ASSESSMENT DAY

College of Arts and Sciences

School of Photography and Media Studies

September 24, 2021

Strengths

Challenges

Recommendations

Academic Assessment

	LEVEL	FOCUS	CONDUCTED BY	FREQUENCY
Academic Success Committee	Program	• Quality of assessment practices	Committee of peers	Years 1 & 2
Instructional Program Review	Program / Cluster	• 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	• 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 – Digital and Interactive Media Production

207500 - Photographic Technology

0824 - Broadcast TV Production

2233 - Broadcast TV Production

0979 - Television Studio Production

School of Photography
Last Assessment Day Action Items

Last Assessment Day (09/25/2020)

- Write blog for Online Studies re: rubrics (Jayanti)

- Work on curriculum revisions for Digital and Interactive Media (Brad and Alicia A. and Karla)

- **For IE:** Karla will work with Steve of learning outcomes/course mapping,

  - Karla will work with Steve, Brad on Illume Courses access,

  - Karla will work with Carri to understand auto-grad process in specific to understand if a student is found that has completed all courses and the student is autograduated, what is the graduation date?

  - Karla will add 'digital' to 2231 title (in assessment day ppt)

- **For IR:** Andrea will send name of SPGY enrollment query and auto-grad query

  - Andrea will provide year to degree value from previous year for comparison

  - Andrea will provide cohort lists for graduation rate years that are still in progress

  - Andrea will check Retention cohort for 2231 (separate by names if they are different, i.e., digital vs non)

  - Andrea will send Jayanti PGY1101 data to check for accuracy

  - Andrea will update course success data to remove incompletes

Program Learning Outcomes
Photographic Technology #207500

PLO1: Achieve competency in the creative process and in critical thinking as it pertains to photography and its related fields.

PLO2: Demonstrate professional, interpersonal and business communication skills working as individuals and groups/creative teams within the field of photography.

PLO3: Develop skills in the fields of commercial, editorial and fine arts photography, preparing students for entry-level positions.

PLO4: Utilize a workflow that includes cameras, photographic gear and digital editing software for still photography and video to achieve technical and aesthetic proficiency.

Assessment Data 2020-2021
Photographic Technology #207500

PLO1 Results

PLO1: Achieve competency in the creative process and in critical thinking as it pertains to photography and its related fields. *Target: 70% of students achieving 70% or higher.*
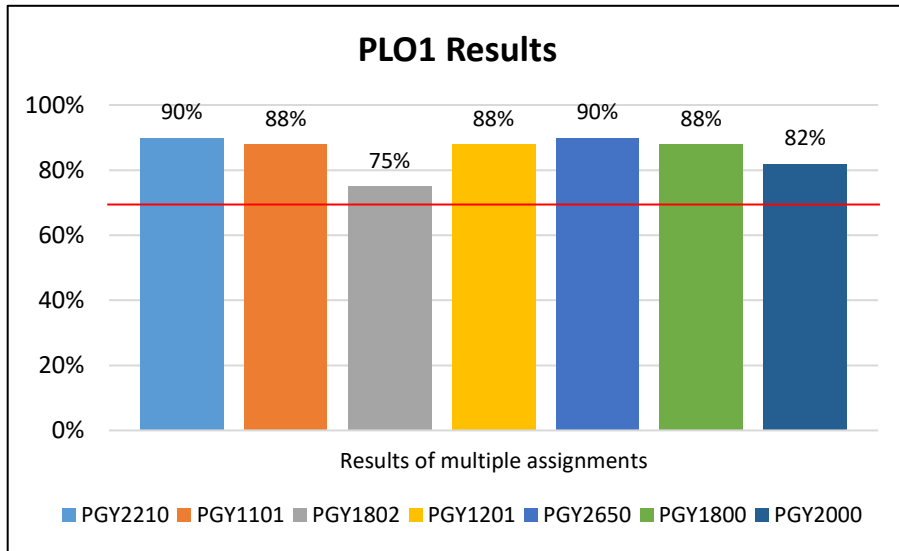
PLO2 Results

PLO2: Demonstrate professional, interpersonal and business communication skills working as individuals and groups/creative teams within the field of photography. *Target: 70% of students achieving 70% or higher.*

PLO3 Results

PLO3: Develop skills in the fields of commercial, editorial and fine arts photography, preparing students for entry-level positions. *Target: 70% of students achieving 70% or higher.*
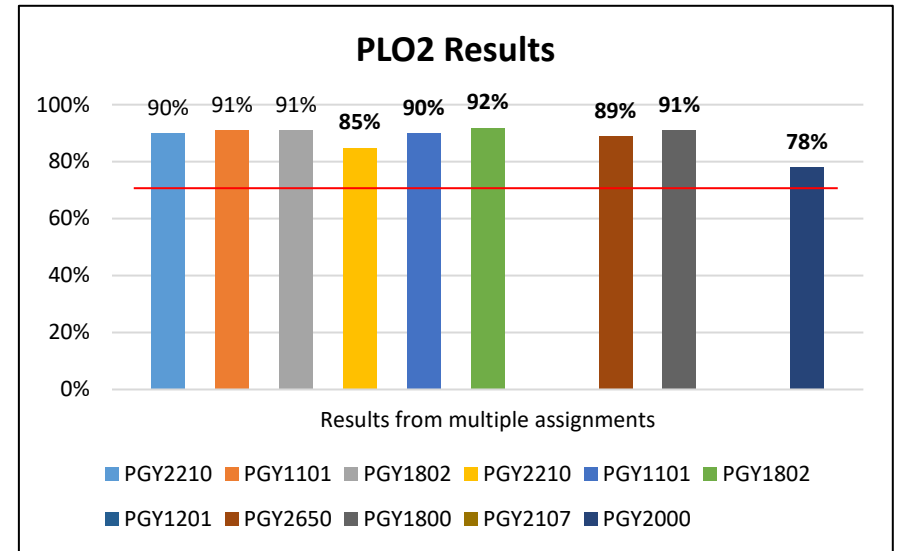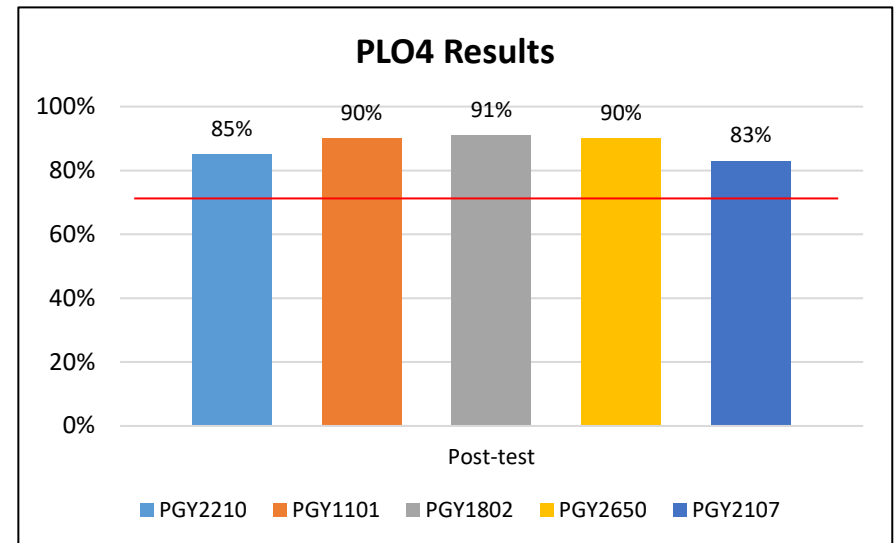
PLO4 Results

PLO4: Utilize a workflow that includes cameras, photographic gear and digital editing software for still photography and video to achieve technical and aesthetic proficiency. *Target: 70% of students achieving 70% or higher.*
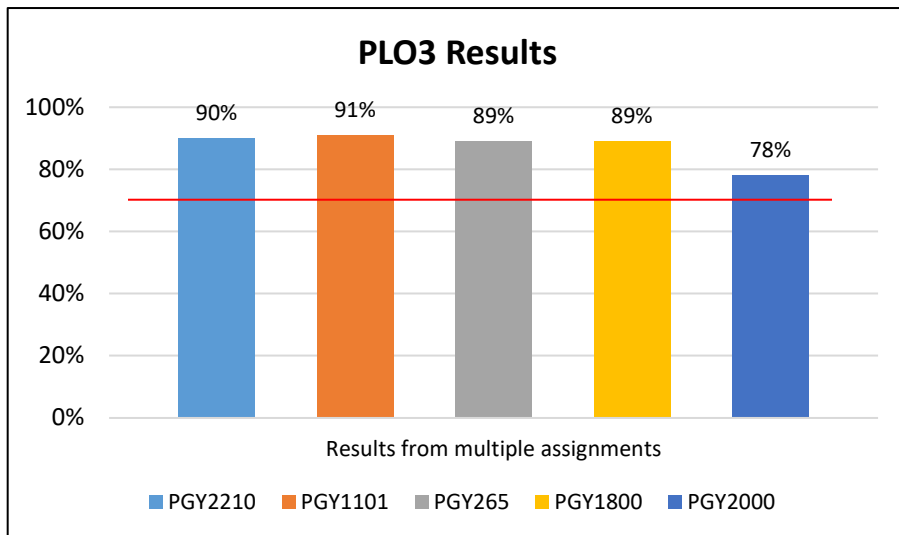
Program Learning Outcomes
Digital and Interactive Media Production #223100

Graduates of the program will be able to:

PO1: Explain the functions of hardware and software as relate to multi-media production and delivery.
PO2: Demonstrate professional interpersonal and business communications skills in a diverse environment.
PO3: Employ team skills in the production of multi-media projects.
PO4: During the planning process for multi-media projects, critically evaluate relevant information and assets for targeted audiences.
PO5: Design a multi-media project that incorporate writing and reportage, still photography, video, audio and web creation, design and analytics.
PO6: Evaluate audience feedback and analytics of the multi-media projects.

