

ASSESSMENT DAY

College of Arts and Sciences

School of Photography

February 9, 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: 10/15/2015

School of Photography:

1. Update PGY2930 course to add tittle on College website;
2. Set targets for graduation rates, retention rates, and job placement for this year;
3. Alumni survey;
4. Work with the assigned “Advisor on the Go”. Develop career pathways;
5. Flashcards for students;
6. Follow-up 2012 student cohort to potentially increase graduation rate;
7. Research possibility of an Adobe Certificate;
8. Research possibility of being advertise in relevant publications and through the Museum of Photography;
9. Research opportunity to offer short term session for some courses;
10. Learning Outcome Assessment: Develop learning outcome assessment report for the Interactive Media Production program.

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.

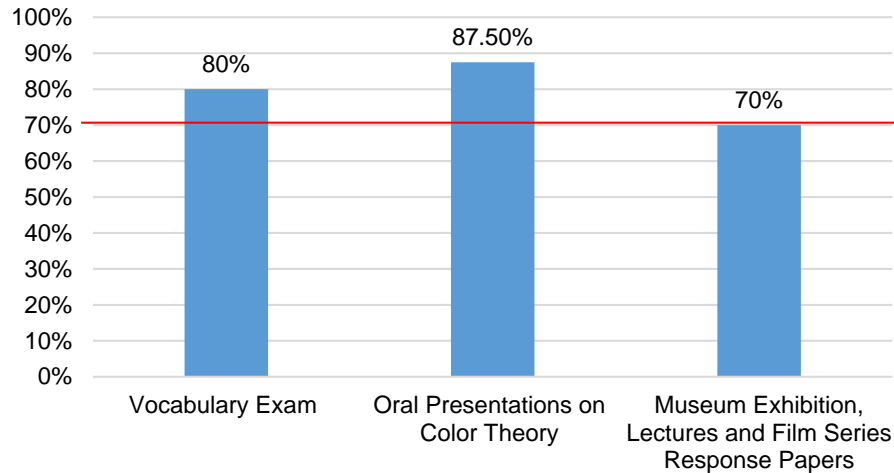
PLO3: Demonstrate the ability to apply knowledge of multi-cultural concerns and aesthetic concepts as it relates to the use of photography to address ethical, legal, societal and cultural concerns;

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 2015-2016

Photographic Technology #2075

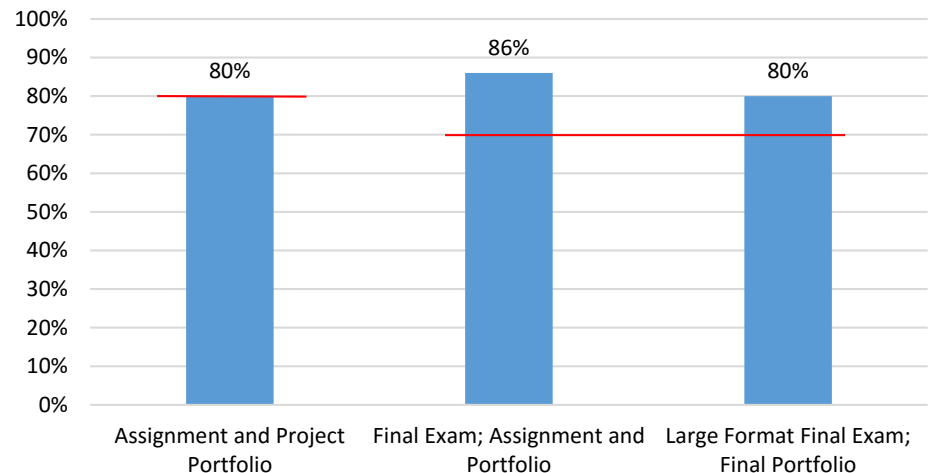
PLO2 Assessment Results 2015-2016



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

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.

PLO4 Assessment Results 2015-2016



Interactive Media Production #2231

Program Learning Outcomes

Graduates of the program will be able to:

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

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

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

Assessment Data 2014-2015
Program vs. Institutional Learning Outcomes

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

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		2012-2013		2013-2014		2014-2015		2015-2016	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	104	81%	66	82%	67	87%	81	85%
	PGY1101	64	84%	66	82%	60	80%	80	80%
	PGY1115	70	91%	62	95%	50	92%	52	96%
	PGY1201	81	89%	71	87%	55	100%	63	97%
	PGY1800	69	81%	75	84%	78	85%	76	82%
	PGY2000	79	86%	73	81%	66	94%	62	82%
	PGY2107			53	98%	52	100%	42	95%
	PGY2210	71	93%	59	97%	48	98%	50	94%
	PGY2216	61	97%	35	100%	9	100%		
	PGY2226	62	94%						
	PGY2270	49	92%	31	94%	36	83%	45	93%
	PGY2273	27	96%	33	91%	29	90%	23	91%
	PGY2470	29	86%	27	89%	13	100%	24	100%
	PGY2650	84	89%	64	86%	47	89%	53	92%
	PGY2750			38	97%	53	96%	44	93%
	PGY2801	61	79%	55	69%	54	85%	47	85%
	PGY2806	80	86%	74	88%	55	98%	63	92%
	PGY2905	23	96%	12	100%	7	100%		
PGY2935	21	100%	17	100%	27	93%	39	95%	
PGY2949					1	100%	1	100%	
	Major	1035	88%	911	88%	807	91%	845	90%
2231- Interactive Media Production	DIG2000			4	100%	2	100%	47	87%
	DIG2500					3	100%	18	100%
	GRA1543			20	45%	14	43%	27	52%
	Major			24	54%	19	58%	92	79%

