2107		0	0		0	1		0	0	0	1	0
PGY2210		0	0		0	0		0	1	0	0	1
PGY2270	0	0		0	0		0	0		0	0	0
PGY2273		0	0		0	0		0	1	0	0	1
PGY2470	0	0	0	0	0	0	0	0	0	0	0	0
PGY2650		1	0		0	0		0	0	1	0	0
PGY2750		0	0		0	1		0	1	0	1	1
PGY2801	1			0			0			1	0	0
PGY2806		0	0		1	0		0	0	0	1	0
PGY2935	0	0	0	0	0	0	0	0	0	0	0	0
Total	4	14	9	3	17	9	0	0	8	27	29	8

Average Class Size by Course

Major and Associated Courses (All courses offered in only 1 IM)		2013-2014		2014-2015		2015-2016		2016-2017	
		Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size
2075- Photographic Technology	PGY1100	6	11	5	13	6	14	5	9
	PGY1101	5	13	5	12	5	16	6	13
	PGY1115	3	20	3	16	3	17	3	16
	PGY1201	5	14	3	18	5	13	5	12
	PGY1800	6	13	5	16	5	15	6	13
	PGY1802							6	14
	PGY2000	4	18	4	15	4	16	4	16
	PGY2107	4	13	4	13	3	14	4	12
	PGY2210	4	15	3	16	4	13	4	12
	PGY2216	2	18	1	9				
	PGY2226								
	PGY2270	2	16	2	18	2	23	2	14
	PGY2273	2	17	2	15	2	12	2	16
	PGY2470	2	12	1	13	2	12	2	7
	PGY2650	4	16	3	15	4	13	4	13
	PGY2750	3	13	4	13	3	15	4	14
	PGY2801	4	14	5	11	5	9	1	11
PGY2806	5	15	4	14	5	13	5	12	
PGY2935	1	11	2	12	2	11	3	8	
2231- Interactive Media Production	DIG2000	1	4			3	16	3	18
	DIG2500					1	18	2	17
	GRA1543	2	10	1	14	2	14	1	16

To prevent data from skewing, the following instructional methods are excluded: CL - Clinical, CO - Co-op, D - Directed Independent Stu, IN - Internship (BSED), JT - On Job Training, LB - Lab, OL - Open Lab, PL - Private/Performance

Overall Average Class Size by Instructional Methods

Instructional Method	2016-2017	
	Sections	Avg. Size
Online	5	17
Lecture	67	12
Course Total	72	13

College Total

Instructional Method	2015-2016 Avg. Size	2016-2017 Avg. Size
Hybrid	21	23
Lecture	22	21
Online	30	30

Performance Funding - Graduation Rates

Major	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	69	29	42.0%	309	43.5%
	FA13 – 200% In Progress	67	26	38.8%	28	41.8%
	FA14 – In Progress	53	25	47.2%	25	47.2%
2231 - Interactive Media Production	FA13 – 200% In Progress	21	1	4.7%	2	9.5%
	FA14 – In Progress	17	2	11.8%	2	11.8%

College average (150%- 57.3%, 200%- 63.3%)

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

Performance Funding - 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%
	2014	128	46	82	9	10.98%	49	59.76%	70.73%
	2015	138	34	104	2	1.92%	59	56.73%	58.65%
2231- INTERACTIVE MEDIA PRODUCTION	2013	25	1	24	1	11.54%	6	23.08%	34.62%
	2014	35	2	33	6	18.18%	9	27.27%	45.45%
	2015	43	1	42	4	9.52%	19	45.24%	54.76%

College average (64.4%)

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

2016-2017 Retention Rates by Race/Ethnicity

Major	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program	
					N	%
2075- PHOTOGRAPHIC TECHNOLOGY	Asian	2	0	2	0	0%
	Black	11	3	8	5	62.5%
	Hispanic	20	5	15	7	46.7%
	Two or More Races	3	0	3	2	66.7%
	White	98	26	72	42	58.3%
2231- INTERACTIVE MEDIA PRODUCTION	Black	8	0	8	4	50%
	Hispanic	4	0	4	2	50%
	Two or More Races	2	0	2	1	50%
	White	29	1	28	12	42.9%

College average (African American: 48.1%, Hispanic: 62.1%)

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.

Adjusted Cohort - Registered students less exclusions.

Not retained - Students who were not registered the following fall term.