Assessment Data 2020-2021
Interactive Media Production #223100

PLO1 - Assessment Results
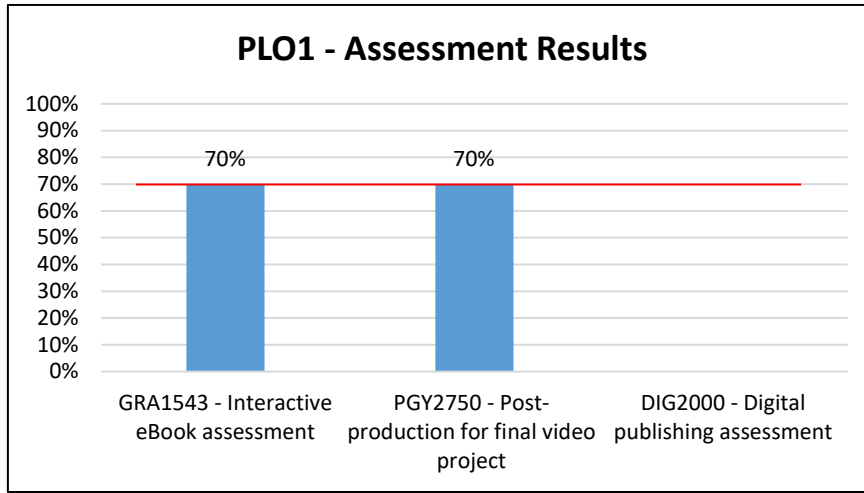
PLO1: Explain the functions of hardware and software as relate to multi-media production and delivery. *Target: 70% of students achieving 70% or higher*
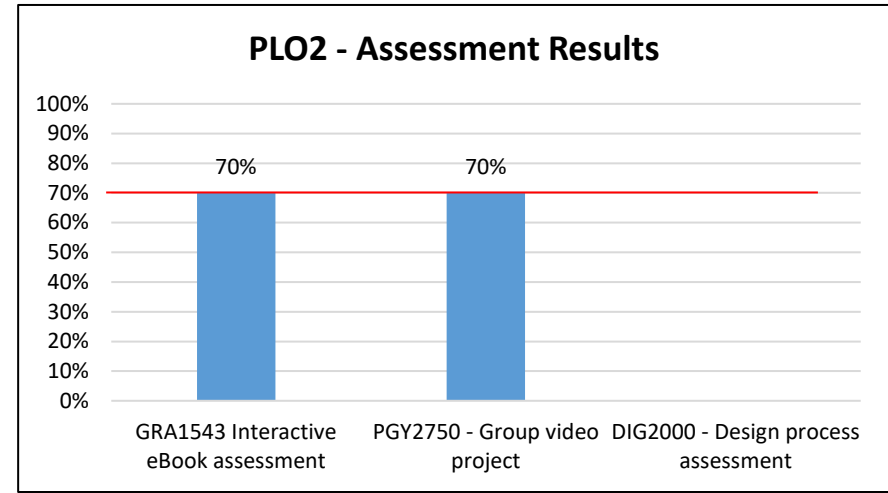
PLO2 - Assessment Results

PO2: Demonstrate professional interpersonal and business communications skills in a diverse environment. *Target: 70% of the students will achieve 65% or higher in all assessment measures*

PLO3 - Assessment Results
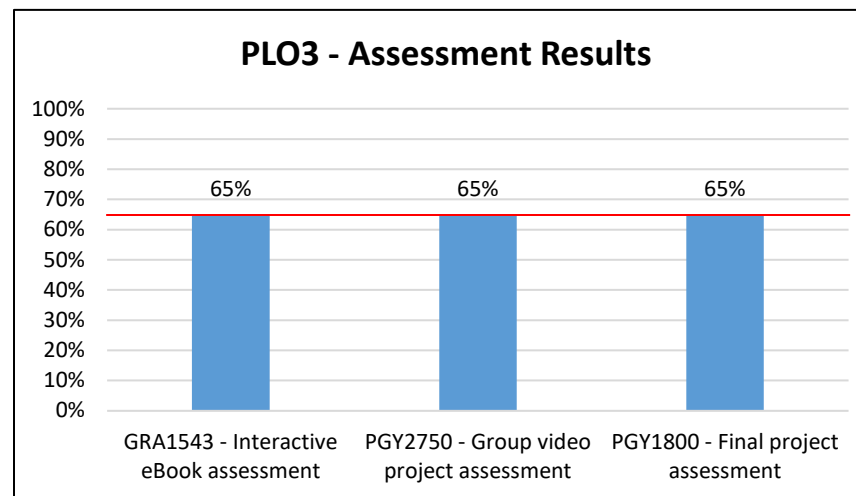
PLO3: Employ team skills in the production of multi-media projects. *Target: 65% of the students will achieve 75% or higher in all assessment measures.*

Assessment Data 2020-2021
Interactive Media Production #223100

PLO4 - Assessment Results

| Measure	Result
GRA1543 - Create a Brand assessment	65%
PGY2750 - Group video project	65%
PGY2750 - Design Process assessment	65%
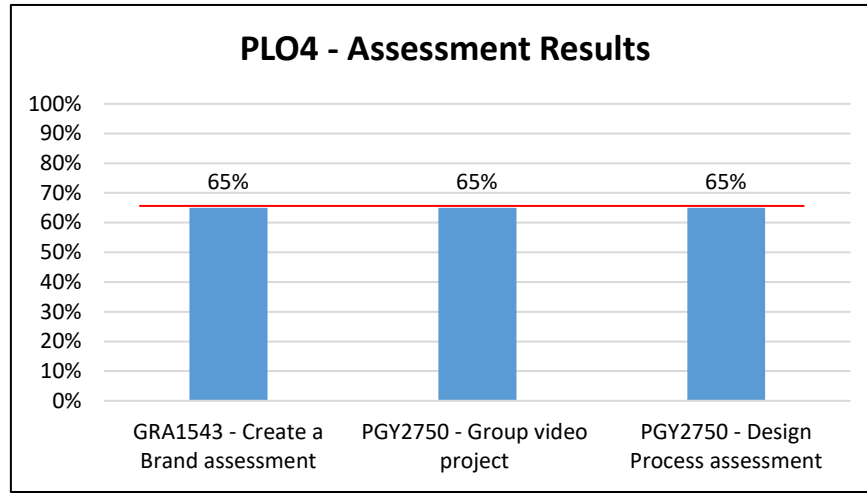
PLO4: During the planning process for multi-media projects, critically evaluate relevant information and assets for targeted audiences. *Target: 65% of the students will achieve 75% or higher in all assessment measures*
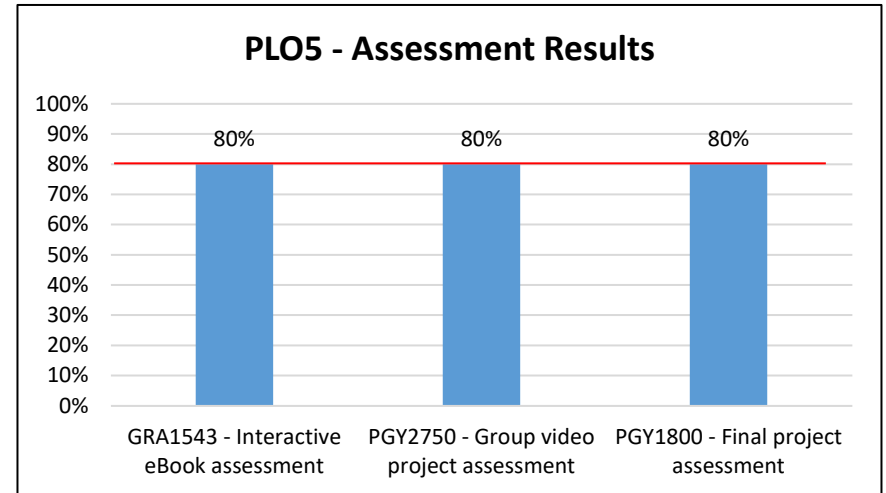
PLO5 - Assessment Results

Measure	Result
GRA1543 - Interactive eBook assessment	80%
PGY2750 - Group video project assessment	80%
PGY1800 - Final project assessment	80%

PO5: Design a multi-media project that incorporate writing and reportage, still photography, video, audio and web creation, design and analytics. *Target: 80% of the students will achieve 70% or higher in all assessment measures*