■ 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 – Multiple Campus Only

Major and Associated Courses	Campus	2012-2013		2013-2014		2014-2015		2015-2016	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic PGY2801 Technology	Daytona							31	81%
	Deland							16	94%
	Total							47	85%

■ 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 Instructional Method (IM) – Multiple IM Only

Major and Associated Courses	Campus	2012-2013		2013-2014		2014-2015		2015-2016	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	DIS							17	100%
	Lecture							22	91%
	Total							39	95%
2231 Interactive Media Production	Hybrid							27	93%
	Online							20	80%
	Total							47	87%
DSC	Hybrid		82%		81%		83%		81%
	Lecture		77%		77%		78%		80%
	Online		76%		75%		76%		78%

■ 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			2012-2013		2013-2014		2014-2015		2015-2016	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY1100	FA B term							13	77%
		FA Full term	53	79%	33	88%	29	93%	25	88%
		SP Full term	40	80%	22	82%	25	76%	13	69%
		SU Full term	11	91%	11	64%	13	92%	30	93%
	PGY1101	FA Full term	43	81%	47	83%	40	88%	47	89%
		SP Full term	21	90%	19	79%	20	65%	33	67%
	PGY1115	FA Full term	2	100%						
		SP Full term			1	100%	1	100%		
		SU Full term	68	91%	61	95%	49	92%		
	PGY1201	FA Full term	38	87%	30	87%	16	100%	23	100%
		SP Full term	43	91%	41	88%	39	100%	40	95%
	PGY1800	FA Full term	46	80%	52	85%	50	88%	50	82%
		SP Full term	23	83%	23	83%	28	79%	26	81%
	PGY2000	FA Full term	38	84%	45	76%	28	93%	23	83%
		SP Full term	38	89%	26	88%	33	97%	39	82%
		SU Full term	3	67%	2	100%	5	80%		
	PGY2107	FA Full term			25	96%	23	100%	15	100%
		SP Full term			28	100%	29	100%	27	93%
	PGY2210	FA Full term	38	89%	33	97%	29	97%	31	90%
		SP Full term	33	97%	26	96%	19	100%	19	100%
PGY2216	FA Full term	32	100%	18	100%	9	100%			
	SP Full term	28	93%	17	100%					
	SU Full term	1	100%							
PGY2226	FA Full term	29	97%							
	SP Full term	33	91%							
PGY2273	FA Full term	9	100%	16	94%	16	94%	9	100%	
	SP Full term	18	94%	17	88%	13	85%	14	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 - Multiple Sessions or Sub-sessions Only (2 of 2)

Major, Associated Courses and Sub-session			2012-2013		2013-2014		2014-2015		2015-2016	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
2075- Photographic Technology	PGY2470	FA Full term	8	100%	16	94%			9	100%
		SP Full term	12	83%	8	75%	13	100%	15	100%
		SU Full term	9	78%	3	100%				
	PGY2650	FA Full term	48	83%	31	87%	29	90%	31	94%
		SP Full term	35	97%	33	85%	18	89%	22	91%
		SU Full term	1	100%						
	PGY2750	FA Full term			8	88%	24	96%	11	100%
		SP Full term			30	100%	29	97%	33	91%
	PGY2801	FA Full term	16	63%	25	72%	24	83%	31	90%
		SP Full term	35	83%	18	56%	13	85%	16	75%
		SU Full term	10	90%	12	83%	17	88%		
	PGY2806	FA Full term	39	87%	34	91%	17	100%	25	92%
		SP Full term	41	85%	40	85%	38	97%	38	92%
	PGY2905	FA B term					1	100%		
		FA Full term	12	92%	10	100%	3	100%		
SP Full term		10	100%	1	100%	1	100%			
PGY2935	SU Full term	1	100%	1	100%	2	100%			
	FA Full term	9	100%	2	100%	7	100%	6	100%	
	SP Full term	12	100%	15	100%	17	88%	28	93%	
2231- Interactive Media Prod.	DIG2000	SU Full term					3	100%	5	100%
		FA Full term							27	93%
	GRA1543	SP Full term							20	80%
		FA Full term			11	45%	14	43%	16	44%
		SP Full term			9	44%			11	64%

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

Average Class Size by Course

Major and Associated Courses (All courses offered in only 1 IM)		2012-2013		2013-2014		2014-2015		2015-2016	
		Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size
2075- Photographic Technology	PGY1100	9	12	6	11	5	13	6	14
	PGY1101	5	13	5	13	5	12	5	16
	PGY1115	4	17	3	20	3	16	3	17
	PGY1201	5	16	5	14	3	18	5	13
	PGY1800	5	14	6	13	5	16	5	15
	PGY2000	4	16	4	18	4	15	4	16
	PGY2107			4	13	4	13	3	14
	PGY2210	5	14	4	15	3	16	4	13
	PGY2216	4	15	2	18	1	9		
	PGY2226	4	16						
	PGY2270	2	25	2	16	2	18	2	23
	PGY2273	2	14	2	17	2	15	2	12
	PGY2470	3	9	2	12	1	13	2	12
	PGY2650	5	17	4	16	3	15	4	13
	PGY2750			3	13	4	13	3	15
	PGY2801	4	15	4	14	5	11	5	9
	PGY2806	6	13	5	15	4	14	5	13
PGY2935	2	11	1	11	2	12	2	11	
	Major	69	14	62	14	56	14	60	14
2231- Interactive Media Production	DIG2000			1	4			3	16
	DIG2500							1	18
	GRA1543			2	10	1	14	2	14
		Major			3	8	1	14	6

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 Course - Multiple Instructional Methods Only

Major or Dept., Associated Courses and Instructional Method			2015-2016	
			Sections	Avg. Size
2231- Interactive Media Production	DIG2000	Hybrid	2	14
		Online	1	20
		Course Total	3	16

College Total

Instructional Method	2015-2016 Avg. Size
Hybrid	21
Lecture	22
Online	30
College Total	25

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– 200% in Progress	72	29	40.3%	29	40.3%
	FA13 – In Progress	88	35	39.8%	35	39.8%
2231 - Interactive Media Production	FA13 – In Progress	25	1	4.0%	1	4.0%

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

Fall terms include prior Summer term enrollment in major.

