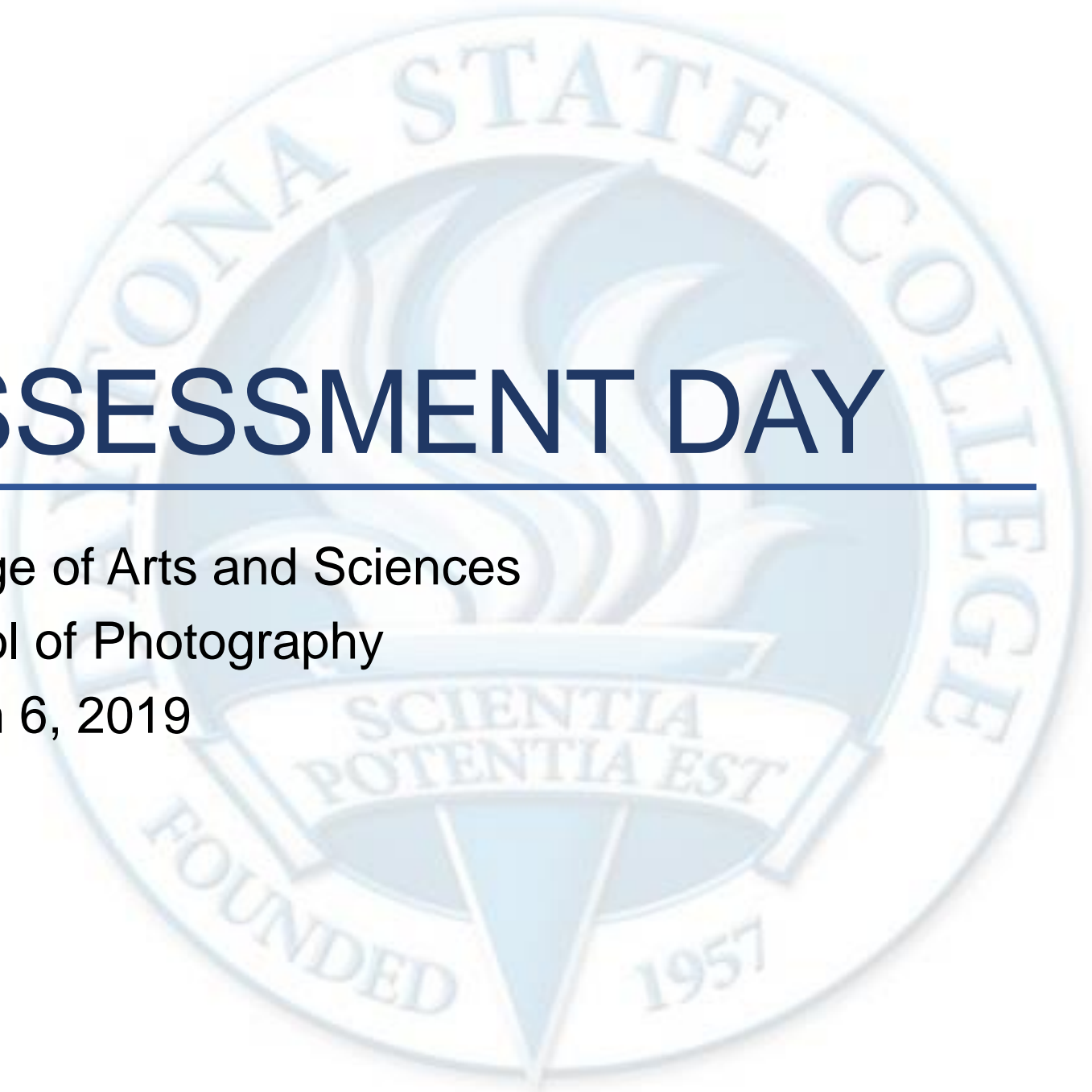


ASSESSMENT DAY

College of Arts and Sciences

School of Photography

March 6, 2019



Strengths

Challenges

Recommendations

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: 11/30/2017

School of Photography:

- Search committee to hire faculty for Interactive Media (this was also mentioned in the IPR report);
- Finish revising curriculum for Interactive Media;
- Start reviewing the Photography curriculum;
- Create curriculum map;
- Look at foundation courses and capstone course;
- Set Prereq for DIG2500;
- Tutors for Adobe Illustrator and Design through Perkins;
- Identify opportunities for training;
- Participate in a Cross training once per semester;
- Look at new ways to bring students together;
- Explore honor student's programs;
- Look into the FNs & Ws;

For Institutional Effectiveness:

- Send 2014 cohort list for Graduation;
- Send list of 16-17 Photography graduates

Photographic Technology #2075

Program Learning Outcomes

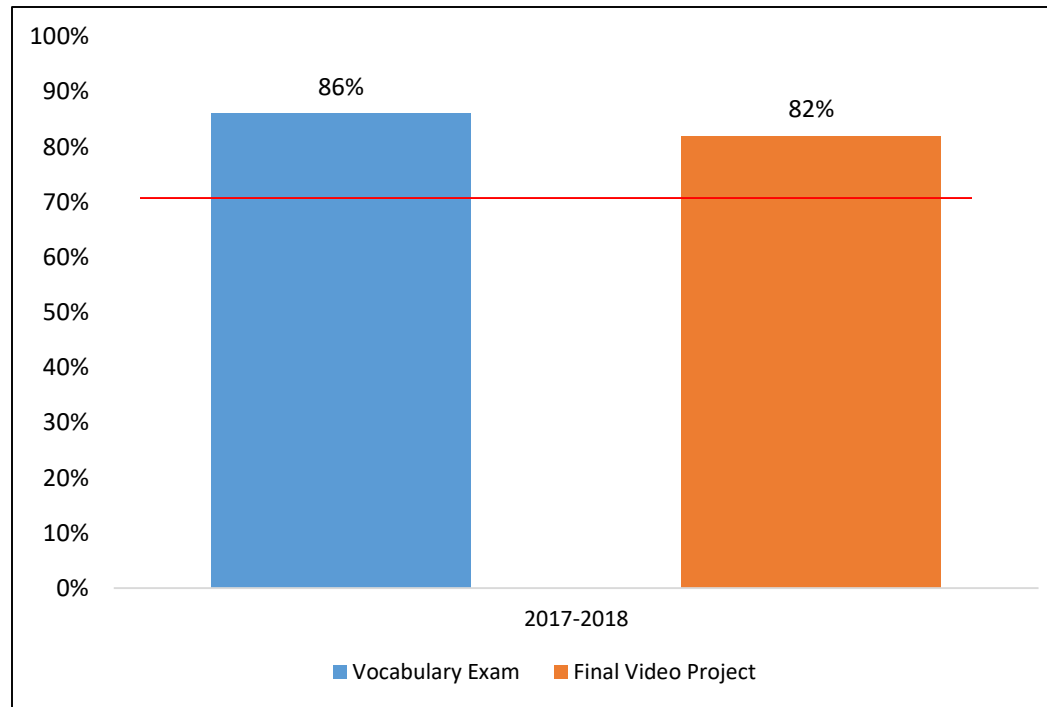
PLO1: Competency in the creative process and critical thinking to effectively resolve technical and aesthetic issues within the field of photography.

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 2017-2018 Photographic Technology #2075



PLO2: Effectively communicate with clients and peers as individuals or groups/creative teams within the field of photography.
Target: 70% of students achieving 70% or higher.

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.

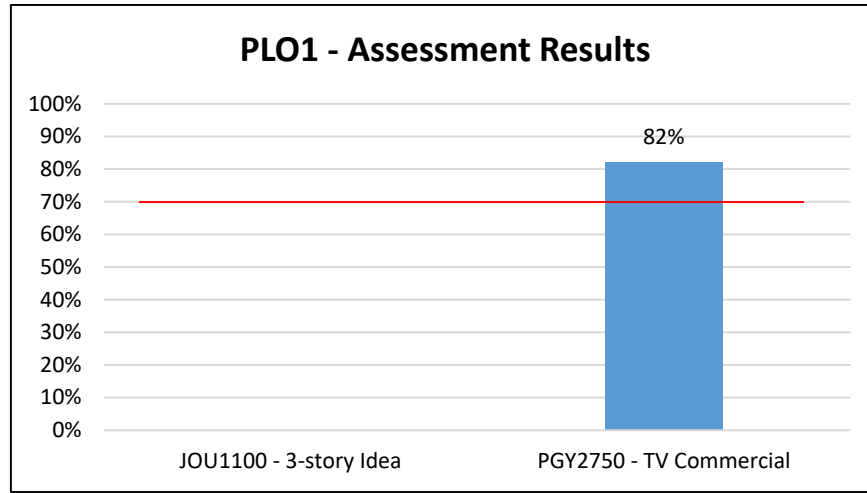
PO3: Demonstrate proficiency in writing and reportage, still photography, video, audio and web creation, design and analytics.

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

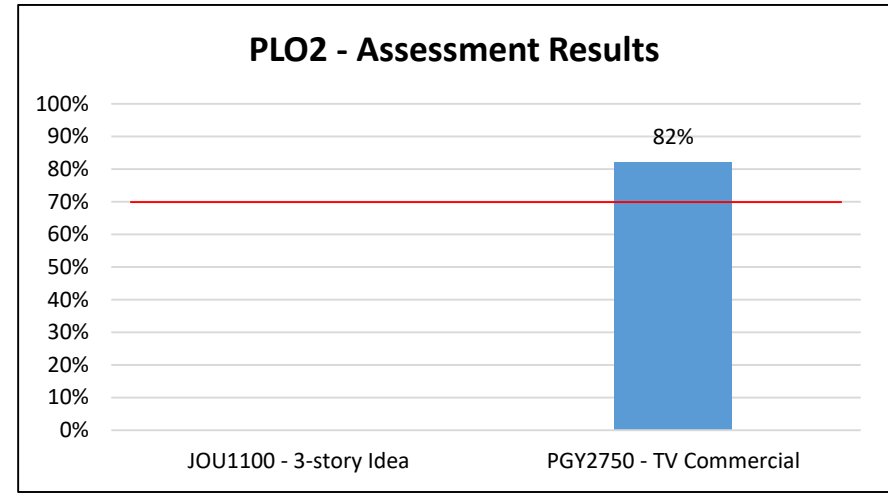
PO5: Demonstrate professional interpersonal and business communications skills.