PLO6 - Assessment Results

Measure	Result
GRA1543 - Create a Brand assessment	60%
PGY2750 - Group video project	60%
PGY2750 - Design Process assessment	60%
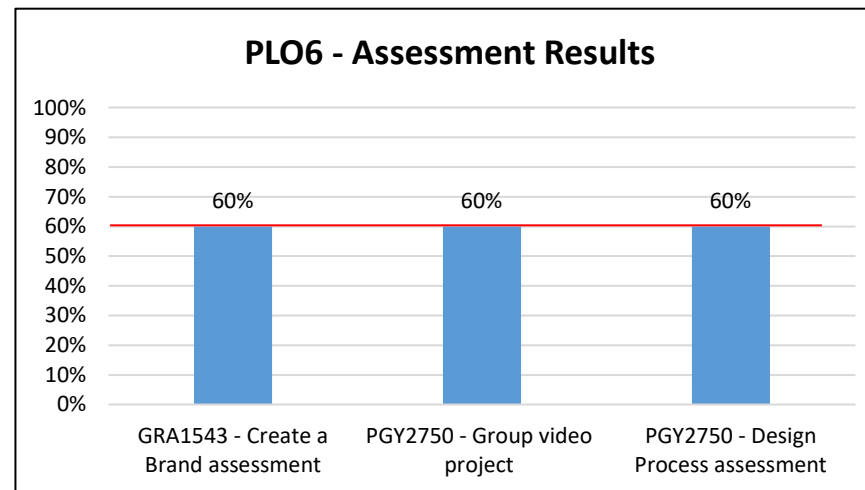
PLO6: Evaluate audience feedback and analytics of the multi-media projects. *Target: 60% of the students will achieve 70% or higher in all assessment measures*

Program Learning Outcomes
Broadcast TV Production A.S. #223300

1. Demonstrate effective written and oral communication skills.
2. Develop and produce a TV or video based project.
3. Direct a TV production, video production, or webcast.
4. Create a marketing and distribution plan.
5. Demonstrate team skills.
6. Operate studio and field video cameras.
7. Demonstrate knowledge of appropriate industry laws, regulations, trade terminology, and ethical practices.
8. Design and generate graphic elements.
9. Plan a production set and acquire appropriate production resources.
10. Create appropriate lighting for location and/or set productions.
11. Record, mix, and edit audio resources.
12. Operate control room equipment.
13. Organize and edit video resources.
14. Demonstrate safe and efficient work practices.

Program Learning Outcomes

Television Studio Production Certificate #097900

1. Exhibit team skills.
2. Model safe and efficient work practices.
3. Create appropriate lighting for location and/or set productions.
4. Operate a video camera
5. Generate studio and/or location footage.
6. Record mix, and edit audio resources.
7. Use production control room equipment.
8. Organize and edit video resources

Program Learning Outcomes

Broadcast TV Production Certificate #082400

1. Demonstrate team skills.
2. Demonstrate safe and efficient work practices.
3. Generate a production schedule.
4. Plan a production set.
5. Create appropriate lighting for location and/or set productions.
6. Operate a video camera.
7. Shoot studio and/or location footage.
8. Record, mix, and edit audio resources.
9. Operate control room equipment.
10. Organize and edit video resources

Program Learning Outcome Assessment Results 2020-2021

CA: Critical Assignment

Program and Institutional Learning Outcomes (1 of 2)

Program	Year	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and Technical Literacy
2075 - Photographic Technology	**2017-2018**	No report	82%-87%	No report	No report
	2018-2019	No report	No report	78%-87%	72%-86%
	2019-2020	88%-90%	86%-91%	86%-91%	88%-91%
	2020-2021	83%-90%	83%-91%	86%-90%	85%-91%
2231 - Interactive Media Production	**2017-2018**	87%-94%	84%-88%	82%-94%	87%-94%
	2018-2019	86.5%-89%	84%-88%	84%-86.5%	86.5%-89%
	2019-2020	70%	70%	70%	70%
	2020-2021	75%	70%	70%	60%
0979 – TV Studio Production	**2018-2019**	100%	40%-100%	100%	77%-100%
	2019-2020	100%	58%-100%	80%-100%	52%-100%
	2020-2021	100%	85%-100%	92%-100%	92%-100%
0824 – Broadcast TV Production	**2018-2019**	100%	40%-100%	100%	77%-100%
	2019-2020	100%	58%-100%	80%-100%	52%-100%
	2020-2021	100%	85%-100%	92%-100%	92%-100%

Source: School of Education Assessment Reports

Program and Institutional Learning Outcomes (2 of 2)

Program	Year	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and Technical Literacy
2233 – Broadcast TV Production	**2018-2019**	100%	40%-100%	100%	77%-100%
	2019-2020	100%	58%-100%	80%-100%	52%-100%
	2020-2021	100%	85%-100%	92%-100%	92%-100%

Source: School of Education Assessment Reports

Headcount in Major
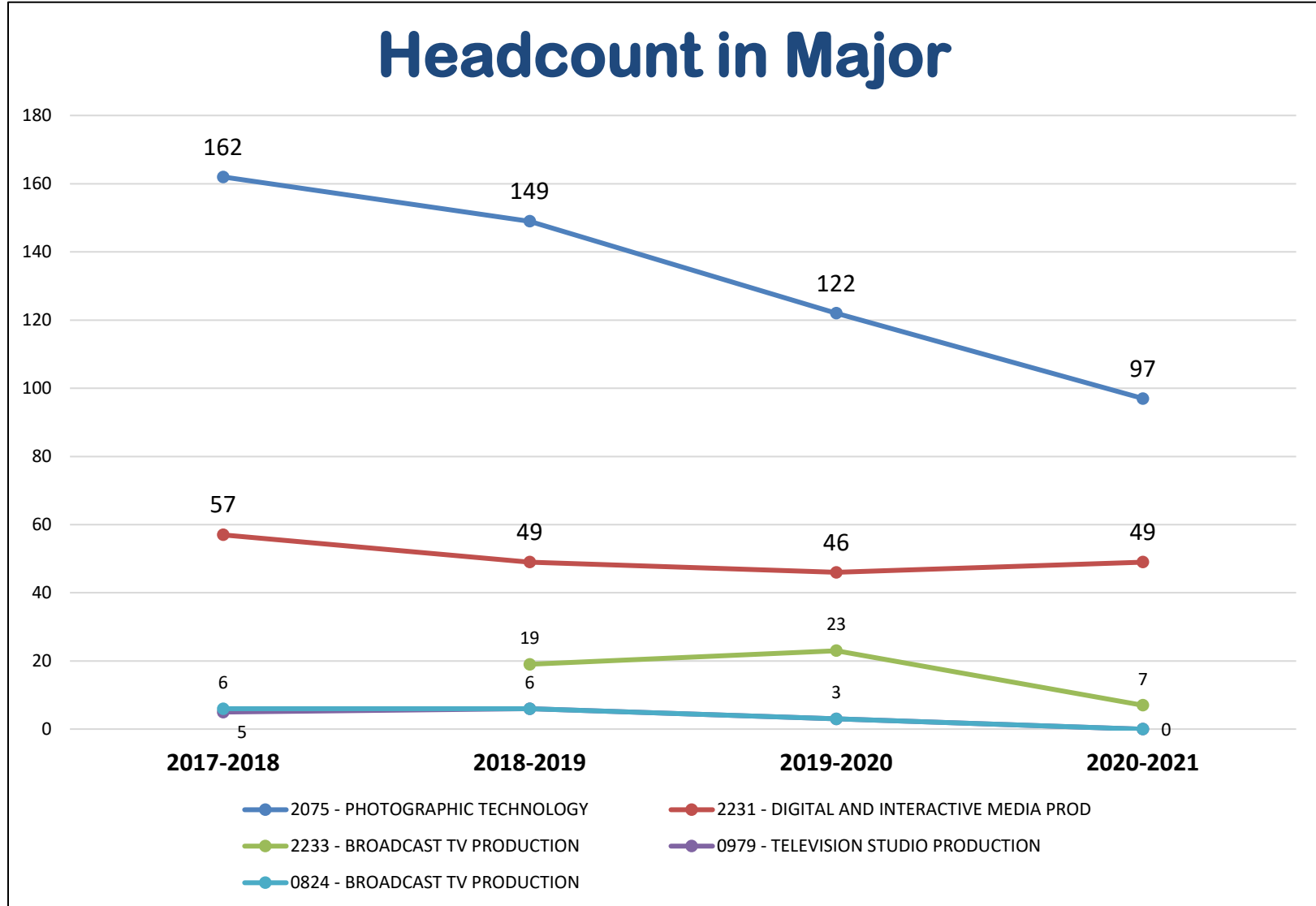
Students are duplicated across programs.