2231- Interactive Media Production began in FA13

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

Source: IR Program Assessment Data

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%
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%

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

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

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

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

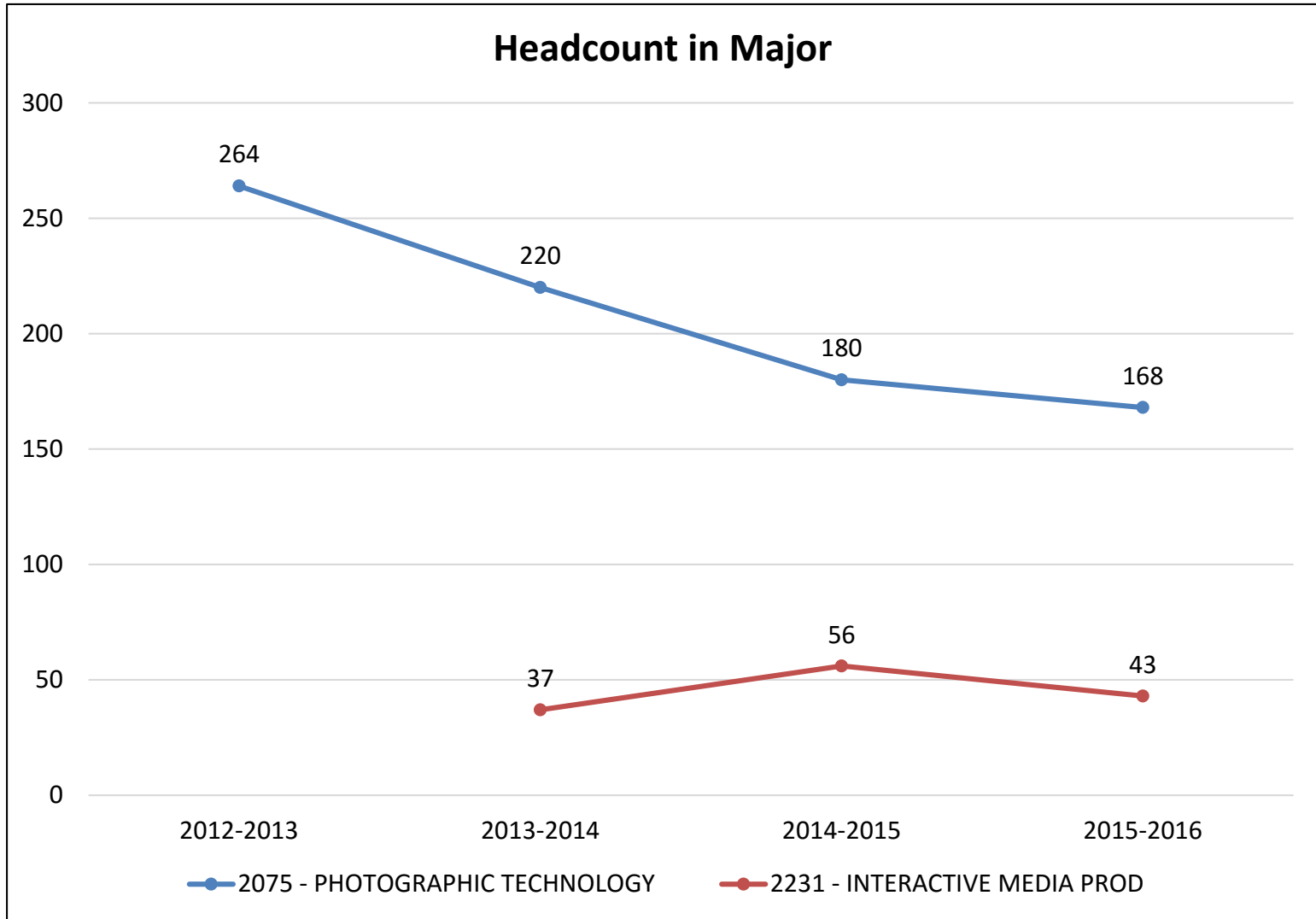
Retained by Program - Students who were registered the following fall with the same primary major.

Source: IR Program Assessment Data

Performance Funding - Placement Rates

Program Title	Major	2010/11		2011/12		2012/13		2013/14		Average Annual Salary
		DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	
Photographic Technology	2075	86%	86%	79%	79%	87%	84%	75%	76%	\$24,072