Assessment Data 2017-2018

Interactive Media Production #2231

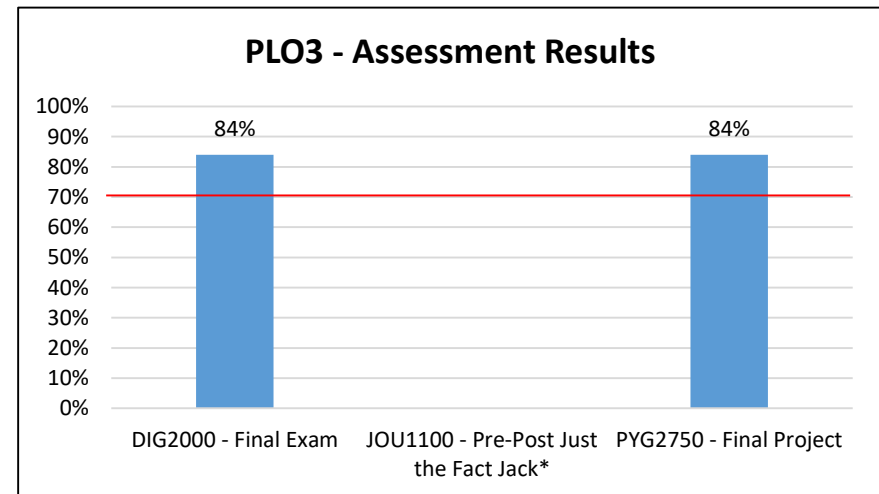


PLO1: Identify the information needs of various audiences across various media. *Target: 70% of students achieving 70% or higher*



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*

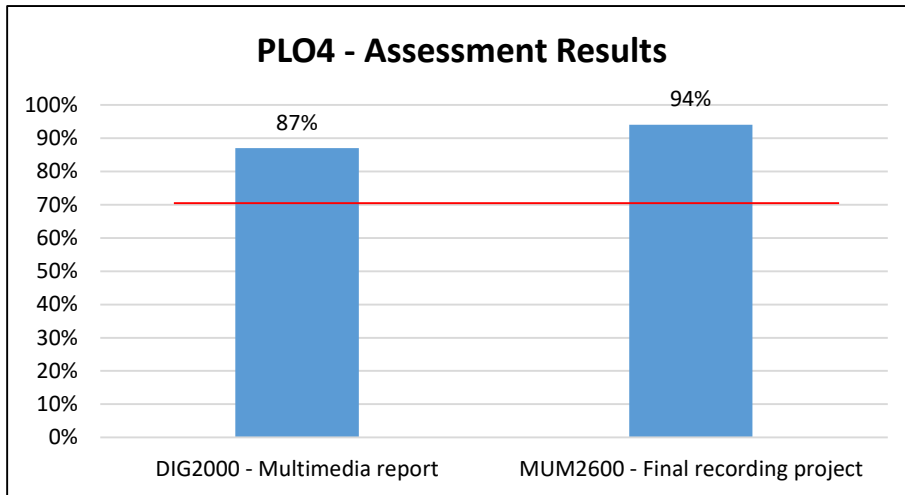
Spring 2018	Pre-test	Post-test
Minimum	5	5
Maximum	17	20
Biggest gain	7	



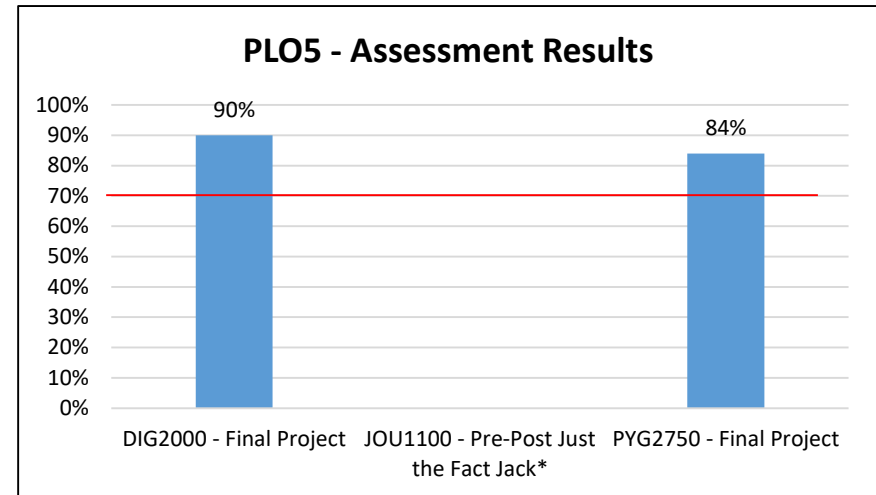
PLO3: Demonstrate proficiency in writing and reportage, still photography, video, audio and web creation, design and analytics. *Target: 70% of students achieving 70% or higher*

Assessment Data 2017-2018

Interactive Media Production #2231



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*



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

Spring 2018	Pre-test	Post-test
Minimum	5	5
Maximum	17	20
Biggest gain	7	

Assessment Data 2017-2018 Program vs. Institutional Learning Outcomes

Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and Technical Literacy
2075 - Photographic Technology	No report	82%-87%	No report	No report
2231 - Interactive Media Production	87%-94%	84%-88%	82%-94%	87%-94%

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%

Source: School of Education Assessment Reports

Course Success Rates

Major and Associated Courses		2014-2015		2015-2016		2016-2017		2017-2018	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	67	87%	81	85%	46	83%	38	84%
	PGY1101	60	80%	80	80%	75	79%	66	83%
	PGY1115	50	92%	52	96%	49	88%	59	90%
	PGY1201	55	100%	63	97%	58	98%	47	85%
	PGY1800	78	85%	76	82%	80	88%	72	89%
	PGY1802					86	85%	64	89%
	PGY2000	66	94%	62	82%	62	84%	51	86%
	PGY2107	52	100%	42	95%	46	93%	51	98%
	PGY2210	48	98%	50	94%	48	90%	49	84%
	PGY2216	9	100%						
	PGY2226								
	PGY2270	36	83%	45	93%	29	90%	46	91%
	PGY2273	29	90%	23	91%	32	94%	51	92%
	PGY2470	13	100%	24	100%	14	100%	9	100%
	PGY2650	47	89%	53	92%	50	96%	48	88%
	PGY2750	53	96%	44	93%	54	85%	64	88%
	PGY2801	54	85%	47	85%	11	82%		
	PGY2806	55	98%	63	92%	59	92%	45	87%
PGY2905	7	100%							
PGY2935	27	93%	39	95%	25	96%	8	100%	
PGY2949	1	100%	1	100%					
2231- Interactive Media Production	DIG2000	2	100%	47	87%	54	80%	42	76%
	DIG2500	3	100%	18	100%	33	67%	34	68%
	GRA1543	14	43%	27	52%	16	69%	19	89%

■ 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	2017-2018	
		Attempted	% Successful
2231 Interactive Media Production	Daytona	15	60%
	Online	14	71%

- 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	IM	2014-2015		2015-2016		2016-2017		2017-2018	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photograph ic Technology	PGY1115	DIS				2	100%	2	50%
		Lecture				47	87%	57	91%
	PGY2270	DIS				1	100%		
		Lecture				28	89%		
	PGY2470	DIS				1	100%	4	100%
		Lecture				13	100%	5	100%
	PGY2935	DIS		17	100%				
		Lecture		22	91%				
2231 Interactive Media Production	PGY2801	Hybrid		27	93%				
		Online		20	80%				
	MMC1000	Online						14	71%
		Lecture						15	60%
DSC	Hybrid		84%		82%		81%		82%
	Lecture		78%		80%		81%		83%
	Online		76%		78%		76%		78%

■ 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 Instructional Method – Overall

Program	Campus	2017-2018	
		Attempted	% Successful
2075 - Photographic Technology	IS	17	94%
	Lecture	751	88%
2231 - Interactive Media Production	Online	48	69%
	Lecture	74	81%
	Hybrid	42	76%
Total		932	86%

■ 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 (1 of 2)

Major, Associated Courses and Sub-session		2014-2015		2015-2016		2016-2017		2017-2018			
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful		
2075- Photographic Technology	PGY1100	B term FA Full term		13	77%						
		SP Full term	29	93%	25	88%	10	70%	19	84%	↑
		SU Full term	25	76%	13	69%	18	78%	19	84%	
			13	92%	30	93%	18	94%			
	PGY1101	FA Full term	40	88%	47	89%	53	79%	44	89%	↑
		SP Full term	20	65%	33	67%	22	77%	22	73%	
	PGY1115	FA Full term					2	100%	2	50%	
		SP Full term	1	100%							
		SU Full term	49	92%			47	87%	57	91%	↑
	PGY1201	FA Full term	16	100%	23	100%	18	100%	18	83%	
		SP Full term	39	100%	40	95%	40	98%	29	86%	
	PGY1800	FA Full term	50	88%	50	82%	59	88%	47	89%	↑
		SP Full term	28	79%	26	81%	21	86%	25	88%	
	PGY1802	FA Full term					62	84%	41	93%	↑
		SP Full term					24	88%	23	83%	
	PGY2000	FA Full term	28	93%	23	83%	19	74%	15	67%	
		SP Full term	33	97%	39	82%	43	88%	34	94%	↑
		SU Full term	5	80%					2	100%	
	PGY2107	FA Full term	23	100%	15	100%	20	95%	20	95%	
		SP Full term	29	100%	27	93%	26	92%	31	100%	↑
PGY2210	FA Full term	29	97%	31	90%	32	97%	36	86%		
	SP Full term	19	100%	19	100%	16	75%	13	77%	↑	
PGY2270	FA Full term					28	89%				
	SU Full term					1	100%				
PGY2273	FA Full term	16	94%	9	100%	13	100%	29	93%		
	SP Full term	13	85%	14	86%	19	89%	22	91%	↑	

 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			2014-2015		2015-2016		2016-2017		2017-2018	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY2470	FA Full term			9	100%	3	100%	4	100%
		SP Full term	13	100%	15	100%	10	100%	5	100%
		SU Full term					1	100%		
	PGY2650	FA Full term	29	90%	31	94%	32	97%	28	82%
		SP Full term	18	89%	22	91%	18	94%	20	95%
		SU Full term								
	PGY2750	FA Full term	24	96%	11	100%	24	92%	25	80%
		SP Full term	29	97%	33	91%	30	80%	39	92%
	PGY2801	FA Full term	24	83%	31	90%				
		SP Full term	13	85%	16	75%				
		SU Full term	17	88%			11	82%		
	PGY2806	FA Full term	17	100%	25	92%	24	96%	17	94%
		SP Full term	38	97%	38	92%	35	89%	28	82%
	PGY2905	FA B term	1	100%						
		FA Full term	3	100%						
SP Full term		1	100%							
SU Full term		2	100%							
PGY2935	FA Full term	7	100%	6	100%	7	100%	5	100%	
	SP Full term	17	88%	28	93%	15	93%	1	100%	
	SU Full term	3	100%	5	100%	3	100%	2	100%	
2231- Interactive Media Prod.	DIG2000	FA Full term			27	93%	25	80%	19	68%
		SP Full term			20	80%	17	71%	16	81%
		SU Full term					12	92%	7	86%
	DIG2500	FA Full term					18	67%	19	63%
		SP Full term					15	67%	15	73%
	GRA1543	FA Full term	14	43%	16	44%			19	89%
		SP Full term			11	64%	16	69%		
	JOU1100							16	88%	
									15	80%
	MMC1000							15	60%	
								14	71%	