Legend:
- 2075 - PHOTOGRAPHIC TECHNOLOGY
- 2231 - DIGITAL AND INTERACTIVE MEDIA PROD
- 2233 - BROADCAST TV PRODUCTION
- 0979 - TELEVISION STUDIO PRODUCTION
- 0824 - BROADCAST TV PRODUCTION

Data points:
- 2075 - PHOTOGRAPHIC TECHNOLOGY: 2017-2018: 162, 2018-2019: 149, 2019-2020: 122, 2020-2021: 97
- 2231 - DIGITAL AND INTERACTIVE MEDIA PROD: 2017-2018: 57, 2018-2019: 49, 2019-2020: 46, 2020-2021: 49
- 2233 - BROADCAST TV PRODUCTION: 2018-2019: 19, 2019-2020: 23, 2020-2021: 7
- 0979 - TELEVISION STUDIO PRODUCTION: 2017-2018: 5
- 0824 - BROADCAST TV PRODUCTION: 2017-2018: 6, 2018-2019: 6, 2019-2020: 3, 2020-2021: 0

Dual Enrollment count for 2020-2021: 13

Source: IR Program Assessment Data

Graduates by Program

Source: IR Program Assessment Data
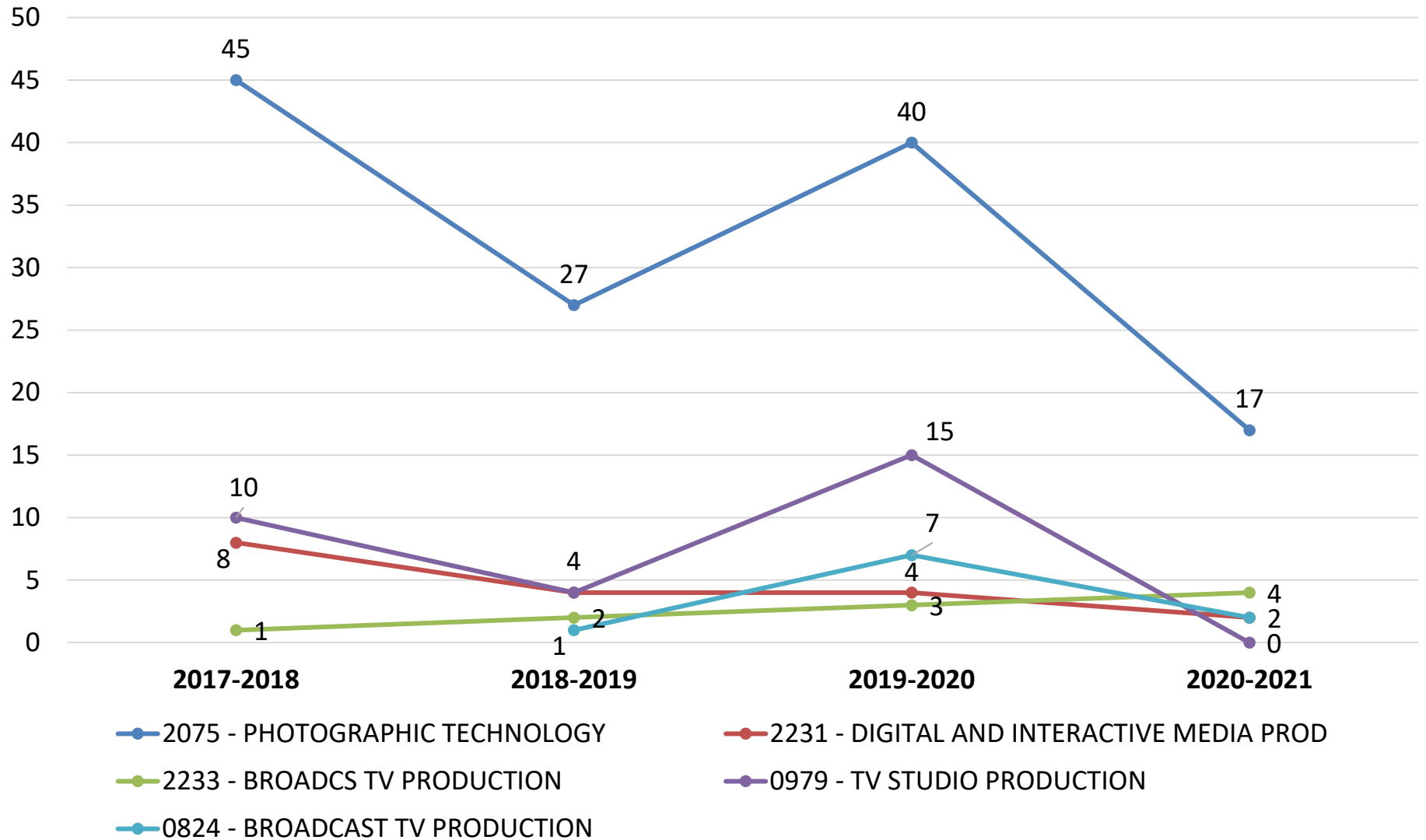
Number of Graduates by Race/Ethnicity (1 of 2)

Programs and race/Ethnicity	2018-19	2019-20	2020-21
2075 Photographic Tech	23	33	17
American Indian			
Asian			
Black	1	3	4
Hispanic		1	4
Native Hawaiian			
Two or More Races	1	2	2
Unknown	1	1	1
White	20	26	6
2231 Digital and Interactive Media Prod	4	4	2
American Indian			
Asian			
Black		1	
Hispanic		1	1
Native Hawaiian			
Two or More Races			
Unknown			
White	4	2	1

Source: IR Program Assessment Data

Number of Graduates by Race/Ethnicity (2 of 2)

Programs and race/Ethnicity	2018-19	2019-20	2020-21
0824 – Broadcast TV Production	1	7	2
American Indian			
Asian			
Black		1	
Hispanic		3	
Native Hawaiian			
Two or More Races			
Unknown			
White	1	3	2
0979 – TV Studio Production	2	14	0
American Indian			
Asian			
Black	1	1	
Hispanic		4	
Native Hawaiian			
Two or More Races			
Unknown			
White	1	9	
2233 – Broadcast TV Production	2	3	4
American Indian			
Asian			
Black			
Hispanic	1	1	
Native Hawaiian			
Two or More Races			
Unknown			
White	1	2	4

Source: IR Program Assessment Data

Time to Degree

Major	Average of Years to Completion (2019-2020 Cohort)	Average of Years to Completion (2020-2021 Cohort)
207500 - Photographic Technology	1.70	1.75
223100 - Digital & Interact Media Prod	2.33	2.29
223300 – Broadcast TV Production	1.92	2.63

Source: IR Program Assessment Data

Graduation Rates

Major	Term	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	FA14	52	25	48.1%	26	50.0%
	FA15	50	18	36.0%	19	38.0%
	FA16	77	32	41.6%	35	41.6%
	FA17 – 200% In Progress	50	24	48%	24	48%
	FA18 – In Progress	44	19	43.2%	19	43.2%
2231 - Interactive Media Production	FA14	17	2	11.8%	2	11.8%
	FA15	17	1	5.9%	1	5.9%
	FA16	12	2	16.7%	2	16.7%
	FA17 – 200% In Progress	3	2	66.7%	2	66.7%
	FA18 – In Progress	1	0	0.0%	0	0.0%
2231 – Digital & Interactive Media Production	FA15	2	0	0.0%	1	50.0%
	FA16	9	3	33.3%	4	44.4%
	FA17 – 200% In Progress	6	0	0.0%	1	16.7%
	FA18 – In Progress	15	0	0.0%	0	0.0%
2233 – Broadcast TV Prod	2017 – In progress	13	5	38.5%	5	38.5%
	FA18 – In Progress	6	1	16.7%	1	16.7%

Fall terms include prior Summer term enrollment in major.
2231- Digital and Interactive Media Production began in FA13
200% Graduation Rate includes Graduates in 150% Graduation Rate.

Source: IR Program Assessment Data

Graduation Rates by Race/Ethnicity (1 of 2)

Major	Term	Race/Ethnicity	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	FA16	Black	7	2	28.6%	2	28.6%
		Hispanic	11	6	54.5%	7	63.6%
		Native Hawaiian	1	0	0.0%	1	100.0%
		Two or More Races	5	2	40.0%	2	40.0%
		Unknown	2	0	0.0%	0	0.0%
		White	51	22	43.1%	23	45.1%
	FA17 – 200% In Progress	Asian	1	0	0.0%	0	0.0%
		Black	7	3	42.9%	3	42.9%
		Hispanic	4	2	50.0%	2	50.0%
		Two or More Races	3	1	33.3%	1	33.3%
		Unknown	3	0	0.0%	0	0.0%
		White	32	18	54.6%	18	54.6%
	FA18 - In Progress	Black	4	1	25.0%	1	25.0%
		Hispanic	8	4	50.0%	4	50.0%
		Two or More Races	2	1	50.0%	1	50.0%
		Unknown	1	1	100.0%	1	100.0%
		White	29	12	41.4%	12	41.4%

Fall terms include prior Summer term enrollment in major.
2231- Digital and Interactive Media Production began in FA13
200% Graduation Rate includes Graduates in 150% Graduation Rate.

Source: IR Program Assessment Data

Graduation Rates by Race/Ethnicity (2 of 2)

Major	Term	Race/Ethnicity	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2231 - Interactive Media Production	FA16	Black	1	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%
		Unknown	1	0	0.0%	0	0.0%
		White	6	2	33.3%	2	33.3%
	FA17 – 200% In Progress	Black	1	0	0.0%	0	0.0%
		Two or More Races	1	1	100.0%	1	100.0%
		White	1	1	100.0%	1	100.0%
	FA18 – In progress	Hispanic	1	0	0.0%	0	0.0%
2231 –Digital and Interactive Media Production	FA16	Asian	1	0	0.0%	0	0.0%
		Hispanic	1	0	0.0%	1	100.0%
		White	7	3	42.9%	3	42.9%
	FA17 – 200% In Progress	Black	2	0	0.0%	0	0.0%
		White	4	0	0.0%	0	0.0%
	FA18 - In Progress	Asian	1	0	0.0%	0	0.0%
		Hispanic	3	0	0.0%	0	0.0%
		Two or More Races	3	0	0.0%	0	0.0%
		White	8	0	0.0%	0	0.0%
2233 - Broadcast TV Prod	FA17 – 200% In Progress	Black	3	0	0.0%	0	0.0%
		Hispanic	4	2	50.0%	2	50.0%
		Two or More Races	1	0	0.0%	0	0.0%
		White	5	3	60.0%	3	60.0%
	FA18 – In Progress	Black	2	0	0.0%	0	0.0%
		Hispanic	1	0	0.0%	0	0.0%
		Two or More Races	1	0	0.0%	0	0.0%
		White	2	1	50.0%	1	50.0%

Fall terms include prior Summer term enrollment in major.
2231- Digital and Interactive Media Production began in FA13
200% Graduation Rate includes Graduates in 150% Graduation Rate.