- 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

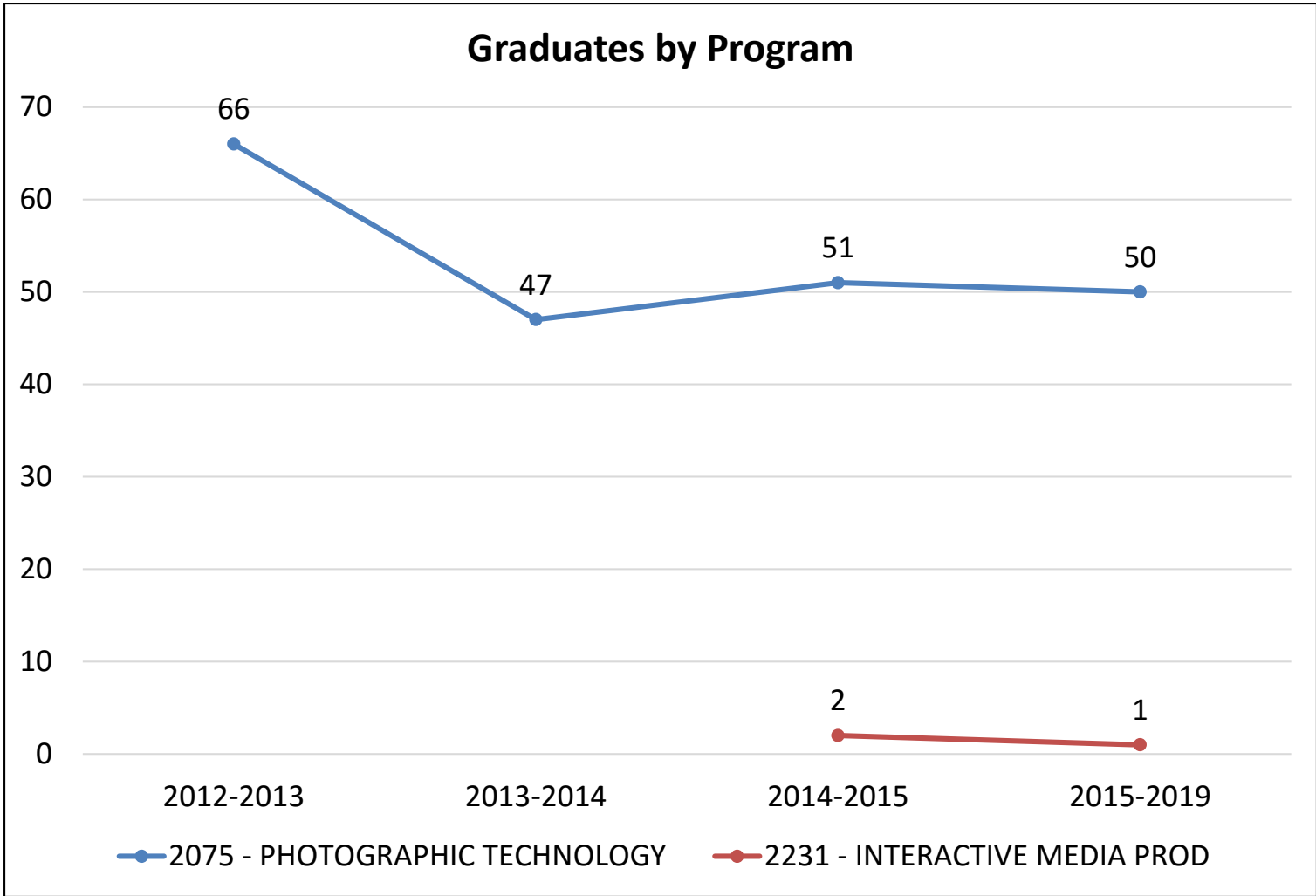


College Enrollment Decreased: 7.9%(12/13); 3%(13/14); 0.73%(14/15); 1.14% (15/16)

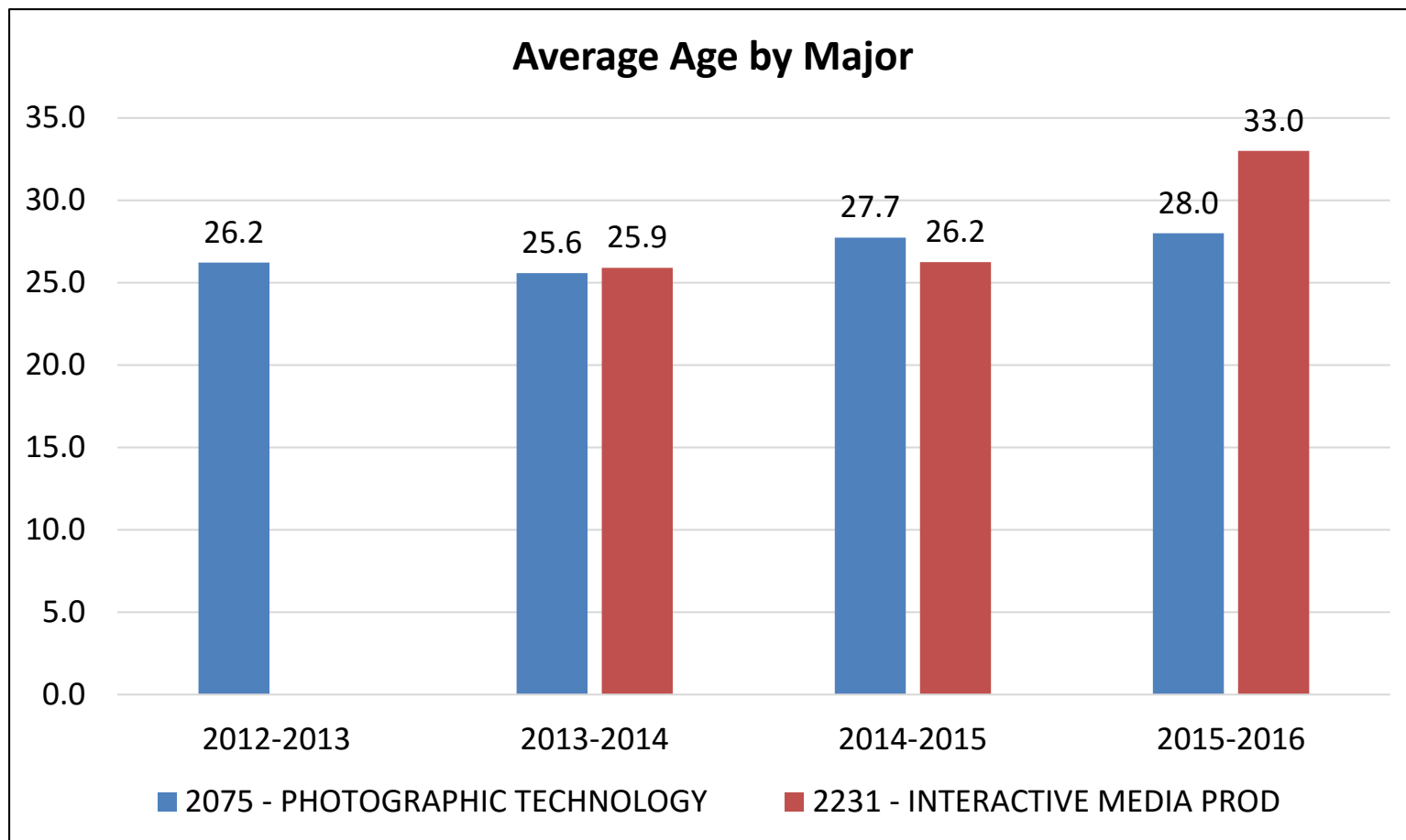
Students are duplicated across programs.