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

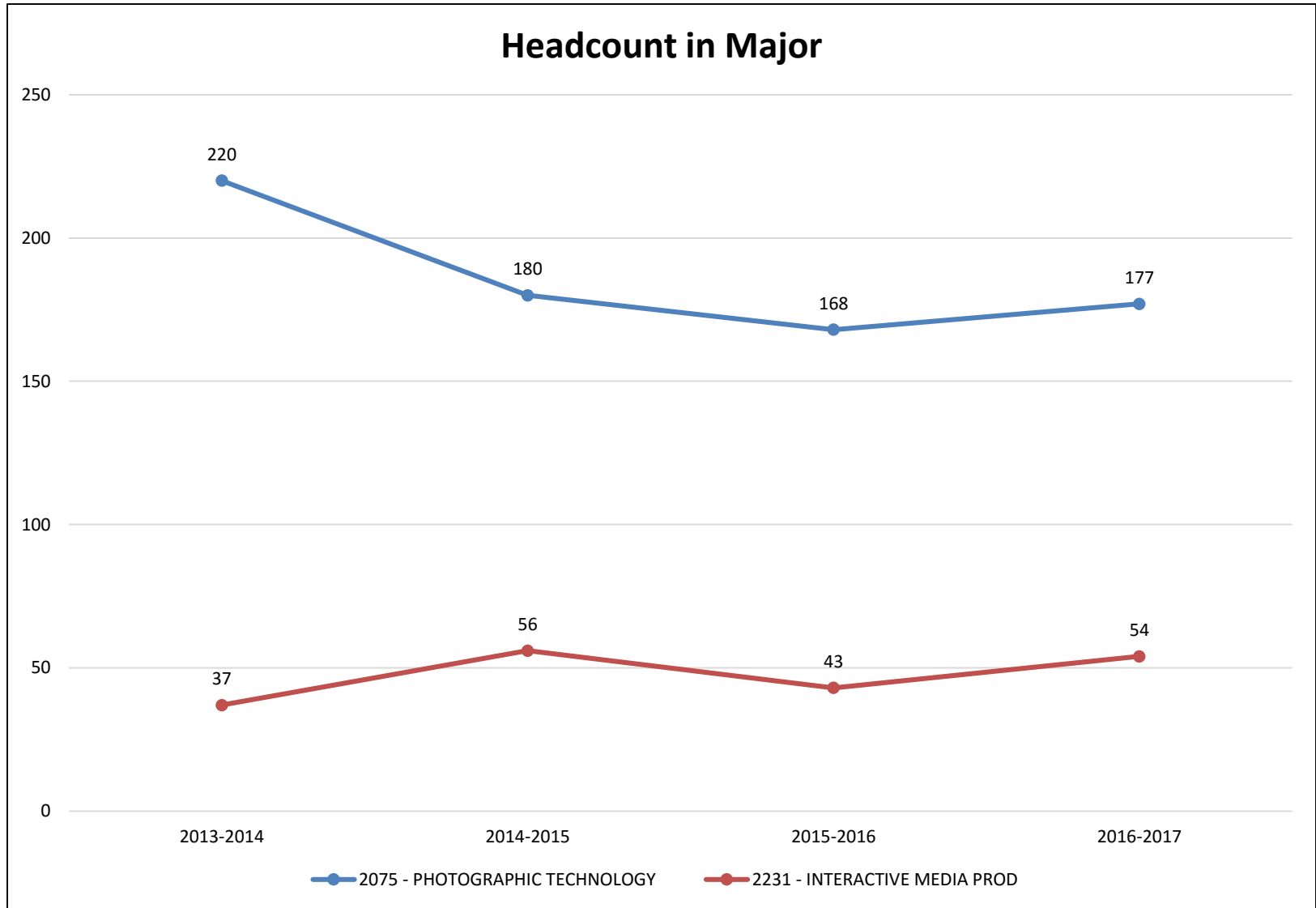
Retained by Program - Students who were registered the following fall with the same primary major.

Source: IR Program Assessment Data

Performance Funding - Placement Rates (College average: 94.5%)

Program Title	Major	2010/11		2011/12		2012/13		2013/14		2014/15		Average Annual Salary
		DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	
Photographic Technology	2075	86%	86%	79%	79%	87%	84%	75%	76%	90%	88%	\$34,964
Interactive Media Tech	2231	New Program								100%	100%	\$**,***