Source: IR Program Assessment Data

Graduation Rates By Gender

Major	Fall Term	Gender	# Students	Graduation			
				Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	2016	Female	43	20	47.6%	21	50.0%
		Male	35	12	34.3%	14	40.0%
	2017	Female	28	15	53.6%	28	51.7%
		Male	21	9	42.9%	21	42.9%
		PrefNoAns	1	0	0.0%	1	0.0%
	2018	Female	32	13	40.6%	13	40.6%
		Male	12	6	50.0%	6	50.0%
2231 - Interactive Media Production	2016	Female	7	1	14.3%	1	14.3%
		Male	5	1	20.0%	1	20.0%
	2017	Female	2	1	50.0%	1	50.0%
		Male	1	1	50.0%	1	50.0%
	2018	Female	1	0	0.0%	0	0.0%
2231 – Digital and Interactive Media Production	2016	Female	5	1	20.0%	2	40.0%
		Male	4	2	50.0%	2	50.%
	2017	Female	2	0	0.0%	0	0.0%
		Male	4	0	0.0%	1	25.0%
	2018	Female	6	0	0.0%	0	0.0%
		Male	9	0	0.0%	0	0.0%
2233 - Broadcast TV Prod	2017	Female	4	2	50.0%	2	50.0%
		Male	9	3	33.3%	3	33.3%
	2018	Female	2	1	50.0%	1	50.0%
		Male	4	0	0.0%	0	0.0%

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	2015	138	34	104	2	1.9%	59	56.7%	58.7%
	2016	140	31	109	2	2.0%	67	61.0%	63.0%
	2017	132	37	95	2	2.1%	54	56.8%	58.9%
	2018	114	29	85	1	1.2%	48	56.5%	57.7%
	2019	109	32	77	1	1.3%	33	42.9%	44.2%
2231-DIGITAL & INTERACTIVE MEDIA PRODUCTION	2015	43	1	42	4	9.5%	19	45.24%	54.76%
	2016	41	5	36	2	6.0%	22	61.00%	67.00%
	2017	36	8	28	2	7.1%	12	42.9%	50.0%
	2018	34	5	29	1	3.5%	14	48.3%	51.7%
	2019	37	3	34	0	0.0%	14	41.2%	41.2%
2233 – BROADCATS TV PRODUCTION	2016	2	0	2	0	0%	2	100%	100%
	2017	14	0	14	0	0%	8	57.1%	57.1%
	2018	16	2	14	0	0%	9	64.3%	64.3%
	2019	28	2	26	1	3.8%	14	53.8%	57.7%

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

Retention Rates by Race/Ethnicity (1 of 3)

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program N	%
2075- PHOTOGRAPHIC TECHNOLOGY	FA17 to FA18	Asian	2	1	1	1	100.0%
		Black	13	3	10*	4	40.0%
		Hispanic	13	6	7	4	57.1%
		Native Hawaii	1	0	1	1	100.0%
		Two or More Races	8	3	5	3	60.0%
		Unknown	5	1	4	3	75.0%
		White	90	23	67*	38	56.7%
	FA18 to FA19	Asian	2	0	2	1	50.0%
		Black	15	1	14	6	42.9%
		Hispanic	17	4	13	8	61.5%
		Native Hawaii	1	0	1	1	100.0%
		Two or More Races	5	1	4	2	50.0%
		Unknown	4	1	3	3	100.0%
		White	70	22	48	27	56.3%
	FA19 to FA20	American Indian	1	0	1	1	100.0%
		Asian	1	0	1	0	0.0%
		Black	13	4	9	6	66.7%
		Hispanic	22	6	16	7	43.8%
		Native Hawaii	1	1	0		
		Two or More Races	3	2	1	1	100.0%
		Unknown	5	1	4	1	25.0%
		White	63	18	45*	17	37.8%

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.

*one or more students retained by DSC

Source: IR Program Assessment Data

Retention Rates by Race/Ethnicity (2 of 3)

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program	
						N	%
2231- DIGITAL & INTERACTIVE MEDIA PRODUCTION	FA17 to FA18	Am. Ind.	1	0	1	1	100.0%
		Asian	2	0	2	0	0.0%
		Black	8	1	7	3	42.9%
		Hispanic	4	2	2*	1	50.0%
		Two or More Races	1	1	0		
		White	20	4	16*	7	43.8%
	FA18 to FA19	American Indian/Alas	1	0	1	1	100.0%
		Black	4	1	3	2	66.7%
		Hispanic	5	0	5	3	60.0%
		Two or More Races	3	0	3	1	33.3%
		Unknown	1	0	1	0	0.0%
		White	20	4	16	7	43.8%
	FA19 to FA20	American Indian/Alas	1	0	1	0	0.0%
		Black	7	0	7	3	42.9%
		Hispanic	6	1	5	3	60.0%
		Two or More Races	1	0	1	1	100.0%
		White	22	2	20	7	35.0%

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.

*one or more students retained by DSC

Source: IR Program Assessment Data

Retention Rates by Race/Ethnicity (3 of 3)

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program N	%
2233 - BROADCATS TV PRODUCTION	FA17 to FA18	Black	3	0	3	1	33.3%
		Hispanic	4	0	4	2	50.0%
		Two or More Races	1	0	1	0	0.0%
		White	6	0	6	5	83.3%
	FA18 to FA19	Black	3	0	3	1	33.3%
		Hispanic	5	1	4	3	75.0%
		Unknown	1	0	1	0	0.0%
		White	7	1	6	5	83.3%
	FA19 to FA20	Black	4	0	4*	2	50.0%
		Hispanic	9	1	8	3	42.9%
		White	16	1	15	9	60.0%

one or more students retained by DSC

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

Retention Rates by Gender (1 of 2)

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program	
						N	%
2075- PHOTOGRAPHIC TECHNOLOGY	FA17 to FA18	Female	74	25	49	29	59.2%
		Male	56	12	44	25	56.8%
		PrefNoAns	1	0	1	0	0%
		Unknown	1	0	1	0	0%
	FA18 to FA19	Female	69	17	52	32	61.5%
		Male	45	12	33	16	48.5%
	FA19 to FA20	Female	64	20	44*	19	43.2%
		Male	40	12	28	12	42.9%
		Unknown	5	0	5	2	40.0%
2231- DIGITAL & INTERACTIVE MEDIA PRODUCTION	FA17 to FA18	Female	21	5	16	7	43.8%
		Male	15	3	12	5	41.7%
	FA18 to FA19	Female	17	3	14	6	42.9%
		Male	17	2	15	8	53.3%
	FA19 to FA20	Female	15	2	13	4	30.8%
		Male	22	1	21	10	47.6%

*one or more students retained by DSC

Retention Rates by Gender (2 of 2)

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program	
						N	%
2233 – BROADCAST TV PRODUCTION	FA17 to FA18	Female	6	0	6	4	66.7%
		Male	8	0	8	4	50.0%
	FA18 to FA19	Female	7	1	6	5	83.3%
		Male	9	1	8	4	50.0%
	FA19 to FA20	Female	8	1	7	4	57.1%
		Male	19	1	18*	10	55.6%
		PrefNoAns	1	0	1	0	0.0%

*one or more students retained by DSC

Placement Rates

Program Title	Major	2014/15		2015/16		2016/17		2017/18		2018/19		Average Annual Salary
		DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	
Photographic Technology	2075	90%	88%	82%	82%	80%	77%	75%	72%	84%	69%	$**,***
Interactive Media Tech	2231	100%	100%	100%	100%	80%	80%	20%	20%	67%	67%	$**,***
Broadcast TV Production	2233							0%	***%	100%	55%	$**,***
TV Studio Production	0979	82%	76%	100%	94%	88%	85%	50%	64%	89%	88%	$**,***
Broadcast Production	0824					New Program		50%	***%	100%	75%	$**,***

*Currently Inactive Program
N/A - No placement data for the program
(****), ($**,***), or (***%) - Number of graduates less than 10 but greater than 0 suppressed.