Source: IR Program Assessment Data

Headcount in majors includes students who have declared that major.
 Headcount in department includes students taking courses in the department.

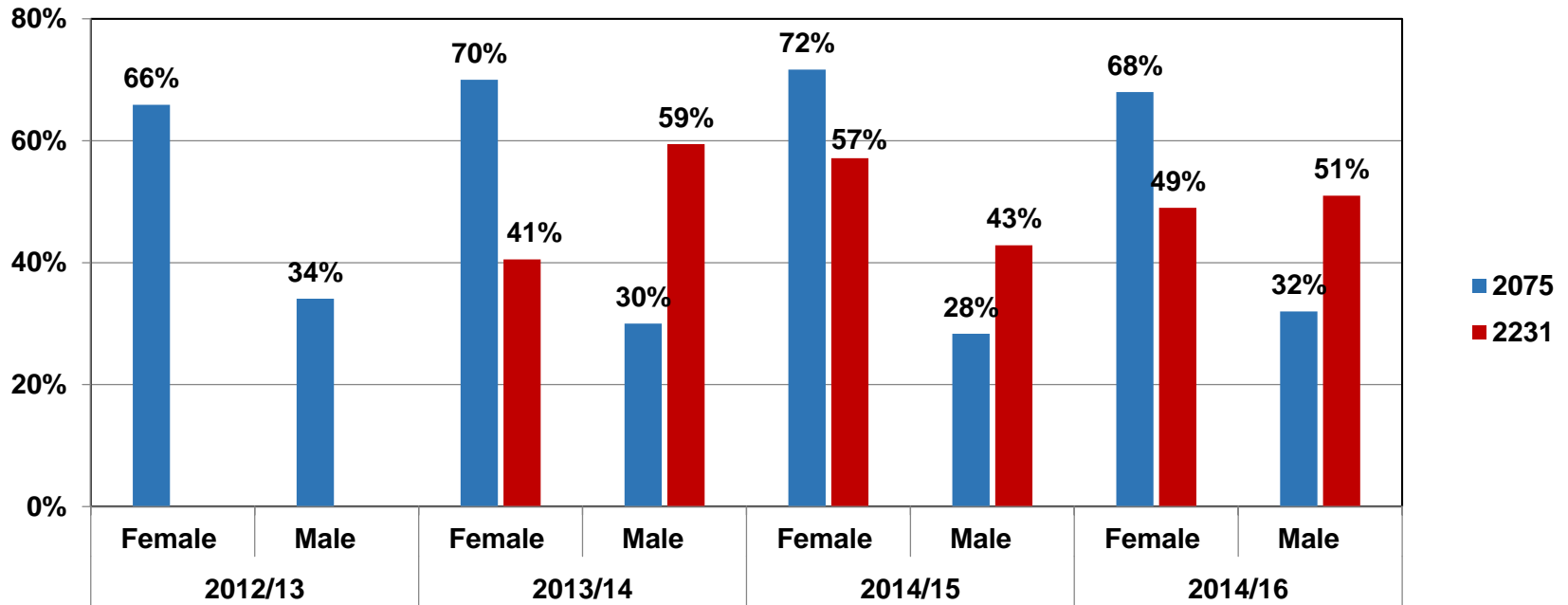


Source: IR Program Assessment Data



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

Gender

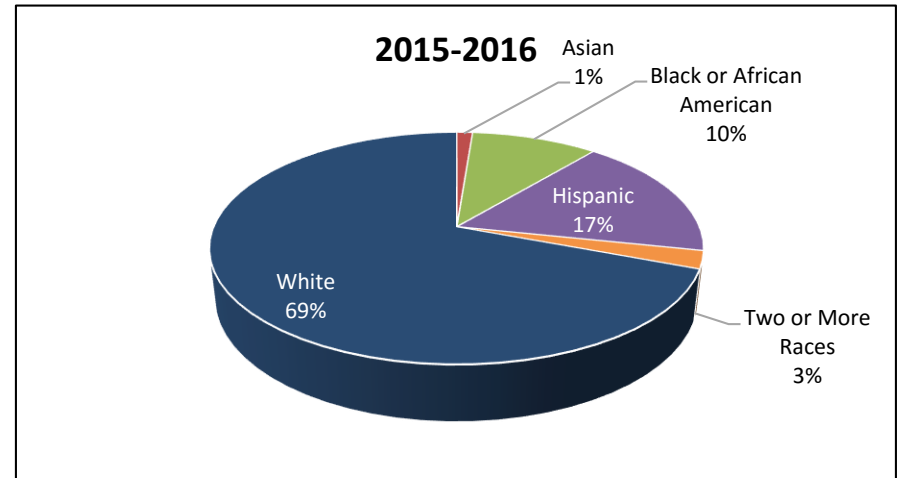