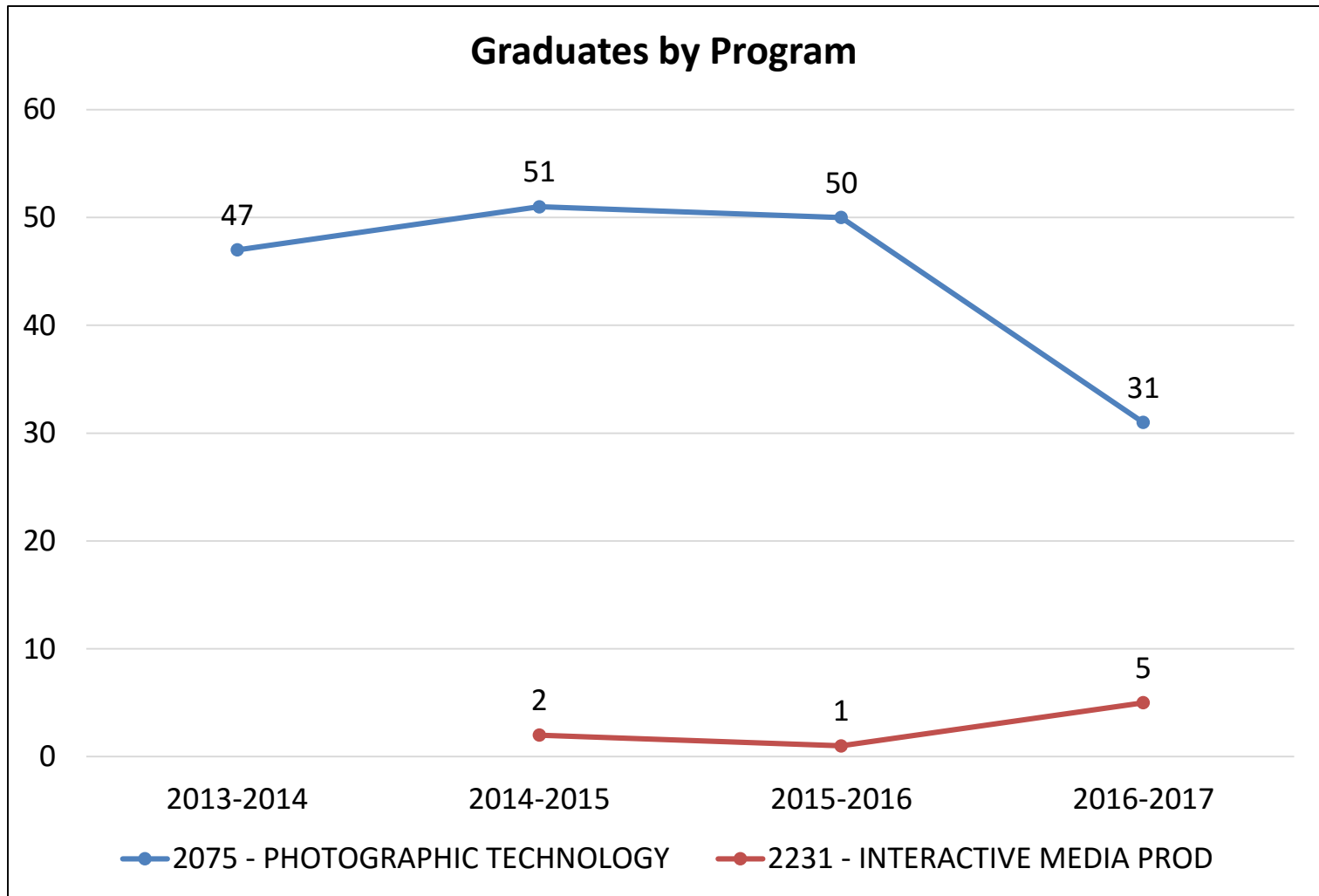
■ Indicates the College average above the State Averages
■ Indicates the College average same as the State Averages
■ Indicates the College average below the State Averages