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

Course Success Rates (1 of 2)

Major and Associated Courses		2017-2018		2018-2019		2019-2020		2020-2021	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075-Photographic Technology	PGY1100	38	84%	30	93%	43	84%	8	75%
	PGY1101	66	83%	83	76%	74	69%	68	81%
	PGY1115	59	90%	39	79%	43	93%	35	83%
	PGY1201	47	85%	47	91%	42	86%	25	96%
	PGY1800	72	89%	85	74%	94	81%	58	84%
	PGY1802	64	89%	59	76%	64	72%	45	64%
	PGY2000	51	86%	48	90%	45	82%	34	91%
	PGY2107	51	98%	36	94%	35	94%	23	100%
	PGY2210	49	84%	40	90%	38	97%	15	100%
	PGY2270	46	91%	39	90%	41	98%	34	100%
	PGY2273	51	92%	45	89%	39	92%	34	74%
	PGY2470	9	100%	6	100%	10	100%	3	100%
	PGY2650	48	88%	35	100%	38	95%	23	96%
	PGY2750	64	88%	46	87%	52	88%	31	94%
	PGY2801			4	100%				
	PGY2806	45	87%	54	91%	40	83%	26	73%
	PGY2935	8	100%	3	100%	1	100%	5	100%
2231-Digital & Interactive Media Production	DIG2000	42	76%	37	81%	51	82%	49	69%
	DIG2441			4	100%	11	82%	23	78%
	DIG2500	34	68%	34	85%	30	73%	33	85%
	DIG2974							1	100%
	GRA1543	19	89%	18	56%	20	80%	31	77%
	JOU1100			30	80%	22	86%	21	90%
	MMC1000			32	72%	31	71%	13	92%
	RTV2104					10	70%	10	90%

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 (2 of 2)

Major	Course	2017-2018		2018-2019		2019-2020		2020-2021	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2233 – BROADCAST TV PRODUCTION	RTV1000C	28	89%	38	89%	36	75%	30	83%
	RTV1251							16	75%
	RVT1510C	18	100%	24	88%	20	65%	15	100%
	RTV1520							10	100%
	RTV1613							6	100%
	RVT1670	4	100%	13	100%	5	100%	5	80%
	RVT2241	6	67%	8	88%	13	85%	5	80%
	RTV2290	7	86%	3	100%	11	100%	4	100%
	RTV2534	5	100%	5	100%	11	100%	3	100%
	RTV2540	6	100%	5	100%	14	93%	9	67%
	RVT2541C	14	100%	13	92%	18	94%	5	40%
	RTV2600C	12	75%	7	100%	18	94%	7	86%
	RTV2940	4	100%	3	100%	5	100%	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, Race/Ethnicity	2018-2019 Enroll	Success	2019-2020 Enroll	Success	2020-2021 Enroll	Success
2075 - Photographic Tech.					467	85%
PGY1100	30	93%	43	84%	8	75%
Asian	1	100%	1	100%		
Black	2	100%	5	80%		
Hispanic	3	100%	6	100%	4	50%
Two or More Races	2	50%	1	100%		
Unknown			2	0%	1	100%
White	22	95%	28	86%	3	100%
PGY1101	83	76%	74	69%	68	81%
American Indian			1	100%		
Asian	1	100%	1	100%		
Black	14	43%	9	33%	3	67%
Hispanic	17	76%	12	67%	11	64%
Two or More Races	3	67%	2	100%	4	75%
Unknown					3	100%
White	47	85%	49	73%	47	85%
PGY1115	39	79%	43	93%	35	83%
Asian			1	0%		
Black	6	50%	5	80%	4	75%
Hispanic	3	100%	9	100%	7	100%
Two or More Races	1	100%	2	100%	2	100%
Unknown			3	100%	1	100%
White	28	82%	23	96%	21	76%
PGY1201	47	91%	42	86%	25	96%
Asian	1	100%	1	100%		
Black	3	67%	5	100%	1	100%
Hispanic	11	100%	9	89%	3	100%
Two or More Races					1	100%
Unknown	3	100%	2	100%		
White	27	89%	25	80%	20	95%
PGY1800	85	74%	94	81%	58	84%
Am. Ind	1	100%	1	100%		
Asian	1	100%	1	100%		
Black	15	47%	13	62%	1	100%
Hispanic	18	83%	17	76%	9	78%
Two or More Races	3	67%	3	100%	4	100%
Unknown	3	33%	2	100%	1	100%
White	44	82%	57	84%	43	84%

Course, Race/Ethnicity	2018-2019 Enroll	Success	2019-2020 Enroll	Success	2020-2021 Enroll	Success
PGY1802	59	76%	64	72%	45	64%
American Indian			1	100%		
Asian	1	100%	1	100%		
Black	11	55%	9	33%	3	33%
Hispanic	13	85%	15	67%	10	60%
Two or More Races	2	50%	2	50%	3	67%
Unknown	2	100%	1	100%	2	100%
White	30	80%	35	83%	27	67%
PGY2000	48	90%	44	84%	34	91%
Asian	2	50%	1	100%		
Black	3	67%	6	67%	6	83%
Hispanic	11	91%	9	89%	5	100%
Two or More Races					1	100%
Unknown	1	100%	2	100%	1	100%
White	28	93%	27	81%	21	90%
PGY2107	36	94%	34	97%	23	100%
Black	3	100%	2	100%	5	100%
Hispanic	1	100%	8	100%	5	100%
Two or More Races	3	100%	1	100%	1	100%
Unknown	1	100%	2	100%	2	100%
White	25	96%	22	91%	10	100%
PGY2210	40	90%	38	97%	15	100%
Asian			1	0%		
Black	3	100%	5	100%	2	100%
Hispanic	7	86%	9	100%	4	100%
Two or More Races	3	67%	1	100%	2	100%
Unknown	2	100%	3	100%	1	100%
White	24	92%	19	100%	6	100%
PGY2270	39	90%	41	98%	34	100%
Asian			1	100%		
Black	6	83%	4	100%	3	100%
Hispanic	2	100%	10	100%	7	100%
Two or More Races	2	100%	2	100%	3	100%
Unknown	1	100%	2	100%	1	100%
White	27	89%	22	95%	20	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, Race/Ethnicity	2018-2019 Enroll	Success	2019-2020 Enroll	Success	2020-2021 Enroll	Success
PGY2273	45	89%	39	92%	34	74%
American Indian					1	0%
Asian			1	0%		
Black	6	67%	6	67%	4	100%
Hispanic	4	100%	11	100%	7	71%
Two or More Races	2	50%	1	100%	1	100%
Unknown	2	100%	1	100%	2	100%
White	30	97%	19	100%	19	68%
PGY2470	6	100%	10	100%	3	100%
Black			2	100%		
Two or more Races	2	100%	3	100%		
Unknown			1	100%		
White	3	100%	4	100%	3	100%
PGY2650	35	100%	38	95%	23	96%
Asian			1	0%		
Black	3	100%	4	100%	2	100%
Hispanic	5	100%	9	100%	4	75%
Two or More Races			3	100%	2	100%
Unknown	1	100%	3	67%	1	100%
White	25	100%	18	100%	14	100%
PGY2750	46	87%	52	88%	31	94%
Asian					1	100%
Black	4	75%	6	83%	6	83%
Hispanic	5	80%	12	92%	6	100%
Two or More Races	2	100%	2	100%	1	100%
Unknown	1	100%	2	100%	3	100%
White	32	88%	30	87%	14	93%
PGY2806	54	91%	40	83%	26	73%
Asian	2	50%	1	100%		
Black	4	75%	7	86%		
Hispanic	11	100%	9	89%	3	67%
Two or More Races	2	100%	1	100%	1	100%
Unknown	5	80%	1	100%	1	100%
White	30	93%	21	76%	21	71%
PGY2935	3	100%	1	100%	5	100%
Black					1	100%
Hispanic			1	100%	1	100%
White					3	100%

Course, Race/Ethnicity	2018-2019 Enroll	Success	2019-2020 Enroll	Success	2020-2021 Enroll	Success
2231 – Dig. & Inter. Med P.					181	80%
DIG2000	37	81%	51	82%	49	69%
Asian			1	100%		
Black	5	80%	6	67%	4	25%
Hispanic	11	82%	9	78%	6	67%
Two or More Races	1	0%	1	100%	5	80%
Unknown			2	100%	3	67%
White	20	85%	32	84%	31	74%
DIG2441	4	100%	11	82%	23	78%
Asian					1	0%
Black			1	0%	1	0%
Hispanic	1	100%	1	100%	4	50%
Two or More Races					1	100%
Unknown					1	100%
White	3	100%	9	89%	15	93%
DIG2500	34	85%	30	73%	33	85%
Asian	1	100%	1	100%		
Black	3	100%	6	83%	1	0%
Hispanic	6	83%	6	83%	8	75%
Two or More Races	1	100%	1	100%		
White	23	83%	16	63%	24	92%
DIG2974					1	100%
Hispanic					1	100%
GRA1543	18	56%	20	80%	31	77%
Black	2	50%	2	50%	2	100%
Hispanic	1	0%	5	100%	5	80%
White	11	55%	13	77%	24	75%
JOU1100	30	80%	21	90%	21	90%
Asian			1	100%		
Black	2	50%	3	100%		
Hispanic	5	80%	7	71%	2	50%
Two or More Races	1	100%	2	100%	2	50%
White	22	82%	9	89%	17	100%
MMC1000	32	72%	27	78%	13	92%
Asian	1	100%	1	100%		
Black	3	67%	5	40%		
Hispanic	8	63%	3	67%	1	100%
Unknown			2	100%	1	100%
White	20	75%	20	75%	11	91%
RTV2104			10	70%	10	90%
American Indian/Alas			1	0%		
Black			2	50%	1	100%
Hispanic/Latino			3	100%	1	100%
White			4	75%	8	88%