■ 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 Sub-session

Program	Session and Sub-session		2017-2018	
			Attempted	% Successful
2075 - Photographic Technology	FA	Full term	350	87%
	SP	Full term	311	88%
	SU	Full term	107	92%
2231 - Interactive Media Production	FA	Full term	69	70%
	SP	Full term	88	81%
	SU	Full term	7	86%
Total			932	86%

■ 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 by IM and Sessions/Sub-sessions (1 of 3)

Course, IM and Session/Sub-session	2017-2018	
	Attempted	% Successful
2075 - Photographic Tech.	768	88%
PGY1100	38	84%
Lecture	38	84%
Fall 2017	19	84%
Full term	19	84%
Spring 2018	19	84%
Full term	19	84%
PGY1101	66	83%
Lecture	66	83%
Fall 2017	44	89%
Full term	44	89%
Spring 2018	22	73%
Full term	22	73%
PGY1115	59	90%
IS	2	50%
Fall 2017	2	50%
Full term	2	50%
Lecture	57	91%
Summer 2017	57	91%
PGY1201	47	85%
Lecture	47	85%
Fall 2017	18	83%
Full term	18	83%
Spring 2018	29	86%
Full term	29	86%
PGY1800	72	89%
Lecture	72	89%
Fall 2017	47	89%
Full term	47	89%
Spring 2018	25	88%
Full term	25	88%

Course, IM and Session/Sub-session	2017-2018	
	Attempted	% Successful
2075 - Photographic Tech.	768	88%
PGY1802	64	89%
Lecture	64	89%
Fall 2017	41	93%
Full term	41	93%
Spring 2018	23	83%
Full term	23	83%
PGY2000	51	86%
IS	3	100%
Summer 2017	2	100%
Spring 2018	1	100%
B term	1	100%
Lecture	48	85%
Fall 2017	15	67%
Full term	15	67%
Spring 2018	33	94%
Full term	33	94%
PGY2107	51	98%
Lecture	51	98%
Fall 2017	20	95%
Full term	20	95%
Spring 2018	31	100%
Full term	31	100%
PGY2210	49	84%
Lecture	49	84%
Fall 2017	36	86%
Full term	36	86%
Spring 2018	13	77%
Full term	13	77%
PGY2270	46	91%
Lecture	46	91%
Summer 2017	46	91%

■ 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 by IM and Sessions/Sub-sessions (2 of 3)

Course, IM and Session/Sub-session	2017-2018	
	Attempted	% Successful
2075 - Photographic Tech.	768	88%
PGY2273	51	92%
Lecture	51	92%
Fall 2017	29	93%
Full term	29	93%
Spring 2018	22	91%
Full term	22	91%
PGY2470	9	100%
IS	4	100%
Fall 2017	4	100%
Full term	4	100%
Lecture	5	100%
Spring 2018	5	100%
Full term	5	100%
PGY2650	48	88%
Lecture	48	88%
Fall 2017	28	82%
Full term	28	82%
Spring 2018	20	95%
Full term	20	95%
PGY2750	64	88%
Lecture	64	88%
Fall 2017	25	80%
Full term	25	80%
Spring 2018	39	92%
Full term	39	92%
PGY2806	45	87%
Lecture	45	87%
Fall 2017	17	94%
Full term	17	94%
Spring 2018	28	82%
Full term	28	82%

Course, IM and Session/Sub-session	2017-2018	
	Attempted	% Successful
2075 - Photographic Tech.	768	88%
PGY2935	8	100%
IS	8	100%
Summer 2017	2	100%
Fall 2017	5	100%
Full term	5	100%
Spring 2018	1	100%
Full term	1	100%
2231 - Interactive Media Production	164	76%
DIG2000	42	76%
Hybrid	42	76%
Summer 2017	7	86%
Fall 2017	19	68%
Full term	19	68%
Spring 2018	16	81%
Full term	16	81%
DIG2500	34	68%
Online	34	68%
Fall 2017	19	63%
Full term	19	63%
Spring 2018	15	73%
Full term	15	73%
GRA1543	19	89%
Lecture	19	89%
Spring 2018	19	89%
Full term	19	89%
JOU1100	31	84%
Lecture	31	84%
Fall 2017	16	88%
Full term	16	88%
Spring 2018	15	80%
Full term	15	80%

■ 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 by IM and Sessions/Sub-sessions (3 of 3)

Course, IM and Session/Sub-session	2017-2018	
	Attempted	% Successful
2231 - Interactive Media Production	164	76%
MMC1000	29	66%
Online	14	71%
Spring 2018	14	71%
Full term	14	71%
Lecture	15	60%
Fall 2017	15	60%
Full term	15	60%
RTV2104	9	89%
Lecture	9	89%
Spring 2018	9	89%
Full term	9	89%
Grand Total	932	86%

■ 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 for Dual Enrolled Students

Course	2017-2018		Overall
	Attempted	% Successful	
DIG2000	1	100%	76%
JOU1100	1	100%	84%
MMC1000	1	100%	66%
Total	3	100%	

- 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 Rates by Race/Ethnicity (1 of 2)

Course, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY1100	38	84%
Black	1	100%
Hispanic	2	100%
Two or More Races	1	0%
White	34	85%
PGY1101	64	83%
Asian	1	100%
Black	7	71%
Hawaii/Pac	1	100%
Hispanic	4	75%
Two or More Races	5	100%
White	46	83%
PGY1115	58	90%
Black	2	100%
Hispanic	7	100%
Two or More Races	5	60%
White	44	91%
PGY1201	44	84%
Black	4	75%
Hawaii/Pac	1	100%
Hispanic	3	100%
Two or More Races	3	67%
White	33	85%
PGY1800	69	88%
Asian	1	100%
Black	7	57%
Hawaii/Pac	1	100%
Hispanic	11	82%
Two or More Races	3	100%
White	46	93%

Course, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY1802	61	89%
Asian	2	50%
Black	5	80%
Hawaii/Pac	1	100%
Hispanic	6	83%
Two or More Races	5	100%
White	42	90%
PGY2000	47	85%
Black	6	67%
Hawaii/Pac	1	100%
Hispanic	3	100%
Two or More Races	1	0%
White	36	89%
PGY2107	50	98%
Asian	1	100%
Black	4	100%
Hispanic	9	100%
Two or More Races	3	100%
White	33	97%
PGY2210	48	83%
Black	2	100%
Hispanic	5	100%
Two or More Races	2	50%
White	39	82%
PGY2270	45	91%
Black	1	100%
Hispanic	3	100%
Two or More Races	2	50%
White	39	92%
PGY2273	49	92%
Black	2	100%
Hispanic	8	100%
Two or More Races	2	100%
White	37	89%

■ 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 by Race/Ethnicity (2 of 2)

Course, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY2470	9	100%
Black	2	100%
White	7	100%
PGY2650	47	87%
Black	2	100%
Hispanic	5	100%
Two or More Races	1	100%
White	39	85%
PGY2750	64	88%
Black	4	100%
Hispanic	11	91%
Two or More Races	6	100%
White	43	84%
PGY2806	42	88%
Black	5	80%
Hawaii/Pac	1	100%
Hispanic	2	100%
Two or More Races	2	50%
White	32	91%
PGY2935	8	100%
Asian	1	100%
Black	1	100%
White	6	100%

Course, Race/Ethnicity	# Students Enrolled	Success Rate
2231 - Interactive Media Production	162	77%
DIG2000	42	76%
Am. Ind	1	100%
Black	10	60%
Hispanic	3	67%
Two or More Races	3	100%
White	25	80%
DIG2500	34	68%
Black	8	63%
Hispanic	4	75%
Two or More Races	1	100%
White	21	67%
GRA1543	18	94%
Black	2	100%
Hispanic	3	100%
Two or More Races	1	100%
White	12	92%
JOU1100	31	84%
Am. Ind	1	100%
Black	5	80%
Hispanic	3	67%
White	22	86%
MMC1000	28	68%
Am. Ind	1	100%
Asian	1	0%
Black	8	38%
Hispanic	3	100%
Two or More Races	1	100%
White	14	79%
RTV2104	9	89%
Two or More Races	1	100%
White	8	88%
Grand Total	905	86%

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

Overall Course Success Rates by Race/Ethnicity

Course, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Technology	743	88%
Asian	6	83%
Black	55	82%
Hawaii/Pac	6	100%
Hispanic	79	94%
Two or More Races	41	80%
White	556	88%
2231 - Interactive Media Production	162	77%
Am. Ind	3	100%
Asian	1	0%
Black	33	61%
Hispanic	16	81%
Two or More Races	7	100%
White	102	80%
Grand Total	905	86%

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

Course, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY1100	38	84%
DAYT	38	84%
Black	1	100%
Hispanic	2	100%
Two or More Races	1	0%
White	34	85%
PGY1101	64	83%
DAYT	64	83%
Asian	1	100%
Black	7	71%
Hawaii/Pac	1	100%
Hispanic	4	75%
Two or More Races	5	100%
White	46	83%
PGY1115	58	90%
DAYT	58	90%
Black	2	100%
Hispanic	7	100%
Two or More Races	5	60%
White	44	91%
PGY1201	44	84%
DAYT	44	84%
Black	4	75%
Hawaii/Pac	1	100%
Hispanic	3	100%
Two or More Races	3	67%
White	33	85%
PGY1800	69	88%
DAYT	69	88%
Asian	1	100%
Black	7	57%
Hawaii/Pac	1	100%
Hispanic	11	82%
Two or More Races	3	100%
White	46	93%