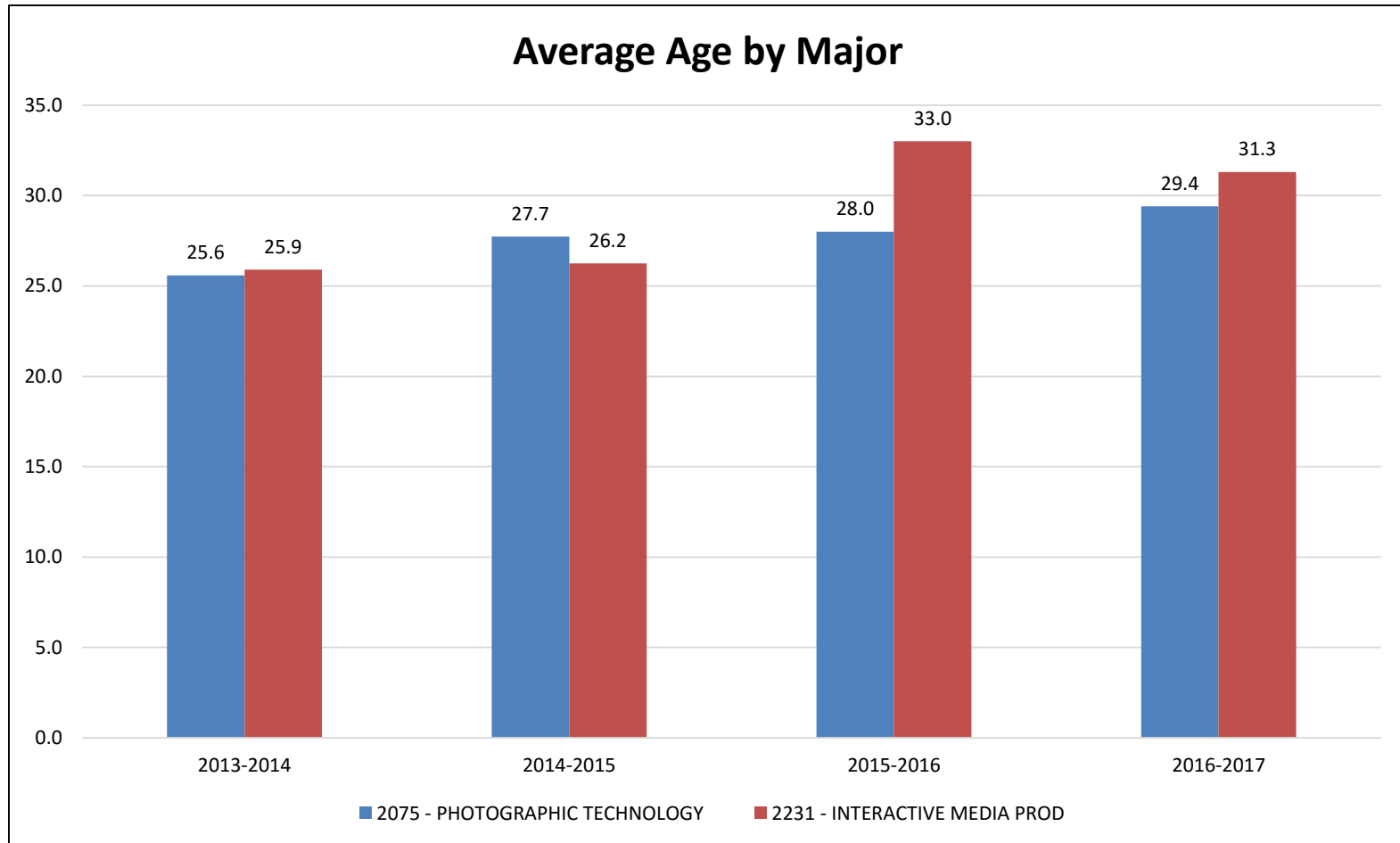


College Enrollment Decreased: 3%(13/14); 0.73%(14/15); 1.14% (15/16); 5.5%(16/17)

Students are duplicated across programs.

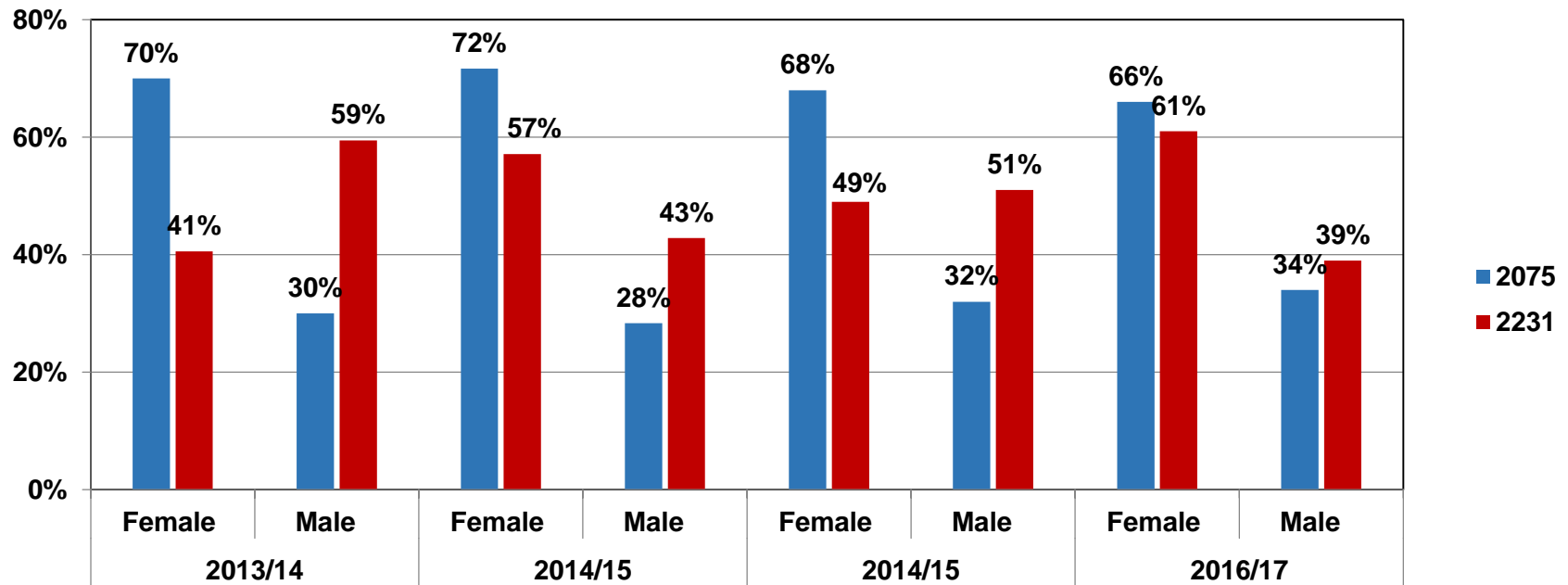
Source: IR Program Assessment Data





Major	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
All Programs	26.2	25.6	27.4	29	29.9
Daytona State College	26.7	26.6	26.4	26	27.0