Program, Course & Race/Ethnicity	2018-2019 Enroll	2018-2019 Success	2019-2020 Enroll	2019-2020 Success	2020-2021 Enroll	2020-2021 Success
TV Studio Prod	119	92%	151	86%	118	84%
RTV1000C	38	89%	36	75%	30	83%
American Indian			1	100%		
Asian			1	0%	1	100%
Black	4	100%	5	60%	5	80%
Hispanic/Latino	9	89%	11	73%	3	100%
Unknown	1	0%	1	0%	1	0%
White	22	91%	17	88%	20	85%
RTV1251					16	75%
Black					2	100%
Hispanic/Latino					4	75%
White					10	70%
RTV1510C	24	88%	20	65%	15	100%
American Indian			1	0%		
Black	3	100%	4	25%	3	100%
Hispanic/Latino	4	75%	7	86%	5	100%
White	17	88%	8	75%	7	100%
RTV1520					10	100%
Black					1	100%
Hispanic/Latino					3	100%
White					6	100%
RTV1613					6	100%
Hispanic/Latino					3	100%
White					3	100%
RTV1670	13	100%	5	100%	5	80%
Black	2	100%	1	100%	1	100%
Hispanic/Latino	3	100%	1	100%	3	100%
Two or More Races	1	100%	1	100%		
White	7	100%	2	100%	1	0%
RTV2241	8	88%	13	85%	5	80%
Black	3	67%	2	50%	1	0%
Hispanic/Latino	2	100%	4	75%	4	100%
White	3	100%	7	100%		
RTV2290	3	100%	11	100%	4	100%
Black					1	100%
Hispanic/Latino	1	100%	3	100%	3	100%
Two or More Races			1	100%		
White	1	100%	7	100%		

| Program, Course & Race/Ethnicity	2018-2019 Enroll	2018-2019 Success	2019-2020 Enroll	2019-2020 Success	2020-2021 Enroll	2020-2021 Success
TV Studio Prod	119	92%	151	86%	118	84%
RTV2534	5	100%	11	100%	3	100%
Black	1	100%	1	100%		
Hispanic/Latino	1	100%	2	100%	1	100%
Two or More Races			1	100%		
White	3	100%	7	100%	2	100%
RTV2540	5	100%	14	93%	9	67%
Black	1	100%	2	100%	1	100%
Hispanic/Latino	1	100%	2	100%	4	75%
Two or More Races			1	0%		
White	3	100%	9	100%	4	50%
RTV2541C	13	92%	18	94%	5	40%
Black	3	100%	3	100%		
Hispanic/Latino	1	100%	4	100%	1	0%
White	9	89%	11	91%	4	50%
RTV2600C	7	100%	18	94%	7	86%
Asian					1	100%
Black	3	100%	1	100%	2	50%
Hispanic/Latino	1	100%	3	100%	1	100%
Two or More Races			1	100%		
White	3	100%	13	92%	3	100%
RTV2940	3	100%	5	100%	3	100%
Hispanic/Latino			1	100%	1	100%
White	1	100%	4	100%	2	100%

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 (1 of 2)

Course, Race/Ethnicity	2020-2021	
	Enrolled	Success Rate
2075 - Photographic Technology	467	85%
American Indian/Alas	1	0%
Asian	1	100%
Black	41	85%
Hispanic/Latino	86	81%
Two or More Races	26	92%
Unknown	20	100%
White	292	85%
2231 - Digital and Interactive Media Production	181	80%
Asian	1	0%
Black	9	44%
Hispanic/Latino	28	71%
Two or More Races	8	75%
Unknown	5	80%
White	130	85%

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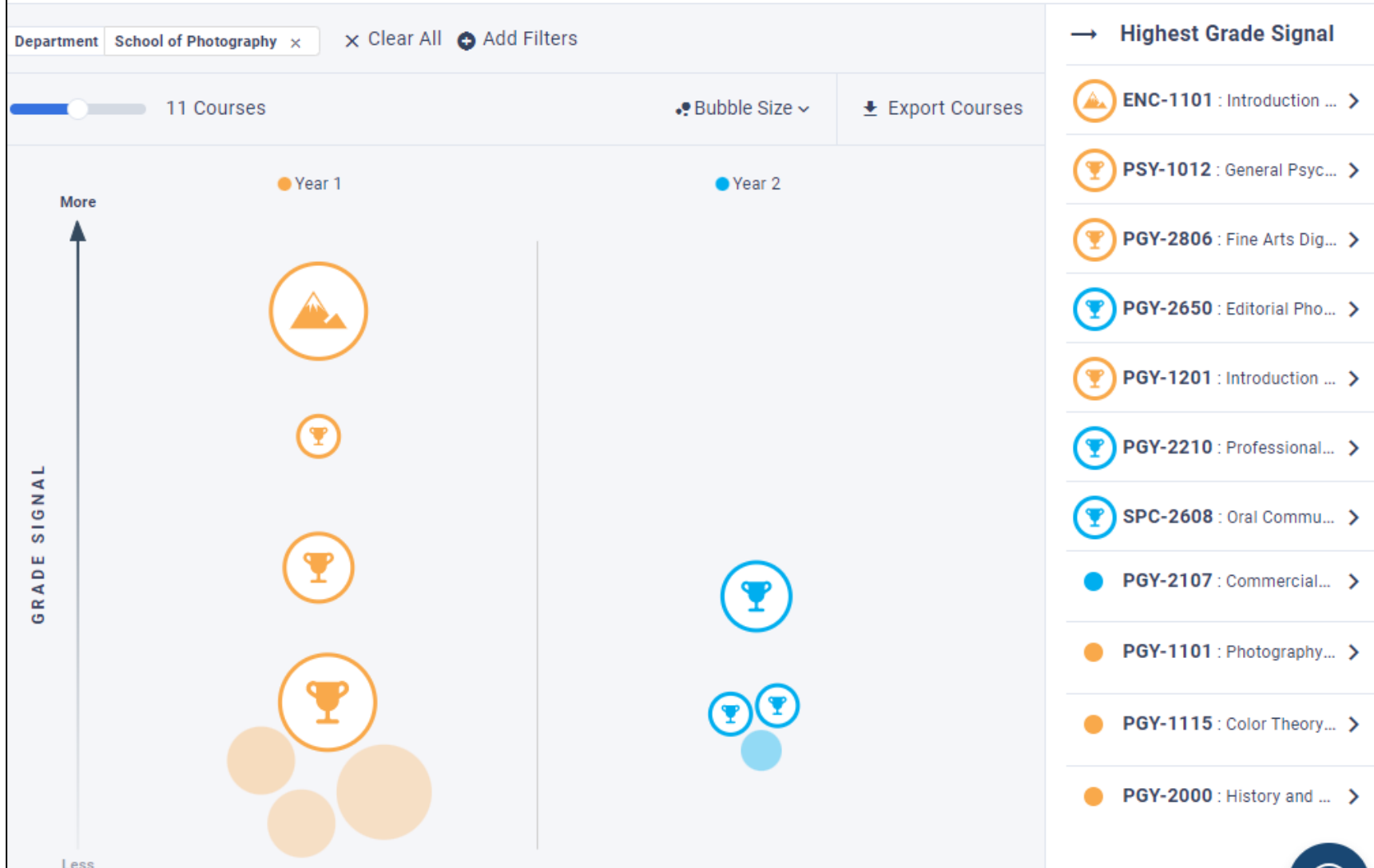Indicates a success rate below 70%

Source: IR Program Assessment Data

Overall Course Success Rates by Race/Ethnicity (2 of 2)

Course, Race/Ethnicity	2020-2021	
	Enrolled	Success Rate
097901 - Television Studio Production	50	84%
Asian	1	100%
Black	8	88%
Hispanic/Latino	9	89%
Two or More Races	1	0%
White	31	84%
2233 - Broadcast TV Production	68	85%
Asian	1	100%
Black	9	78%
Hispanic/Latino	27	93%
White	31	81%

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
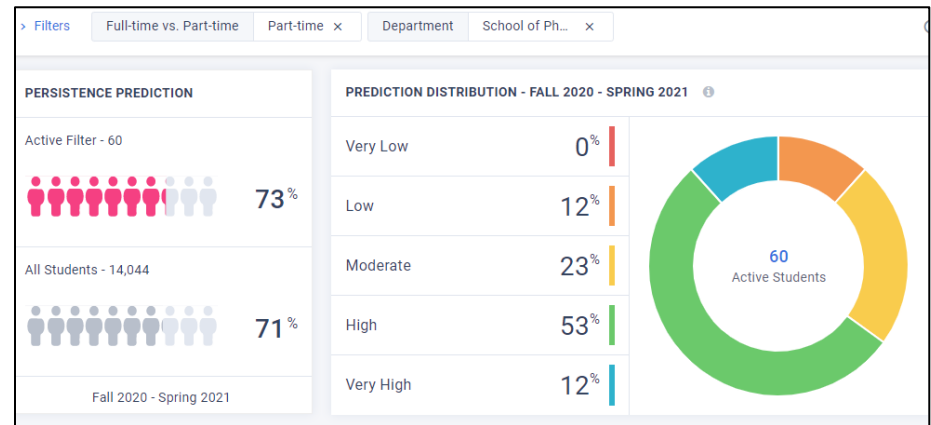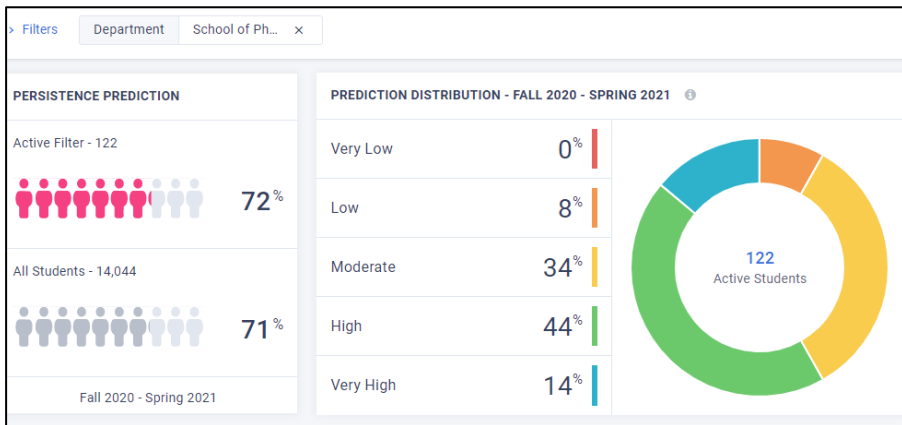
Civitas