Course, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY1802	61	89%
DAYT	61	89%
Asian	2	50%
Black	5	80%
Hawaii/Pac	1	100%
Hispanic	6	83%
Two or More Races	5	100%
White	42	90%
PGY2000	47	85%
DAYT	47	85%
Black	6	67%
Hawaii/Pac	1	100%
Hispanic	3	100%
Two or More Races	1	0%
White	36	89%
PGY2107	50	98%
DAYT	50	98%
Asian	1	100%
Black	4	100%
Hispanic	9	100%
Two or More Races	3	100%
White	33	97%
PGY2210	48	83%
DAYT	48	83%
Black	2	100%
Hispanic	5	100%
Two or More Races	2	50%
White	39	82%
PGY2270	45	91%
DAYT	45	91%
Black	1	100%
Hispanic	3	100%
Two or More Races	2	50%
White	39	92%

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 by Campus and Race/Ethnicity (2 of 3)

Course, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY2273	49	92%
DAYT	49	92%
Black	2	100%
Hispanic	8	100%
Two or More Races	2	100%
White	37	89%
PGY2470	9	100%
DAYT	9	100%
Black	2	100%
White	7	100%
PGY2650	47	87%
DAYT	47	87%
Black	2	100%
Hispanic	5	100%
Two or More Races	1	100%
White	39	85%
PGY2750	64	88%
DAYT	64	88%
Black	4	100%
Hispanic	11	91%
Two or More Races	6	100%
White	43	84%
PGY2806	42	88%
DAYT	42	88%
Black	5	80%
Hawaii/Pac	1	100%
Hispanic	2	100%
Two or More Races	2	50%
White	32	91%
PGY2935	8	100%
DAYT	8	100%
Asian	1	100%
Black	1	100%
White	6	100%

Course, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2231 - Interactive Media Production	162	77%
DIG2000	42	76%
DAYT	42	76%
Am. Ind	1	100%
Black	10	60%
Hispanic	3	67%
Two or More Races	3	100%
White	25	80%
DIG2500	34	68%
DAYT	19	63%
Black	6	50%
Hispanic	3	67%
White	10	70%
ONLN	15	73%
Black	2	100%
Hispanic	1	100%
Two or More Races	1	100%
White	11	64%
GRA1543	18	94%
DAYT	18	94%
Black	2	100%
Hispanic	3	100%
Two or More Races	1	100%
White	12	92%
JOU1100	31	84%
DAYT	31	84%
Am. Ind	1	100%
Black	5	80%
Hispanic	3	67%
White	22	86%

■ 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 by Campus and Race/Ethnicity (3 of 3)

Course, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2231 - Interactive Media Production	162	77%
MMC1000	28	68%
DAYT	15	60%
Asian	1	0%
Black	5	20%
Hispanic	3	100%
White	6	83%
Online	13	77%
Am. Ind	1	100%
Black	3	67%
Two or More Races	1	100%
White	8	75%
RTV2104	9	89%
DAYT	9	89%
Two or More Races	1	100%
White	8	88%
Grand Total	905	86%

■ 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 by IM and Race/Ethnicity (1 of 3)

Course, IM, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY1100	38	84%
Lecture	38	84%
Black	1	100%
Hispanic	2	100%
Two or More Races	1	0%
White	34	85%
PGY1101	64	83%
Lecture	64	83%
Asian	1	100%
Black	7	71%
Hawaii/Pac	1	100%
Hispanic	4	75%
Two or More Races	5	100%
White	46	83%
PGY1115	58	90%
IS	2	50%
Two or More Races	1	0%
White	1	100%
Lecture	56	91%
Black	2	100%
Hispanic	7	100%
Two or More Races	4	75%
White	43	91%
PGY1201	44	84%
Lecture	44	84%
Black	4	75%
Hawaii/Pac	1	100%
Hispanic	3	100%
Two or More Races	3	67%
White	33	85%

Course, IM, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY1800	69	88%
Lecture	69	88%
Asian	1	100%
Black	7	57%
Hawaii/Pac	1	100%
Hispanic	11	82%
Two or More Races	3	100%
White	46	93%
PGY1802	61	89%
Lecture	61	89%
Asian	2	50%
Black	5	80%
Hawaii/Pac	1	100%
Hispanic	6	83%
Two or More Races	5	100%
White	42	90%
PGY2000	47	85%
IS	2	100%
White	2	100%
Lecture	45	84%
Black	6	67%
Hawaii/Pac	1	100%
Hispanic	3	100%
Two or More Races	1	0%
White	34	88%
PGY2107	50	98%
Lecture	50	98%
Asian	1	100%
Black	4	100%
Hispanic	9	100%
Two or More Races	3	100%
White	33	97%

■ 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 by IM and Race/Ethnicity (2 of 3)

Course, IM, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY2210	48	83%
Lecture	48	83%
Black	2	100%
Hispanic	5	100%
Two or More Races	2	50%
White	39	82%
PGY2270	45	91%
Lecture	45	91%
Black	1	100%
Hispanic	3	100%
Two or More Races	2	50%
White	39	92%
PGY2273	49	92%
Lecture	49	92%
Black	2	100%
Hispanic	8	100%
Two or More Races	2	100%
White	37	89%
PGY2470	9	100%
IS	4	100%
Black	1	100%
White	3	100%
Lecture	5	100%
Black	1	100%
White	4	100%
PGY2650	47	87%
Lecture	47	87%
Black	2	100%
Hispanic	5	100%
Two or More Races	1	100%
White	39	85%

Course, IM, Campus, Race/Ethnicity	# Students Enrolled	Success Rate
2075 - Photographic Tech.	743	88%
PGY2750	64	88%
Lecture	64	88%
Black	4	100%
Hispanic	11	91%
Two or More Races	6	100%
White	43	84%
PGY2806	42	88%
Lecture	42	88%
Black	5	80%
Hawaii/Pac	1	100%
Hispanic	2	100%
Two or More Races	2	50%
White	32	91%
PGY2935	8	100%
IS	8	100%
Asian	1	100%
Black	1	100%
White	6	100%
2231 - Interactive Media Production	162	77%
DIG2000	42	76%
Hybrid	42	76%
Am. Ind	1	100%
Black	10	60%
Hispanic	3	67%
Two or More Races	3	100%
White	25	80%
DIG2500	34	68%
Online	34	68%
Black	8	63%
Hispanic	4	75%
Two or More Races	1	100%
White	21	67%

■ 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 by IM and Race/Ethnicity (3 of 3)

Course, IM, Race/Ethnicity	# Students Enrolled	Success Rate
2231 - Interactive Media Production	162	77%
GRA1543	18	94%
Lecture	18	94%
Black	2	100%
Hispanic	3	100%
Two or More Races	1	100%
White	12	92%
JOU1100	31	84%
Lecture	31	84%
Am. Ind	1	100%
Black	5	80%
Hispanic	3	67%
White	22	86%
MMC1000	28	68%
Online	13	77%
Am. Ind	1	100%
Black	3	67%
Two or More Races	1	100%
White	8	75%
Lecture	15	60%
Asian	1	0%
Black	5	20%
Hispanic	3	100%
White	6	83%
RTV2104	9	89%
Lecture	9	89%
Two or More Races	1	100%
White	8	88%
Grand Total	905	86%

■ 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		Summer 2017								
		A	B	C	P,S,SP	D	F	FN	W	W1
2075- Photographic Technology	PGY1115	24	17	11	0	1	0	3	1	0
	PGY2000	2	0	0	0	0	0	0	0	0
	PGY2270	26	9	7	0	0	0	4	0	0
	PGY2935	2	0	0	0	0	0	0	0	0
2231- Interactive Media Production	DIG2000	5	1	0	0	0	1	0	0	0
Total		59(51.8%)	27(23.7%)	18(15.8%)	0(0%)	1(0.9%)	1(0.9%)	7(6.1%)	1(0.9%)	0(0%)

Grade Distribution

Major and Associated Courses		Fall 2017								
		A	B	C	P,S,SP	D	F	FN	W	W1
2075- Photographic Technology	PGY1100	16	0	0	0	0	0	0	1	2
	PGY1101	17	11	9	2	2	0	0	1	2
	PGY1115	1	0	0	0	0	1	0	0	0
	PGY1201	10	4	1	0	2	0	0	1	0
	PGY1800	36	6	0	0	2	0	0	2	1
	PGY1802	14	21	3	0	0	1	0	2	0
	PGY2000	3	6	1	0	2	2	0	0	1
	PGY2107	11	4	4	0	0	0	0	0	1
	PGY2210	15	13	3	0	2	1	0	1	1
	PGY2273	15	6	6	0	1	1	0	0	0
	PGY2470	4	0	0	0	0	0	0	0	0
	PGY2650	14	1	8	0	0	4	0	1	0
	PGY2750	5	11	4	0	2	1	0	1	1
	PGY2806	3	9	3	1	0	0	1	0	0
	PGY2935	0	5	0	0	0	0	0	0	0
	Total	164(46.9%)	97(27.7%)	42(12%)	3(0.9%)	13(3.7%)	11(3.1%)	1(0.3%)	10(2.9%)	9(2.6%)
2231- Interactive Media Production	DIG2000	9	4	0	0	0	1	3	2	0
	DIG2500	5	6	1	0	0	0	4	3	0
	JOU1100	8	5	1	0	0	1	0	1	0
	MMC1000	7	1	1	0	0	4	0	2	0
		Total	29(42%)	16(23.1%)	3(4.3%)	0(0%)	0(0%)	6(8.7%)	7(10.1%)	8(11.6%)
Fall 2017Total		193(46.1%)	113(27%)	45(10.7%)	3(0.7%)	13(3.1%)	17(4.1%)	8(1.9%)	18(4.3%)	9(2.1%)

Grade Distribution

Major and Associated Courses		Spring 2019								
		A	B	C	P,S,SP	D	F	FN	W	W1
2075- Photographic Technology	PGY1100	15	1	0	0	0	0	1	2	0
	PGY1101	8	5	3	0	2	1	0	1	2
	PGY1201	10	4	11	0	1	1	0	2	0
	PGY1800	18	3	1	0	0	1	2	0	0
	PGY1802	10	7	2	0	0	0	0	2	2
	PGY2000	17	10	5	0	0	1	0	1	0
	PGY2107	17	10	4	0	0	0	0	0	0
	PGY2210	8	2	0	0	0	1	0	2	0
	PGY2273	12	6	2	0	0	0	0	0	2
	PGY2470	5	0	0	0	0	0	0	0	0
	PGY2650	5	11	3	0	0	0	0	1	0
	PGY2750	12	15	9	0	0	0	0	3	0
	PGY2806	9	7	6	1	0	1	0	4	0
	PGY2935	1	0	0	0	0	0	0	0	0
Total	147(47.3%)	81(26%)	46(14.8%)	1(0.3%)	3(1%)	6(1.9%)	3(1%)	18(5.8%)	6(1.9%)	
2231- Interactive Media Production	DIG2000	8	5	0	0	0	1	0	0	2
	DIG2500	8	2	1	0	0	0	0	0	4
	GRA1543	15	2	0	0	0	0	0	2	0
	JOU1100	3	7	2	0	0	1	0	1	1
	MMC1000	2	5	3	0	1	2	0	1	0
	RTV2104	4	2	2	0	0	0	0	1	0
Total	40(45.5%)	23(26.1%)	8(9.1%)	0(0%)	1(1.1%)	4(4.5%)	0(0%)	5(5.7%)	7(8%)	
Grand Total	439(47.1%)	244(26.2%)	117(12.6%)	4(0.4%)	18(1.9%)	28(3%)	18(1.9%)	42(4.5%)	22(2.4%)	