Gender

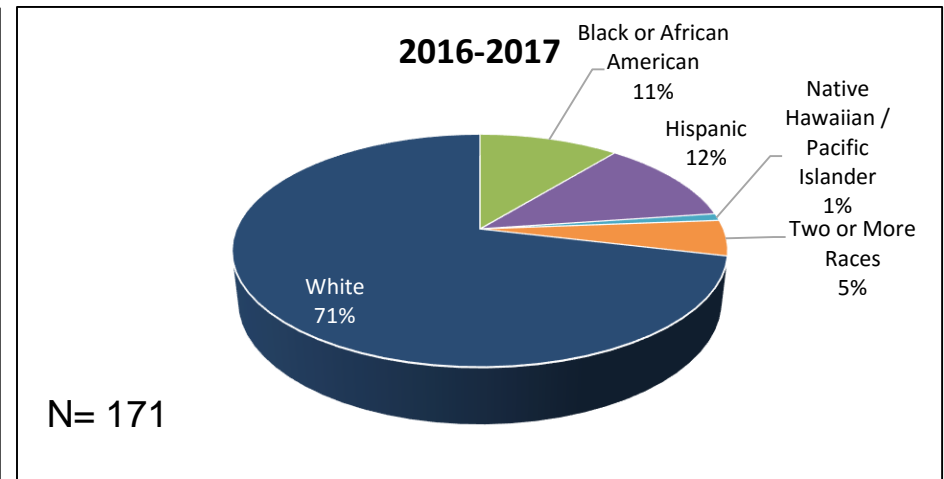
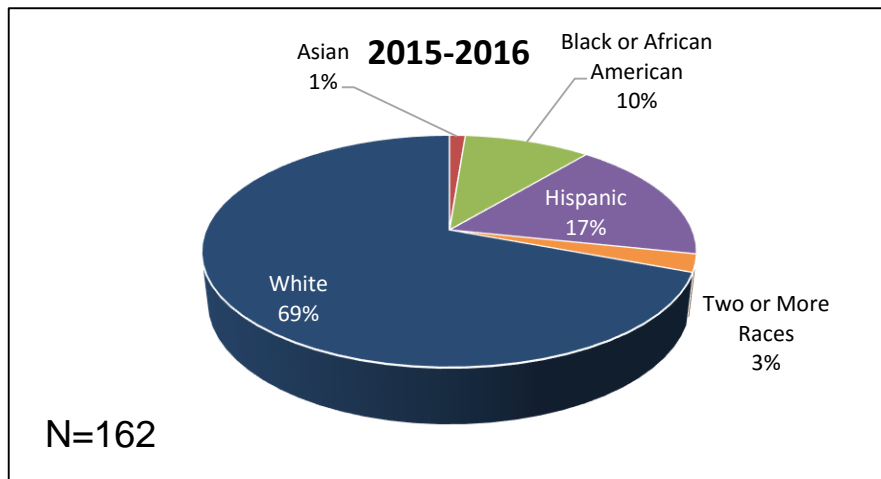
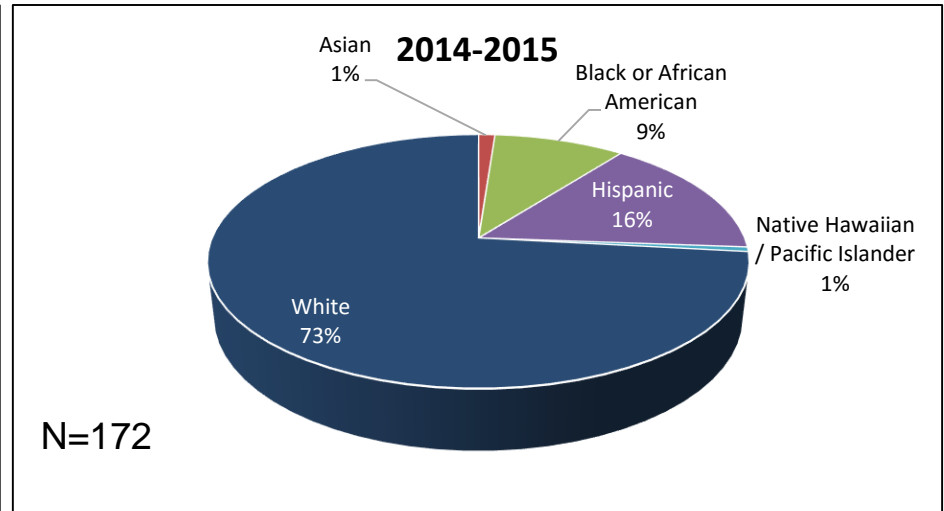
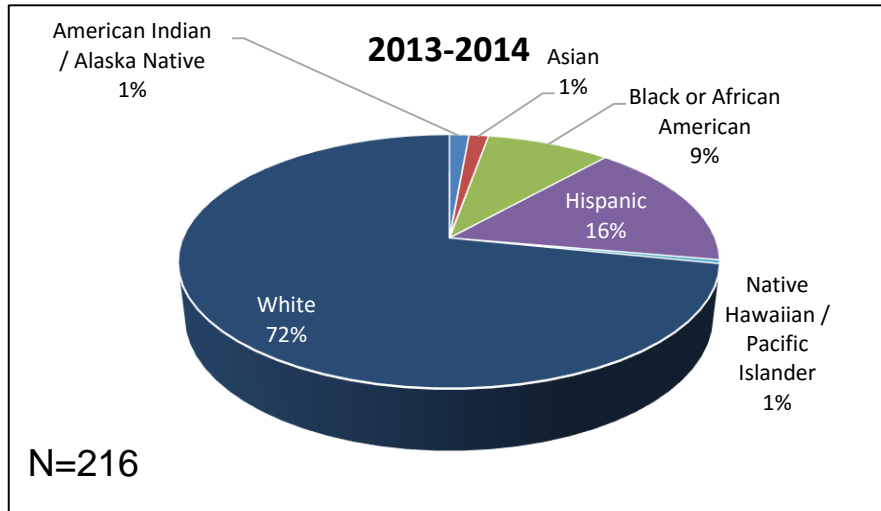