Screen captured on 9/9/2020
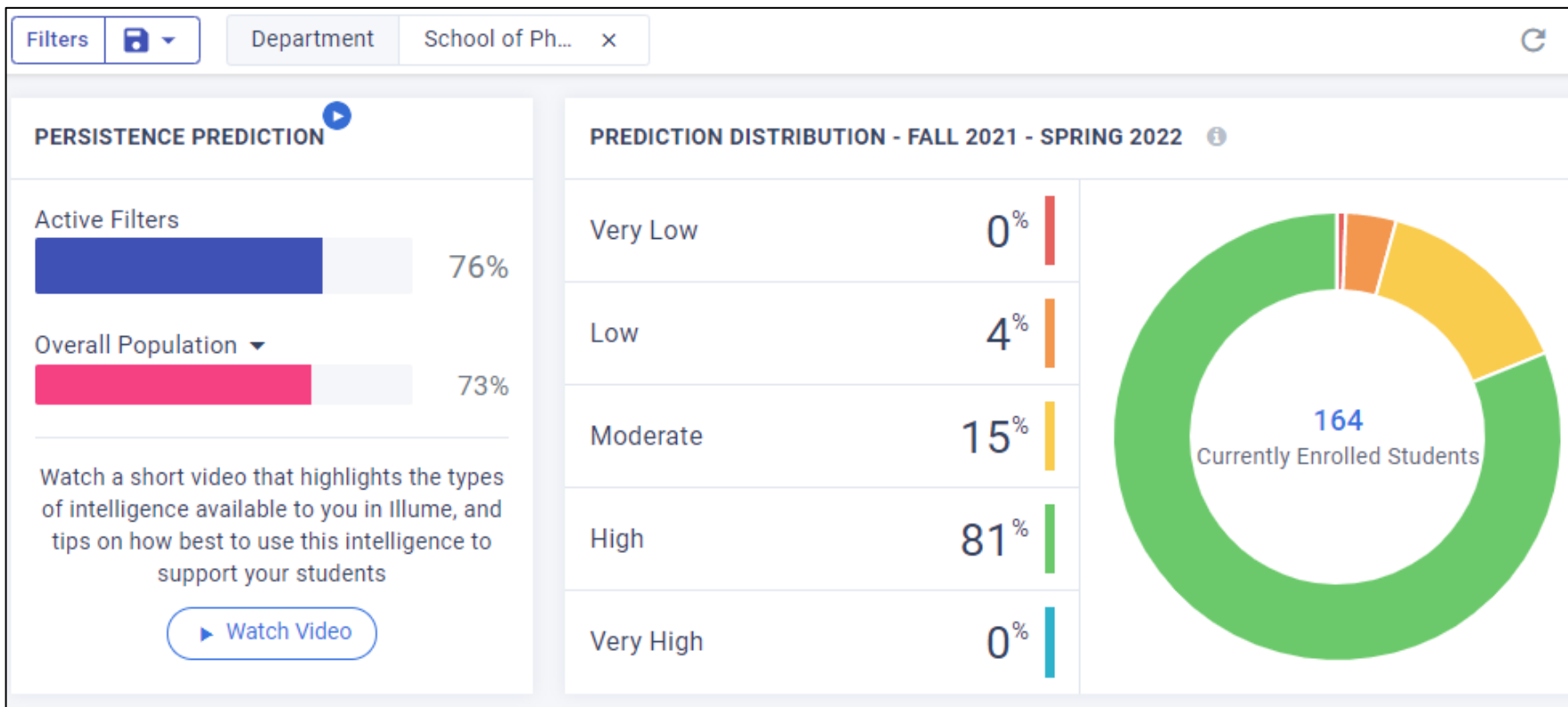
Screen captured on 9/13/2021

Civitas

Explore courses where:

A student's course grade strongly signals graduation likelihood ⌄

These are courses where a single letter-grade difference creates the biggest boost in graduation likelihood for an individual student. Advising students to prioritize these courses could increase their graduation likelihood.

Department | School of Photography ✕ | ✕ Clear All | ⊕ Add Filters

11 Courses | •‧ Bubble Size ⌄ | ⬇ Export Courses

● Year 1   ● Year 2

GRADE SIGNAL — More ↑ — Less

→ Highest Grade Signal

- (▲) **ENC-1101** : Introduction ... >
- (🏆) **PSY-1012** : General Psyc... >
- (🏆) **PGY-2806** : Fine Arts Dig... >
- (🏆) **PGY-2650** : Editorial Pho... >
- (🏆) **PGY-1201** : Introduction ... >
- (🏆) **PGY-2210** : Professional... >
- (🏆) **SPC-2608** : Oral Commu... >
- ● **PGY-2107** : Commercial... >
- ● **PGY-1101** : Photography... >
- ● **PGY-1115** : Color Theory... >
- ● **PGY-2000** : History and ... >

Screen captured on 9/913/2021

Civitas

Show 3 Year ▾ Completion Prediction for students who started in Fall 2021 ▾
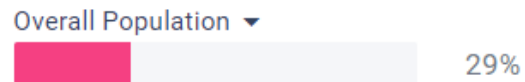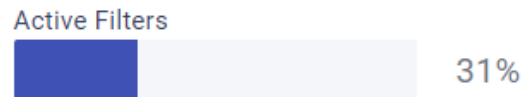
Summary of Progress

Total Students ❓

55

Earned Credential ❓

0

0%

## Analysis of Currently Enrolled Students Without a Credential ❓

COMPLETION PREDICTION FOR CURRENTLY ENROLLED STUDENTS

FALL 2021

Active Filters

31%

Overall Population ▾

29%

Showing the probability of students earning a credential in a 3 year window from a start term in Fall 2021

ACTIVE FILTER COMPLETION PREDICTION DISTRIBUTION ℹ️

FALL 2021

Very Low	11%
Low	89%
Moderate	0%
High	0%
Very High	0%

❓

55
Currently Enrolled Students

Screen captured on 9/913/2021
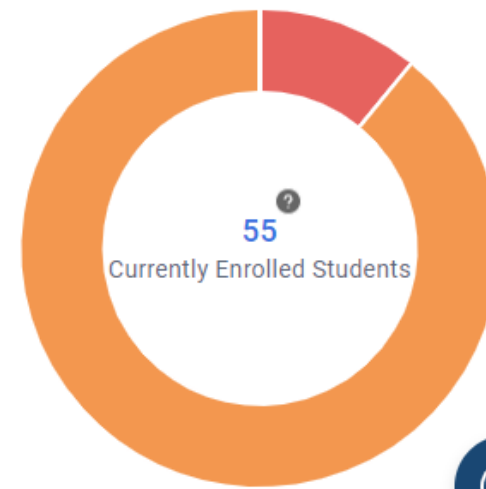
DAYTONA STATE COLLEGE

2021-2022
Academic Affairs
Assessment Day and Program Guides

How Does Assessment Day Data Impact

Program Requirements and Course Sequence

Program Guides - Overview

- Given Assessment Day results, are there any changes <u>needed to</u> or <u>desired for</u> the Program Guide?

- Please Review:

  – Program Information

  – General Education Course Selections (if applicable)

  – Program Course Catalog Information

  – Program of Study (sequence of courses)

Program Guides – Information Review

- Mission statement

  – Does it accurately state the purpose and goals of the program?

- Description

  – Does it clearly portray the nature of the program and any unique characteristics (i.e. embedded certificates, industry certifications, program accreditations, etc.)?

Program Guides – General Ed. Review

- General Education Courses *(if applicable)*

  - Are the selection of courses aligned with the academic knowledge students need to be successful in the related field(s)/occupations?

    - Must be a minimum of 15 credit hours for A.S. programs *(F.A.C. 6A-10.024)*

    - A.S. programs must include at least one core course (Column I) from each general education subject area: Communications, Mathematics, Natural Science, Social Science and Humanities *(F.A.C. 6A-14.0303)*

    - A.S. programs must provide an opportunity for students entering the College to meet the Civic Literacy Competency requirement via course AMH2020 or POS2041 (*F.A.C. 6A-10.02413)*

  - Do the selection of courses allow for seamless transition to the Baccalaureate level (if applicable)?

Program Guides – Course Reqs. Review

- Program Specific Course Requirements

  - Are the courses relevant to the academic and technical skills required in the related field(s)/occupation(s)?

  - Are there any required courses offered by another department? If so, consult with that department on upcoming changes (if any).

  - Are there any courses that have not been offered in over 5 years?

Program Guides – Course Information Review

- Program Specific Course Catalog Information

  - Is the course description accurate?

  - Are the course prefix, number and/or title relevant?

  - Are the term offerings up-to-date?

  - Are the pre-requisite and co-requisite course assignments appropriate to what students need to know to be successful in the requisite *(required)* course?

Program Guide – Program of Study Review

- Program of Study

  – Is the sequence of courses structured from foundational to advanced content, as appropriate?

  – Does the sequence align with course, term offerings?

  – Does the sequence align with course, prerequisite/co-requisite assignments?

  – Are there any special notes/information missing, incorrect or desired?