Average Class Size by Course

Major and Associated Courses (All courses offered in only 1 IM)		2014-2015		2015-2016		2016-2017		2017-2018	
		Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size
2075- Photographic Technology	PGY1100	5	13	6	14	5	9	3	13
	PGY1101	5	12	5	16	6	13	5	13
	PGY1115	3	16	3	17	3	16	5	12
	PGY1201	3	18	5	13	5	12	4	12
	PGY1800	5	16	5	15	6	13	6	12
	PGY1802					6	14	5	13
	PGY2000	4	15	4	16	4	16	5	10
	PGY2107	4	13	3	14	4	12	4	13
	PGY2210	3	16	4	13	4	12	4	12
	PGY2216	1	9						
	PGY2270	2	18	2	23	2	14	2	23
	PGY2273	2	15	2	12	2	16	4	13
	PGY2470	1	13	2	12	2	7	2	5
	PGY2650	3	15	4	13	4	13	4	12
	PGY2750	4	13	3	15	4	14	5	13
	PGY2801	5	11	5	9	1	11		
	PGY2806	4	14	5	13	5	12	3	15
PGY2935	2	12	2	11	3	8	3	3	
2231- Interactive Media Production	DIG2000			3	16	3	18	3	14
	DIG2500			1	18	2	17	2	17
	GRA1543	1	14	2	14	1	16	1	19
	JOU1100							2	16
	MMC1000							2	15
	RTV2104							1	9

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

Source: IR Program Assessment Data

Average Class Size by Multiple Instructional Methods Only

Program	Courses	Instructional Method	2017-2018	
			Sections	Avg. Size
2231 - Interactive Media Production	MMC1000	Online	1	14
		Lecture	1	15
		Course Total	2	15

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

Source: IR Program Assessment Data

Overall Average Class Size by Instructional Methods

Program	Instructional Method	2017-2018	
		Sections	Avg. Size
2075 - Photographic Technology	IS	7	2
	Lecture	57	13
	Total	64	12
2231 - Interactive Media Production	Online	3	16
	Lecture	5	15
	Hybrid	3	14
	Total	11	15

College Total

Instructional Method	2017-2018 Avg. Size
Hybrid	22
Lecture	21
Online	29

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

Source: IR Program Assessment Data

Average Class Size By Campus

Courses, IM and Campus	2017-2018	
	Sections	Avg. Size
2075 - Photographic Tech.	64	12
PGY1100	3	13
DAYT	3	13
PGY1101	5	13
DAYT	5	13
PGY1115	5	12
DAYT	5	12
PGY1201	4	12
DAYT	4	12
PGY1800	6	12
DAYT	6	12
PGY1802	5	13
DAYT	5	13
PGY2000	5	10
DAYT	5	10
PGY2107	4	13
DAYT	4	13
PGY2210	4	12
DAYT	4	12
PGY2270	2	23
DAYT	2	23
PGY2273	4	13
DAYT	4	13
PGY2470	2	5
DAYT	2	5
PGY2650	4	12
DAYT	4	12
PGY2750	5	13
DAYT	5	13
PGY2806	3	15
DAYT	3	15
PGY2935	3	3
DAYT	3	3

Courses, IM and Campus	2017-2018	
	Sections	Avg. Size
2231 - Interactive Media Production	11	15
DIG2000	3	14
DAYT	3	14
DIG2500	2	17
DAYT	1	19
ONLN	1	15
GRA1543	1	19
DAYT	1	19
JOU1100	2	16
DAYT	2	16
MMC1000	2	15
DAYT	1	15
ONLN	1	14
RTV2104	1	9
DAYT	1	9
Grand Total	75	12

Performance Funding - Graduation Rates

Major	Term	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	FA13	67	26	38.8%	28	41.8%
	FA14 – 200% in Progress	52	25	48.1%	26	50.0%
	FA15 – In Progress	50	18	36.0%	18	36.0%
2231 - Interactive Media Production	FA13	21	1	4.8%	2	9.5%
	FA14 – 200% in Progress	17	2	11.8%	2	11.8%
	FA15 – In Progress	20	1	5.0%	1	5.0%

College average (150%- 58.3%, 200%- 66.1%)

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 - Graduation Rates

Major	Term	Race/Ethnicity	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	FA13	Asian	2	1	50.0%	1	50.0%
		Black	8	2	25.0%	2	25.0%
		Hispanic	10	1	10.0%	1	10.0%
		Two or More Races	1	0	0.0%	0	0.0%
		White	45	22	48.9%	23	51.1%
	FA14 – 200% in Progress	Black	4	2	50.0%	2	50.0%
		Hispanic	8	5	62.5%	5	62.5%
		Two or More Races	3	1	33.3%	1	33.3%
		White	37	17	45.9%	17	45.9%
	FA15 – In Progress	Black	5	3	60.0%	3	60.0%
		Hispanic	3	1	33.3%	1	33.3%
		Two or More Races	1	0	0.0%	0	0.0%
White		38	13	34.2%	13	34.2%	
2231 - Interactive Media Production	FA13	Am. Ind	1	0	0.0%	0	0.0%
		Black	3	0	0.0%	0	0.0%
		Hispanic	1	0	0.0%	0	0.0%
		White	16	1	6.3%	2%	12.5%
	FA14 – 200% in Progress	Black	4	0	0.0%	0	0.0%
		Hispanic	3	0	0.0%	0	0.0%
		Two or More Races	1	0	0.0%	0	0.0%
		White	9	2	22.2%	2	22.2%
	FA15 – In Progress	Black	3	0	0.0%	0	0.0%
		Hispanic	2	0	0.0%	0	0.0%
		White	15	1	6.7%	1	6.7%

College average (150%- 58.3%, 200%- 66.1%)

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	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%
	2016	140	31	109	2	2.00%	67	61.00%	63.00%
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%
	2016	41	5	36	2	6.00%	22	61.00%	67.00%

College average (67.1%)

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.

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	13	3	10	6	40%
	Hawaii/Pac.	1	0	1	0	100%
	Hispanic	17	4	13	4	69%
	Two or More Races	7	0	7	2	71%
	White	97	24	73	25**	63%
2231- INTERACTIVE MEDIA PRODUCTION	Am. Ind.	1	0	1	0	100%
	Asian	1	0	1	0	100%
	Black	6	0	6	3*	33%
	Hispanic	6	0	6	2	67%
	Two or More Races	2	0	2	1	50%
	White	24	5	19	5*	68%

**one student retained by DSC; **two students retained by DSC*

College average (African American: 49.9%, Hispanic: 66.3%)

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.

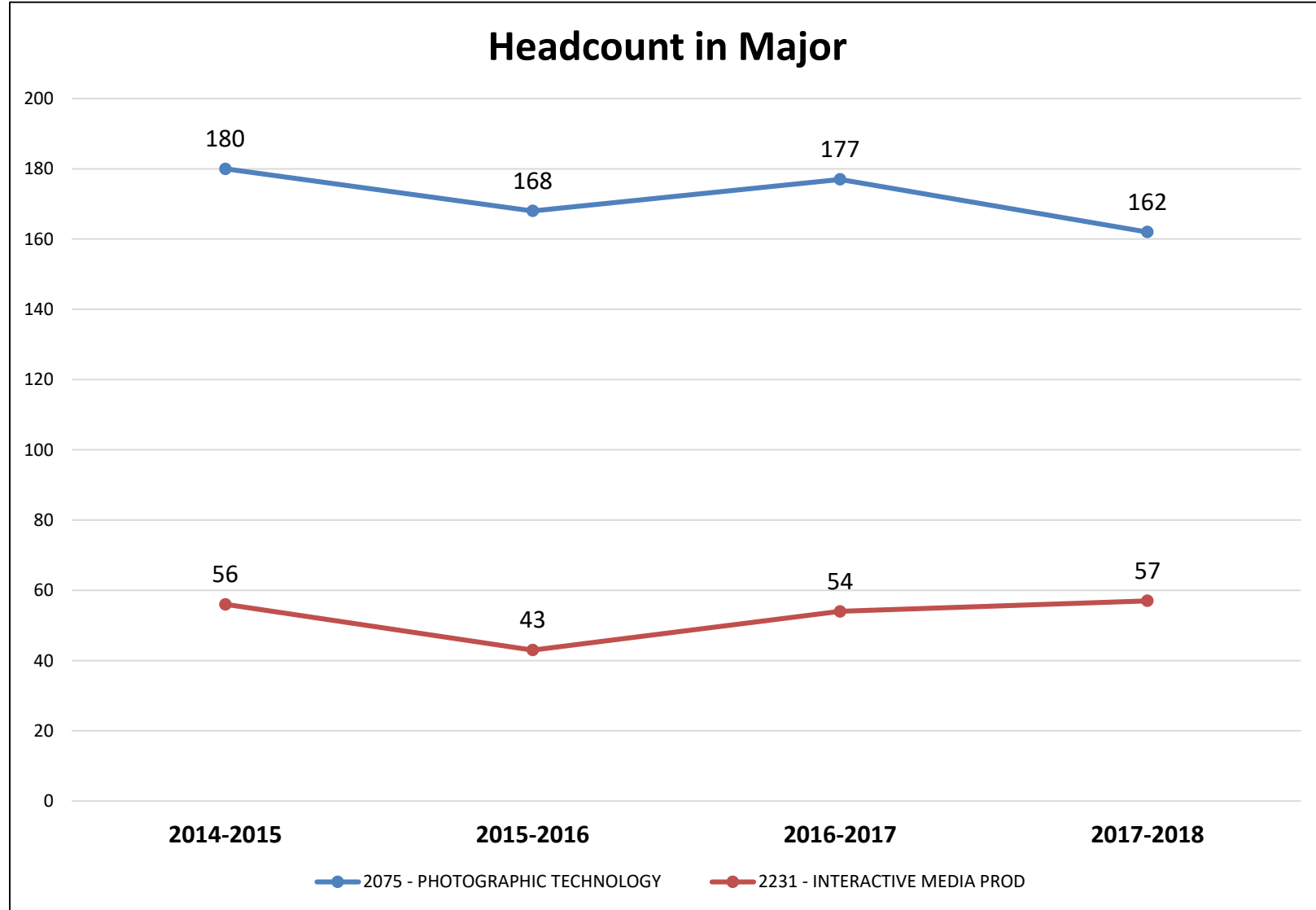
Source: IR Program Assessment Data

Performance Funding - Placement Rates (College average: 95.5%)