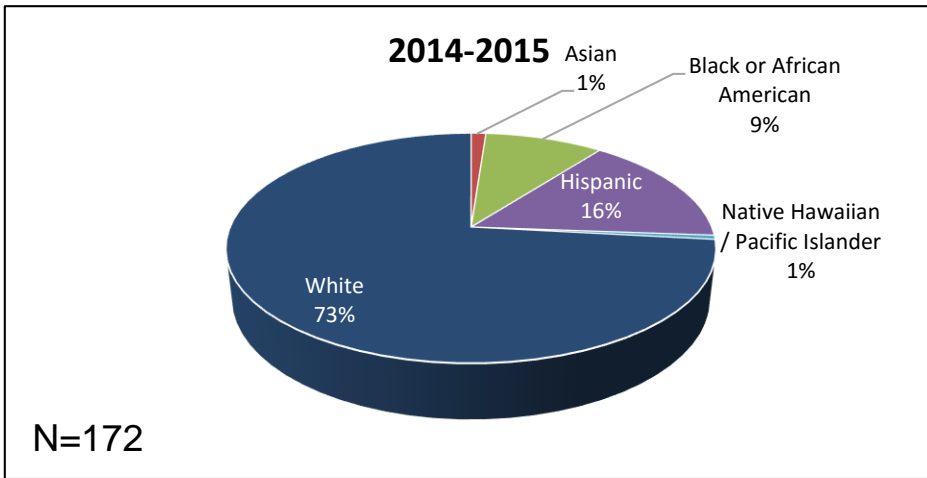
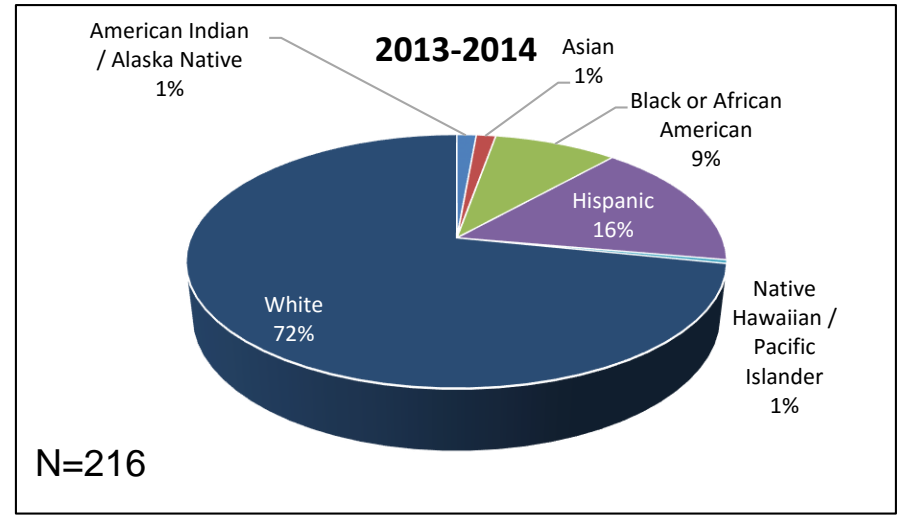
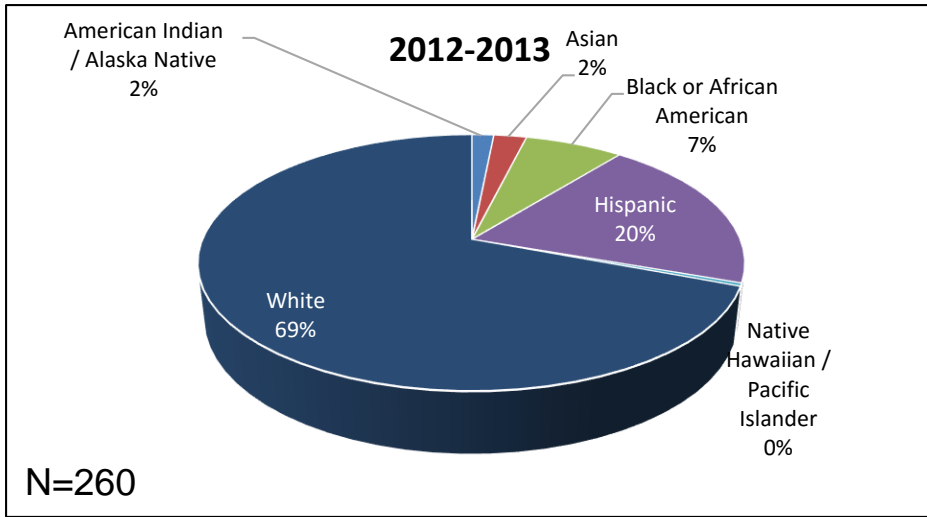


2075 – Photographic Technology
 2231 – Interactive Media Production

Major	2012-2013		2013-2014		2014-2015		2015-2016	
	Female	Male	Female	Male	Female	Male	Female	Male
Daytona State College	60%	40%	59%	41%	60%	40%	60%	40%

Excludes individuals whose gender is not reported.