2075 – Photographic Technology
 2231 – Interactive Media Production

Major	2013-2014		2014-2015		2015-2016		2016-2017	
	Female	Male	Female	Male	Female	Male	Female	Male
Daytona State College	59%	41%	60%	40%	60%	40%	60%	40%

Excludes individuals whose gender is not reported.

Race / Ethnicity by Program 2075 – Photographic Technology

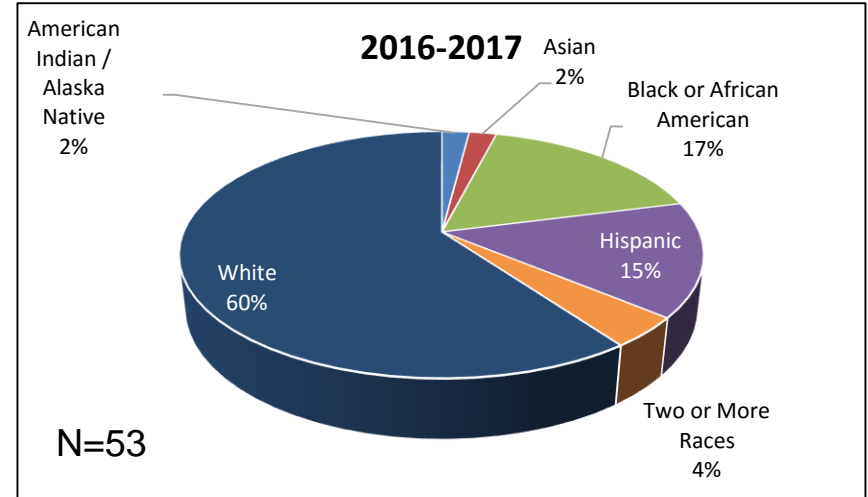
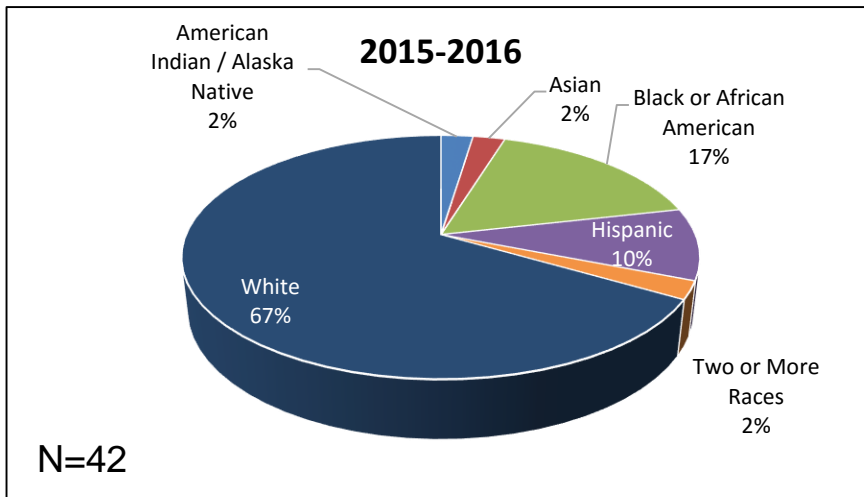
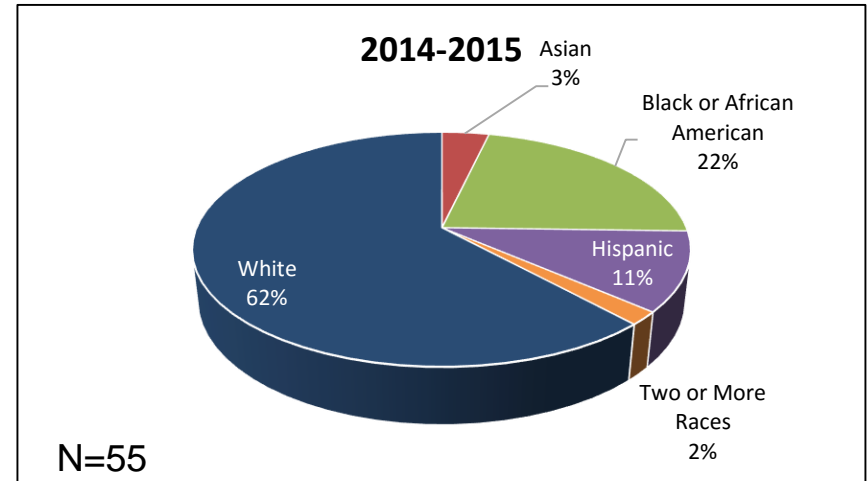
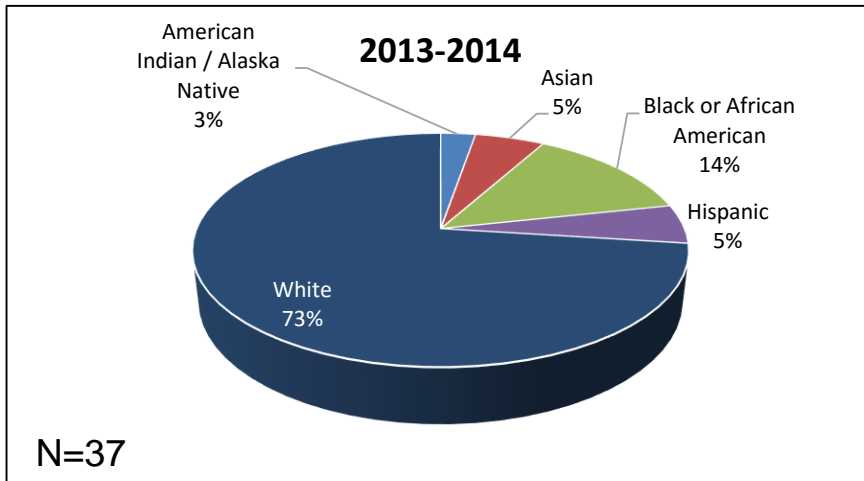