Program Title	Major	2011/12		2012/13		2013/14		2014/15		2015/16		Average Annual Salary
		DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	
Photographic Technology	2075	79%	79%	87%	84%	75%	76%	90%	88%	82%	82%	\$21,688
Interactive Media Tech	2231	New Program						100%	100%	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

Source: IR Program Assessment Data

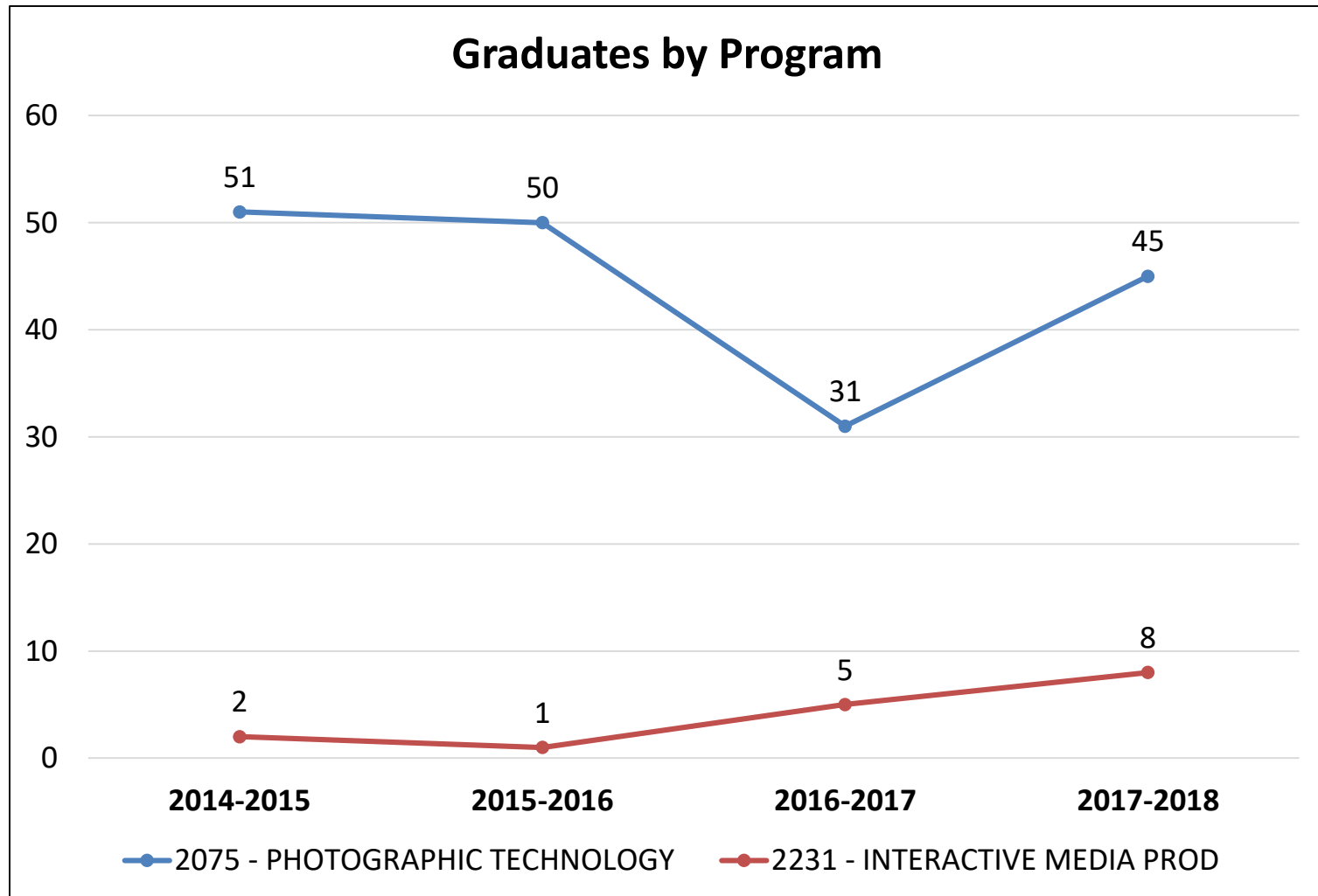


Students are duplicated across programs.

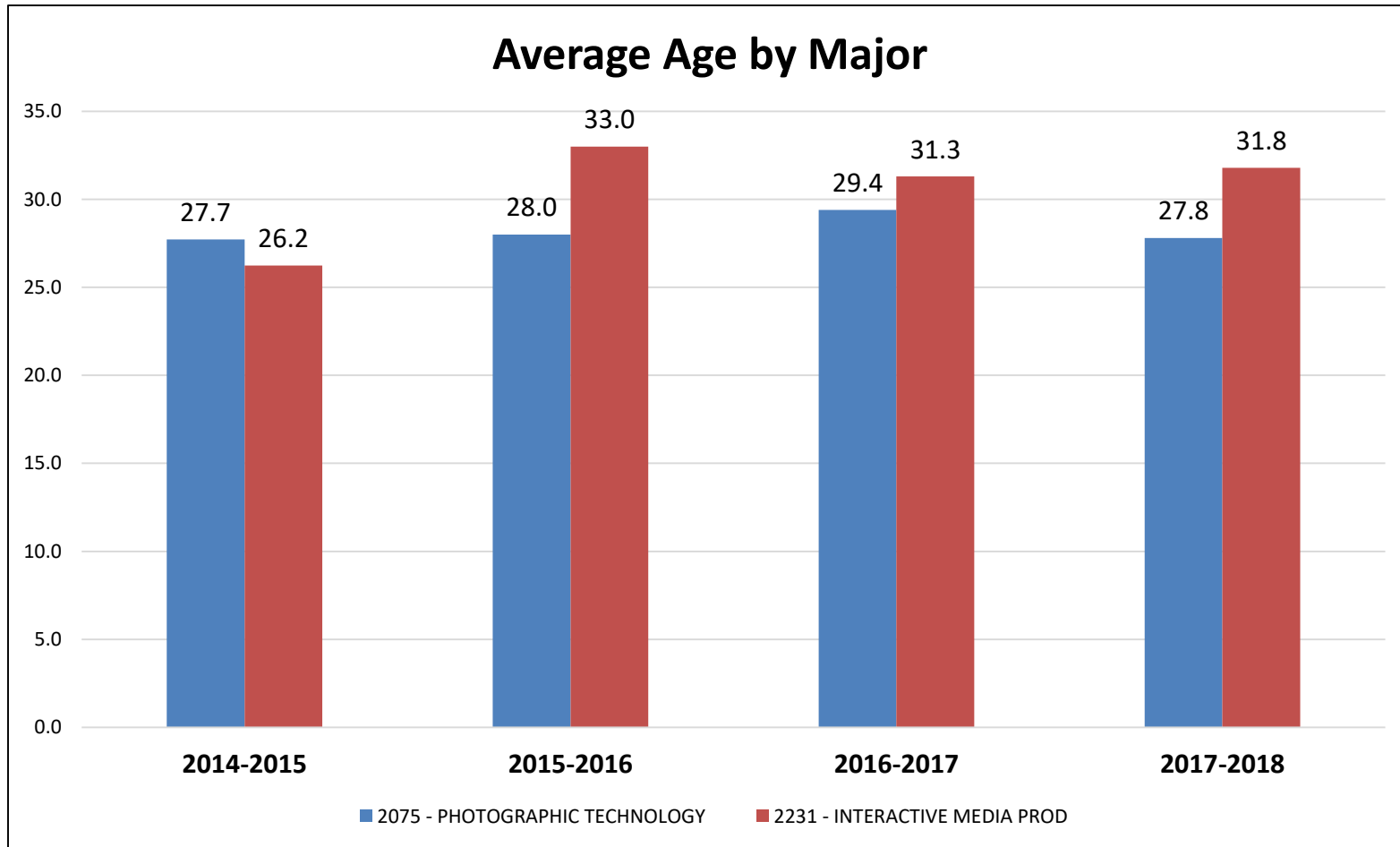
College Enrollment Decreased: 0.7%(14/15); 1.15% (15/16); 3.7%(16/17); 0.7%(17/18)

In 2017-2018, 314 students took courses in this department
Dual Enrollment count for 2017-2018: 2