Race / Ethnicity by Program 2075 – Photographic Technology

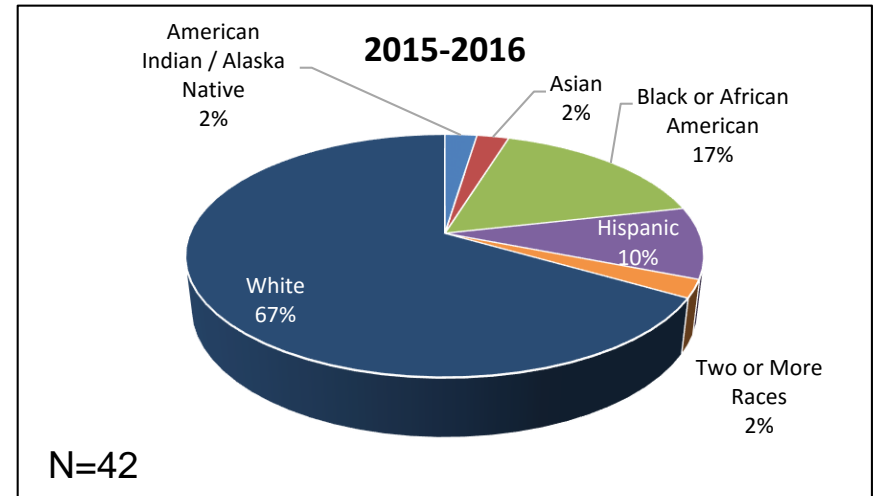
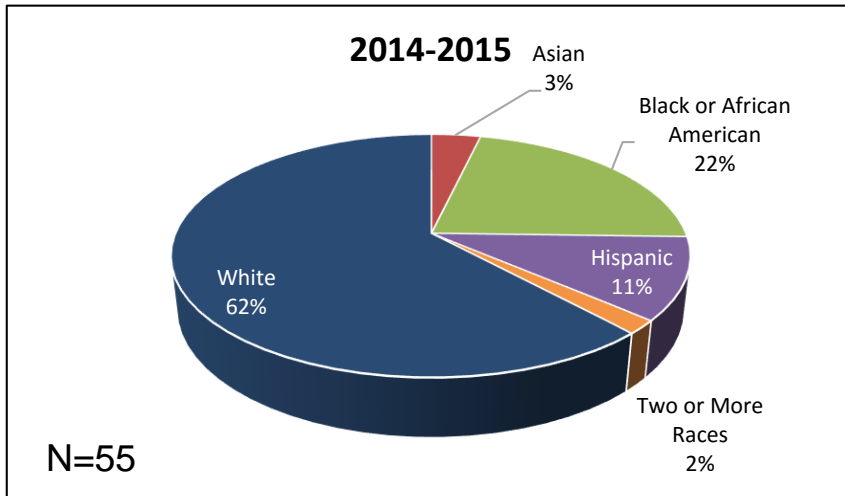
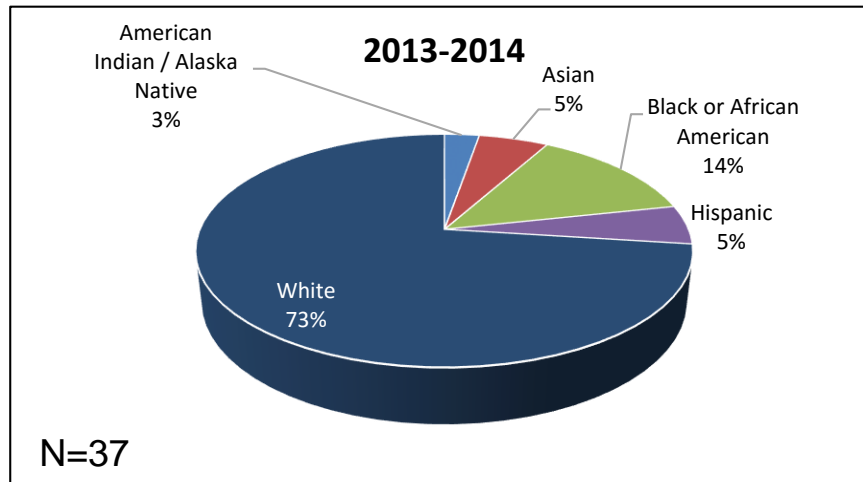


DSC Averages 2015-2016

Amer Indian/ Alaska Native	Asian	Black or African Amer	Hispanic	Nat Hawaiian Pacif Islander	2 or More Races	White
0%	2%	14%	14%	0%	2%	66%