DSC Averages 2016-2017

Amer Indian/ Alaska Native	Asian	Black or African Amer	Hispanic	Nat Hawaiian Pacif Islander	2 or More Races	White
0.4%	2%	14%	15%	0.2%	2%	66%

Excludes individuals whose race / ethnicity is not reported.

Race / Ethnicity by Program 2231 – Interactive Media Production



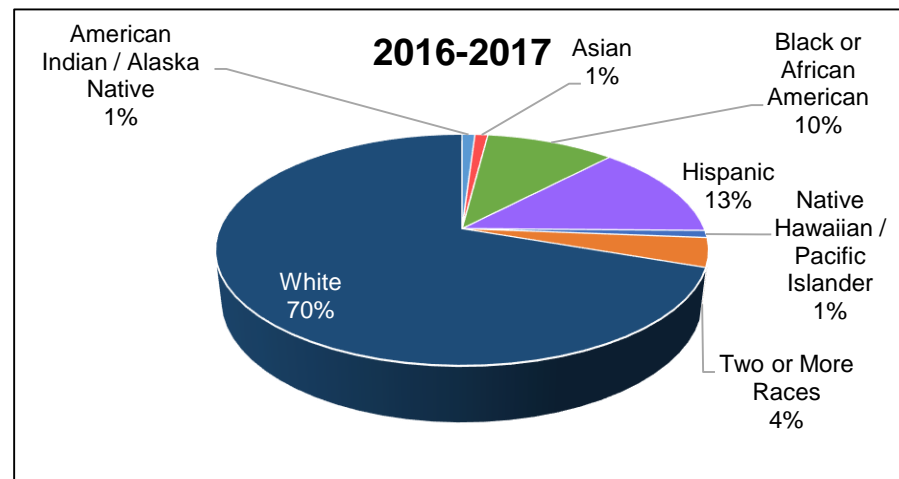
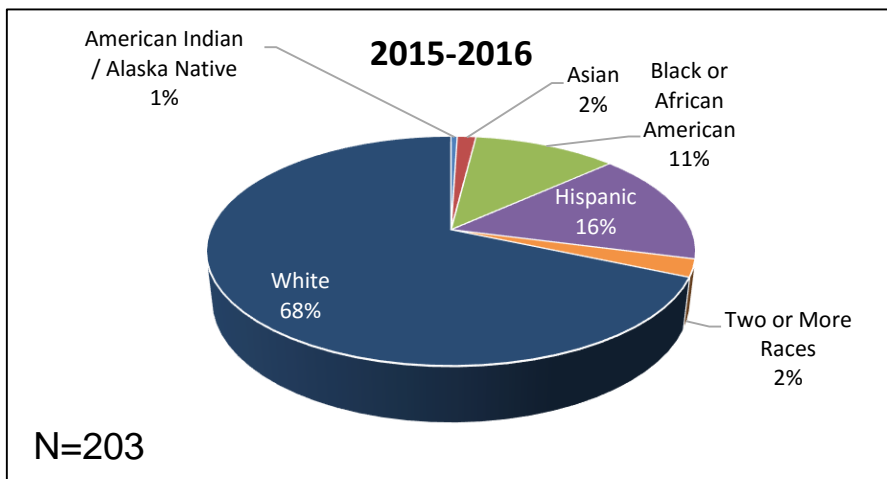
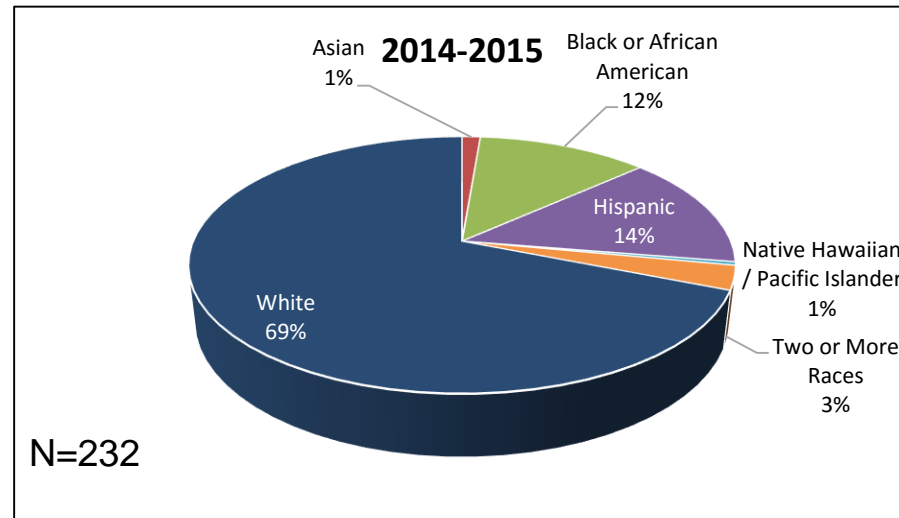
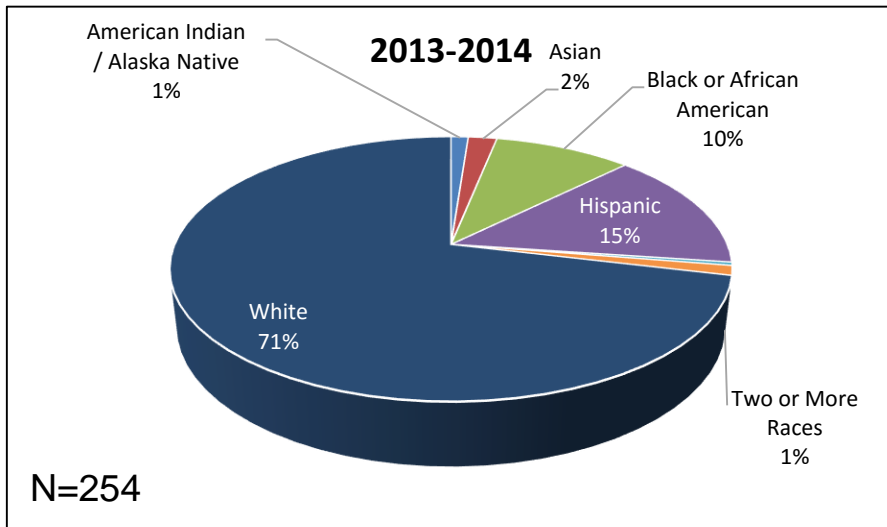
DSC Averages 2016-2017

Amer Indian/ Alaska Native	Asian	Black or African Amer	Hispanic	Nat Hawaiian Pacif Islander	2 or More Races	White
0.4%	2%	14%	15%	0.2%	2%	66%

Excludes individuals whose race / ethnicity is not reported.

Source: IR Program Assessment Data

Race / Ethnicity by Program School of Photography



DSC Averages 2016-2017

Amer Indian/ Alaska Native	Asian	Black or African Amer	Hispanic	Nat Hawaiian Pacif Islander	2 or More Races	White
0.4%	2%	14%	15%	0.2%	2%	66%

Excludes individuals whose race / ethnicity is not reported.

Source: IR Program Assessment Data