Source: IR Program Assessment Data



Source: IR Program Assessment Data

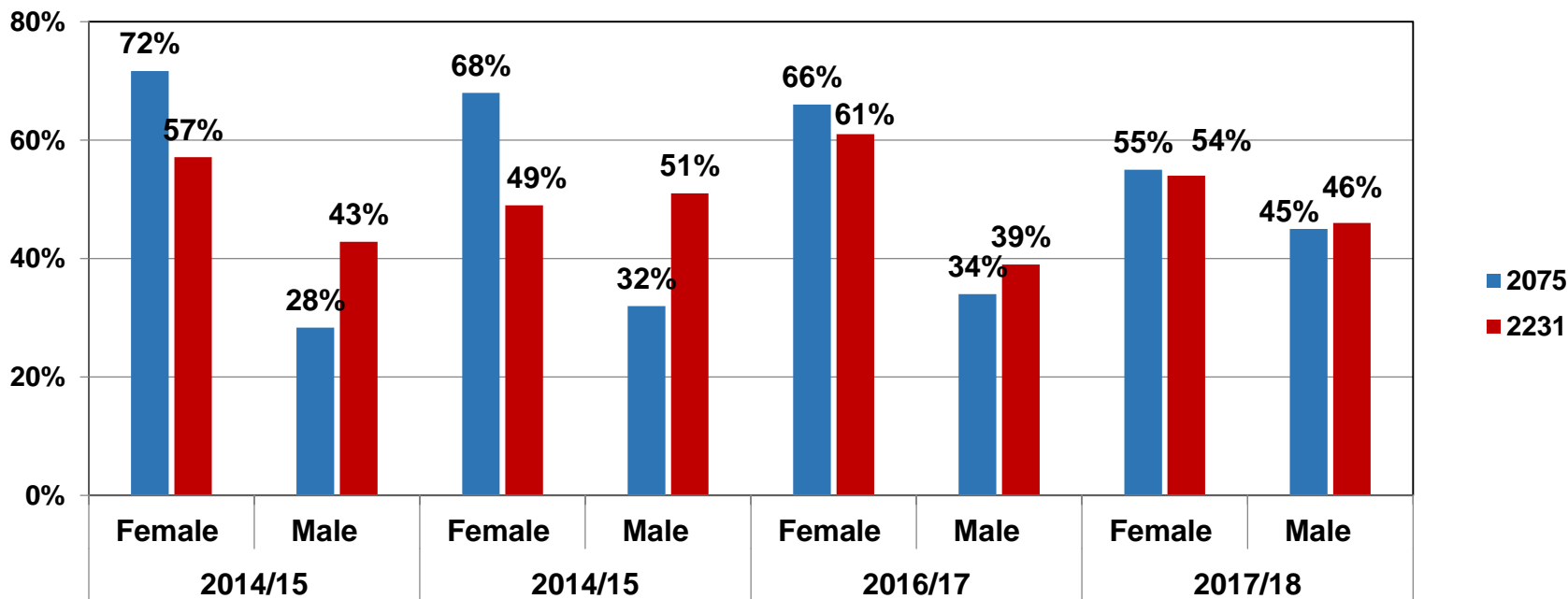


Major	2014-2015	2015-2016	2016-2017	2017-2018
All Programs	27.4	29	29.9	27.6
Daytona State College	26.4	26	27.0	27.2

Calculation excludes individuals whose birthdates are not reported.

Source: IR Program Assessment Data

Gender



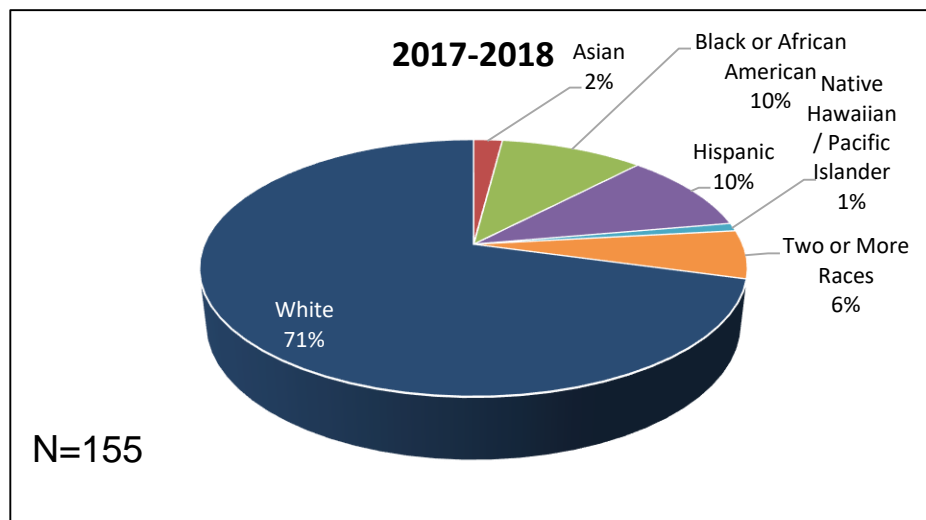
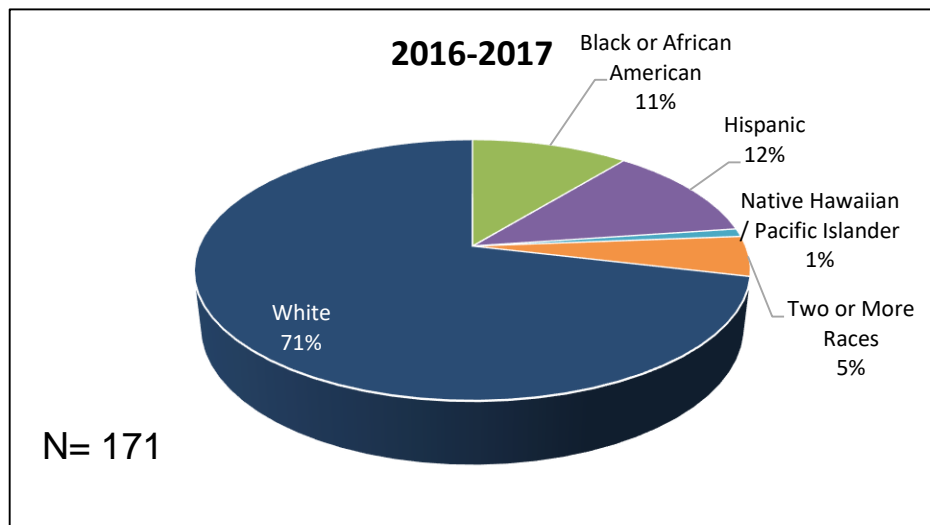
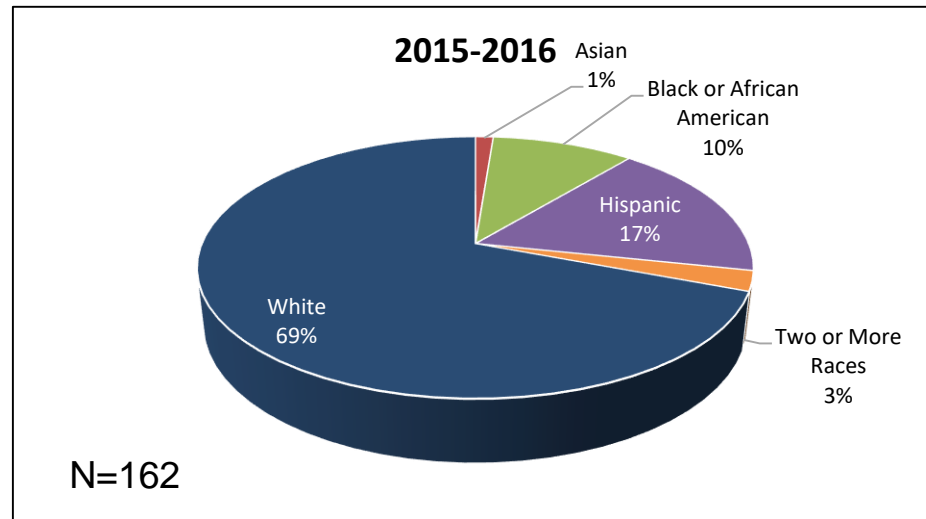
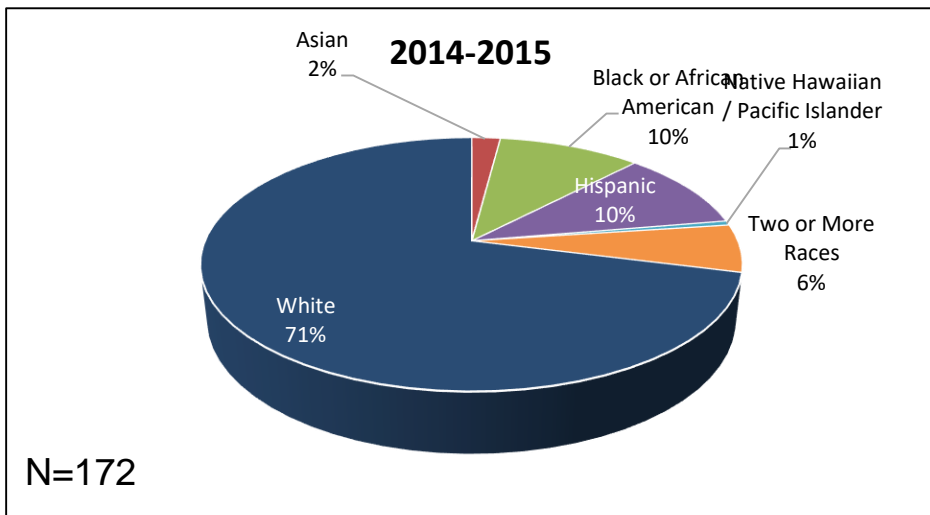
2075 – Photographic Technology
2231 – Interactive Media Production

Major	2014-2015		2015-2016		2016-2017		2017-2018	
	Female	Male	Female	Male	Female	Male	Female	Male
Daytona State College	60%	40%	60%	40%	60%	40%	59%	38%

Excludes individuals whose gender is not reported.