Race / Ethnicity by Program

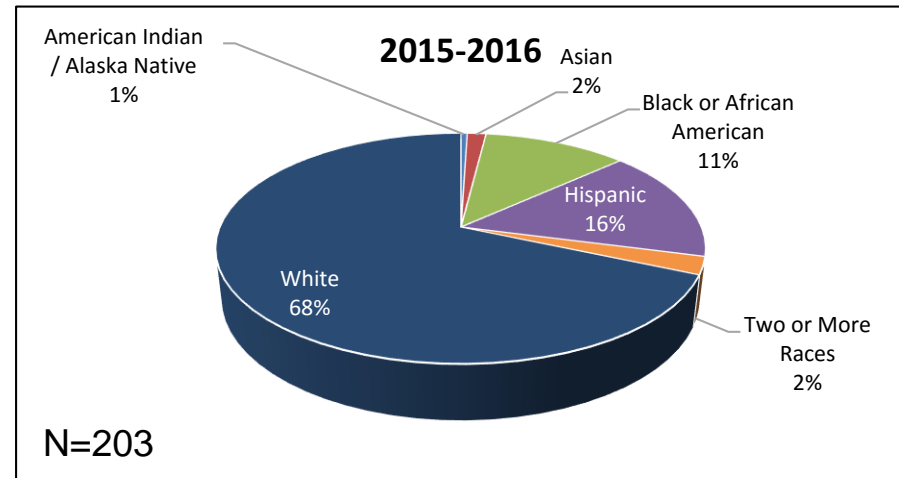
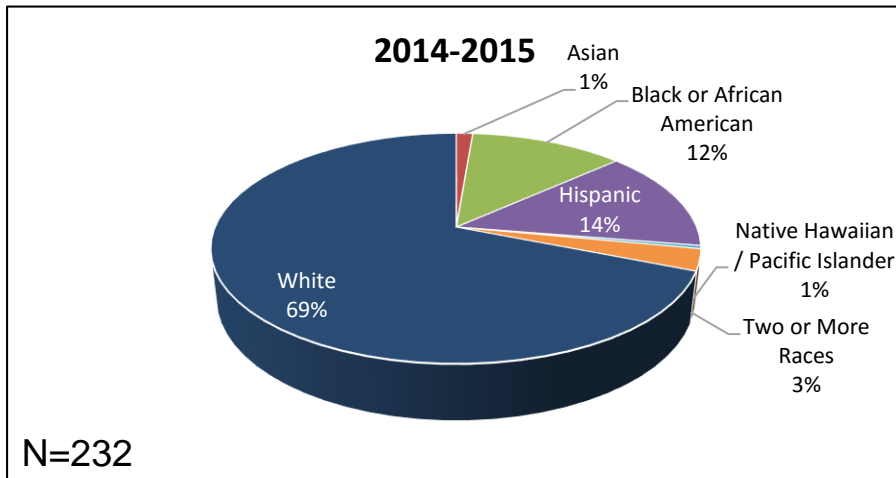
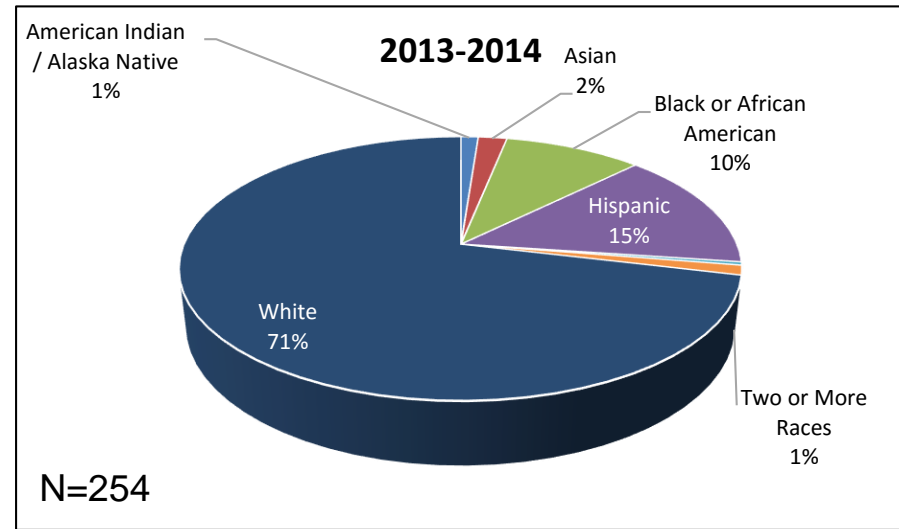
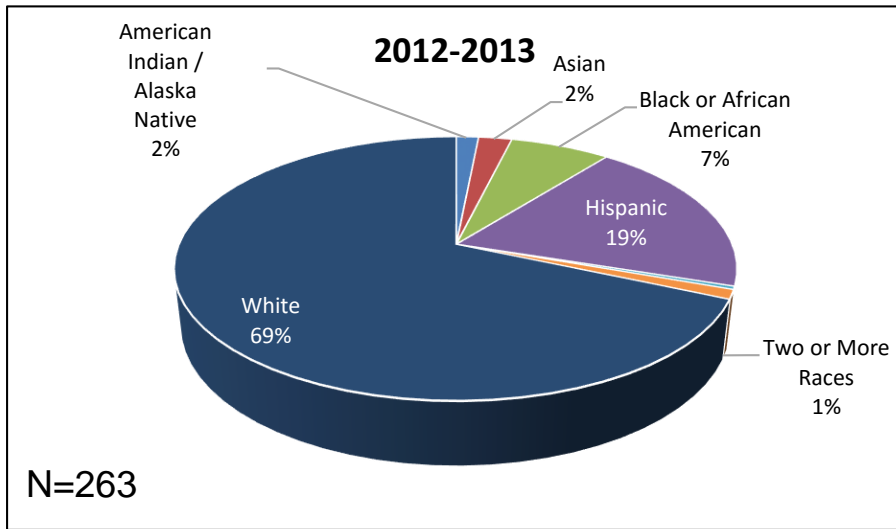
2231 – Interactive Media Production



DSC Averages 2015-2016

Amer Indian/ Alaska Native	Asian	Black or African Amer	Hispanic	Nat Hawaiian	Pacif Islander	2 or More Races	White
0%	2%	14%	14%	0%	0%	2%	66%

Race / Ethnicity by Program School of Photography



DSC Averages 2015-2016

Amer Indian/ Alaska Native	Asian	Black or African Amer	Hispanic	Nat Hawaiian Pacif Islander	2 or More Races	White
0%	2%	14%	14%	0%	2%	66%