Source: IR Program Assessment Data

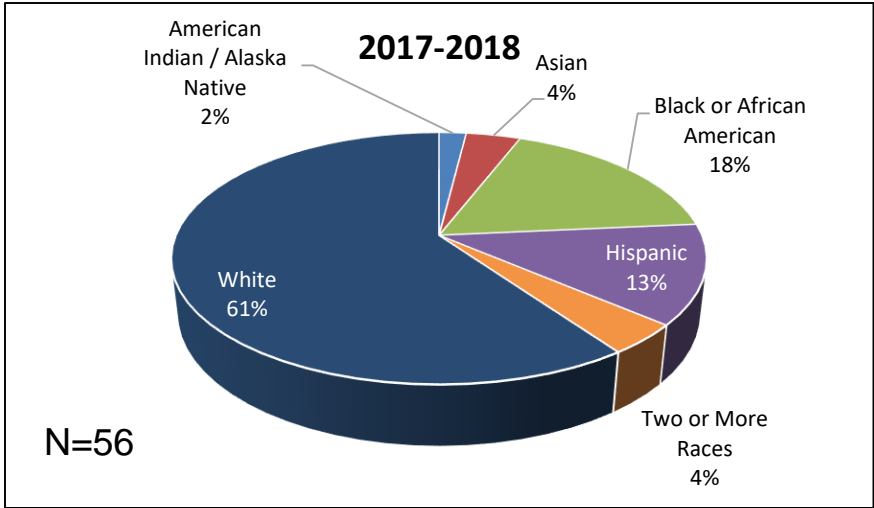
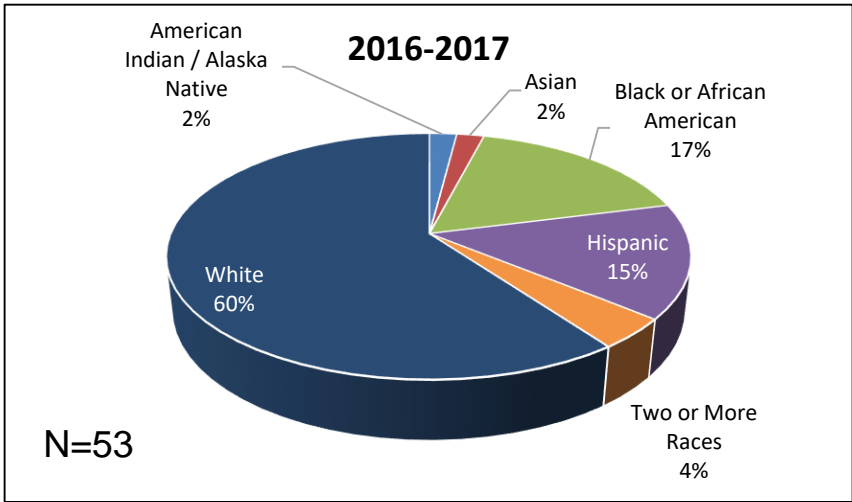
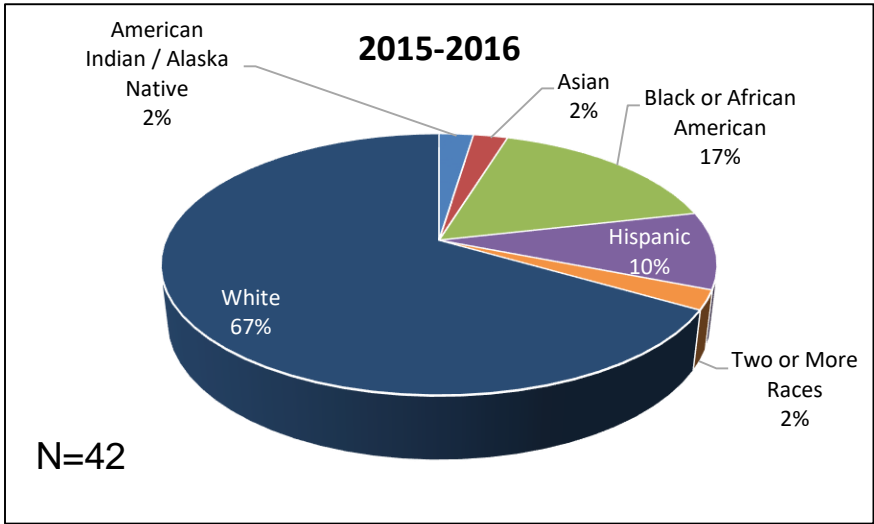
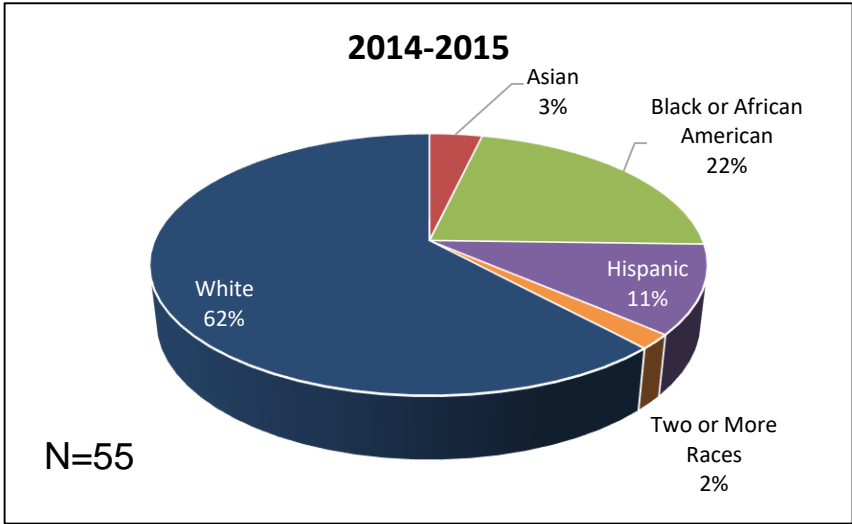
Race / Ethnicity by Program 2075 – Photographic Technology



DSC Averages 2017-2018			
Black or African Amer	Hispanic	2 or More Races	White
14%	19%	3%	59%

Excludes individuals whose race / ethnicity is not reported.

Race / Ethnicity by Program 2231 – Interactive Media Production

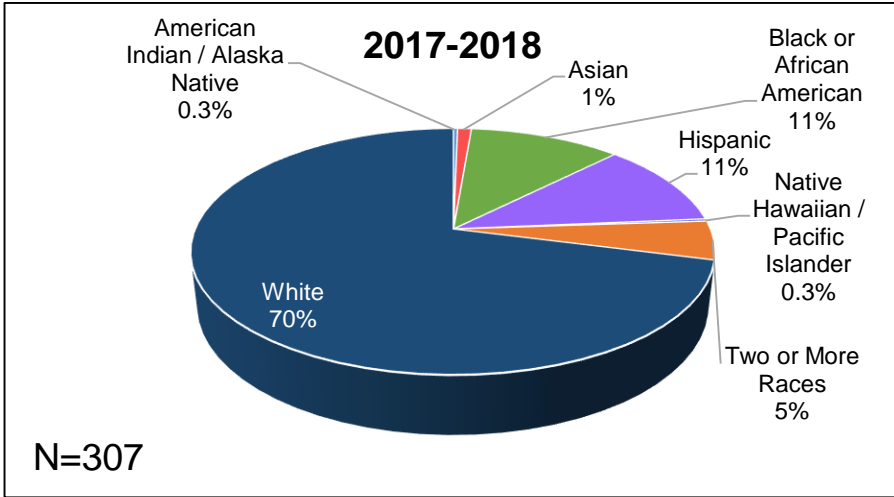
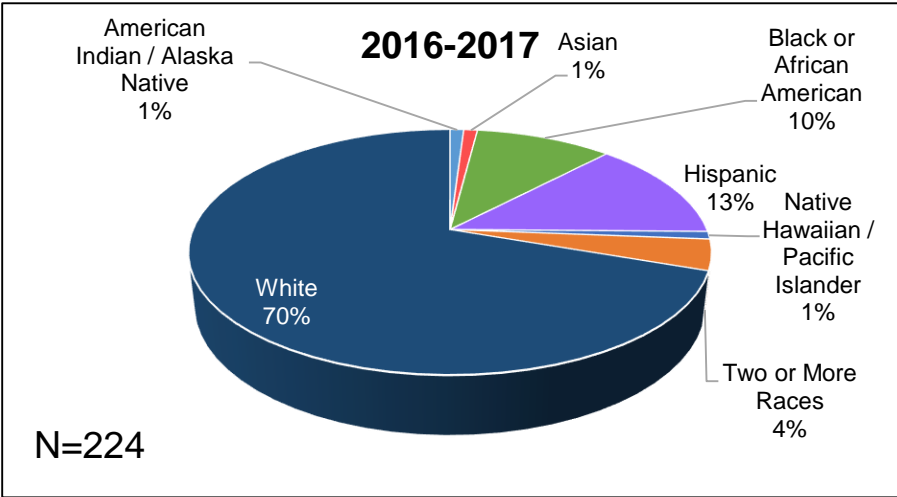
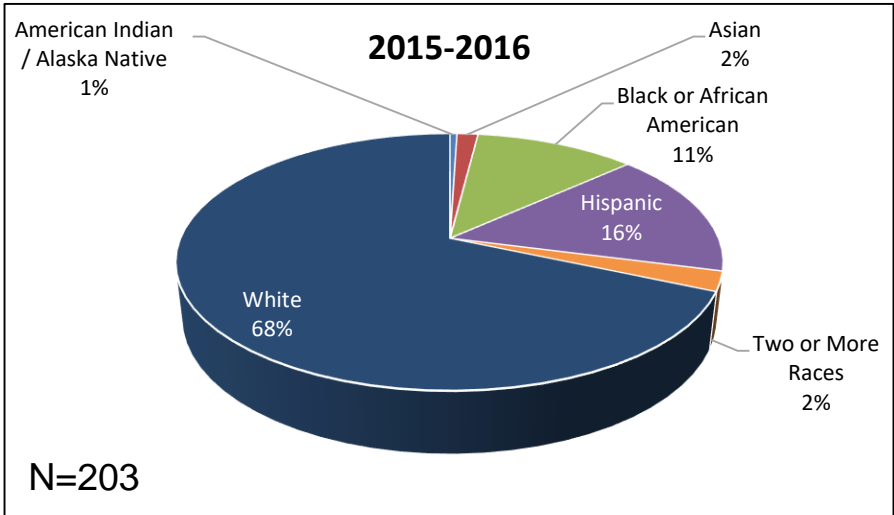
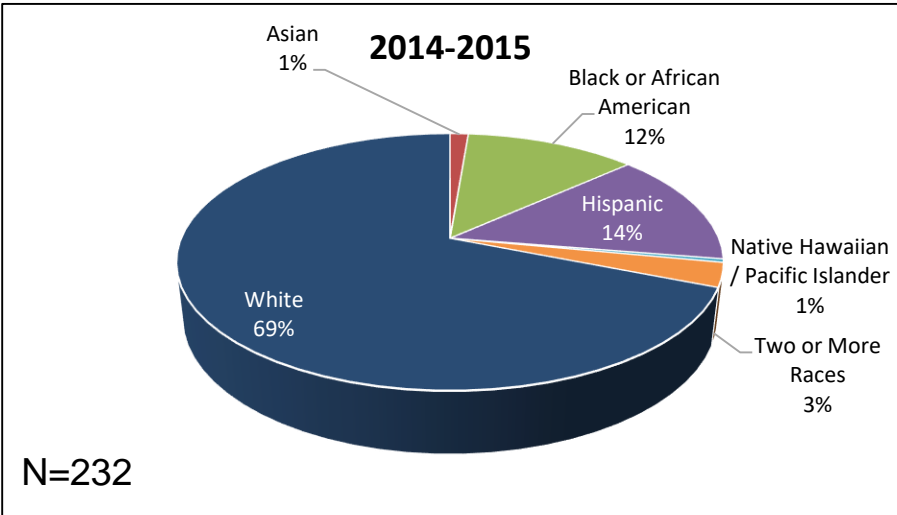


DSC Averages 2017-2018			
Black or African Amer	Hispanic	2 or More Races	White
14%	19%	3%	59%

Excludes individuals whose race / ethnicity is not reported.

Source: IR Program Assessment Data

Race / Ethnicity by Program School of Photography



DSC Averages 2017-2018			
Black or African Amer	Hispanic	2 or More Races	White
14%	19%	3%	59%

Excludes individuals whose race / ethnicity is not reported.

Source: IR Program Assessment Data