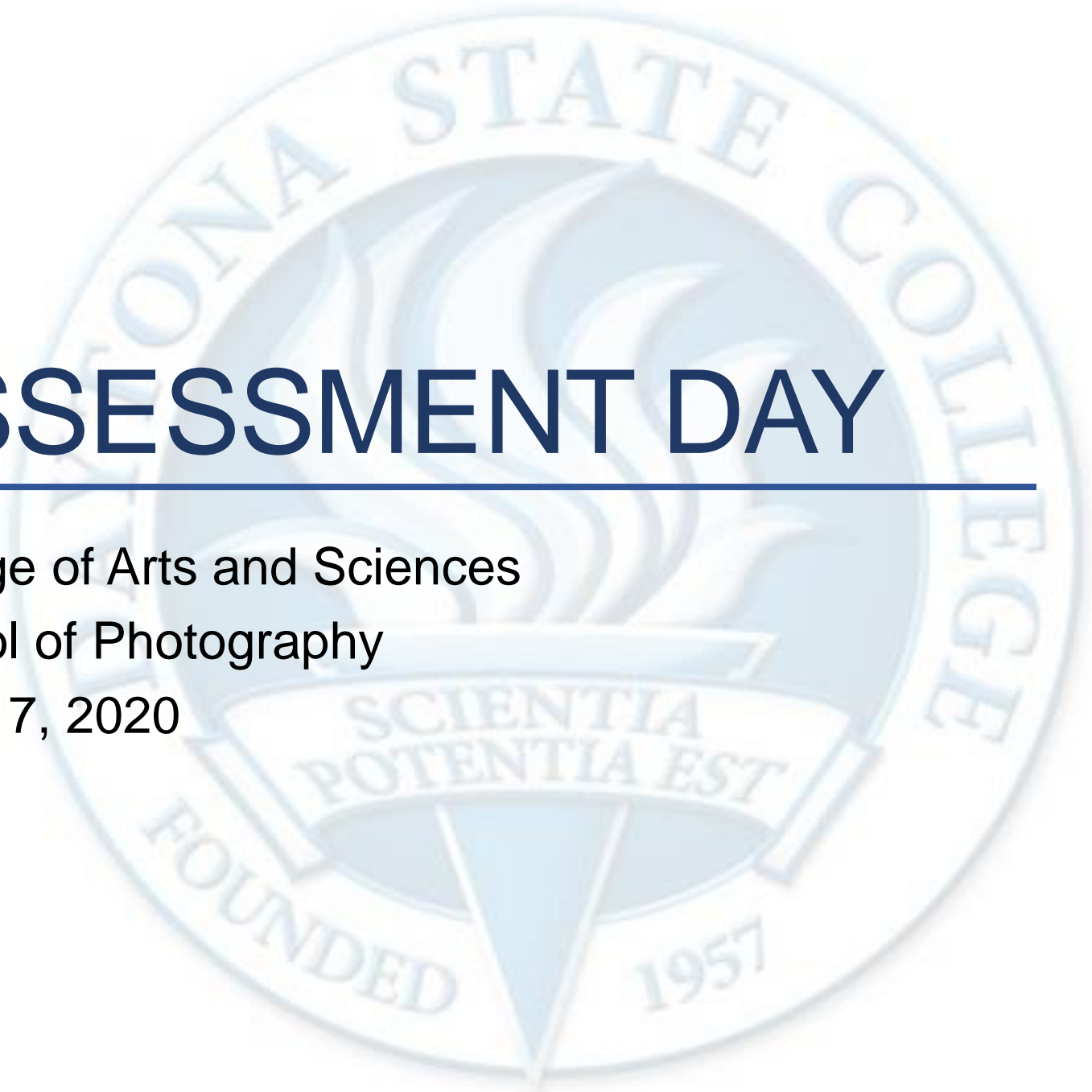


ASSESSMENT DAY

College of Arts and Sciences

School of Photography

April 17, 2020



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: 03/06/2019

School of Photography:

- Work with Brad, Dan, and Jayanti on the Digital and Interactive Media learning outcomes;
- Articulation agreement to increase enrollment;
- Replace Photography faculty and staff (retired);
- Formalize Service Learning;
- Finalize rubrics with grading;
- Find options to address Black/African American student retention and success;
- Review targets;
- Focus on retention;
- Look into a cohort model;
- Look into Perkins funds for educational materials;

For Institutional Effectiveness:

- Keep assessment day in the spring

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.

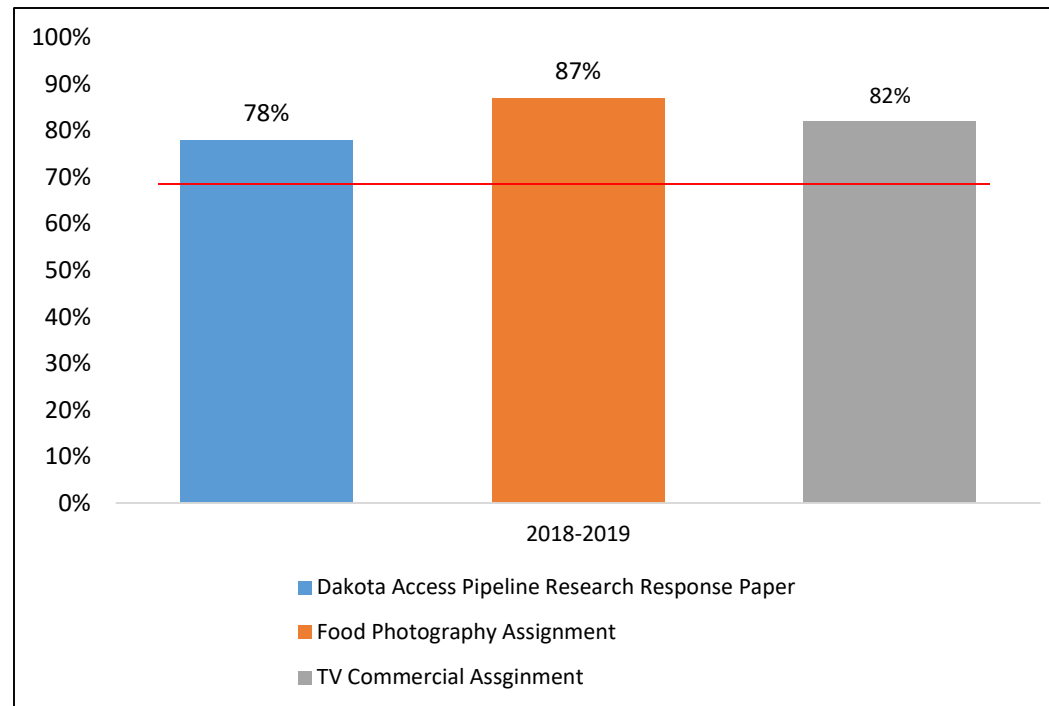
PLO2: Effectively communicate with clients and peers as individuals or groups/creative teams within the field of photography.

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 2018-2019

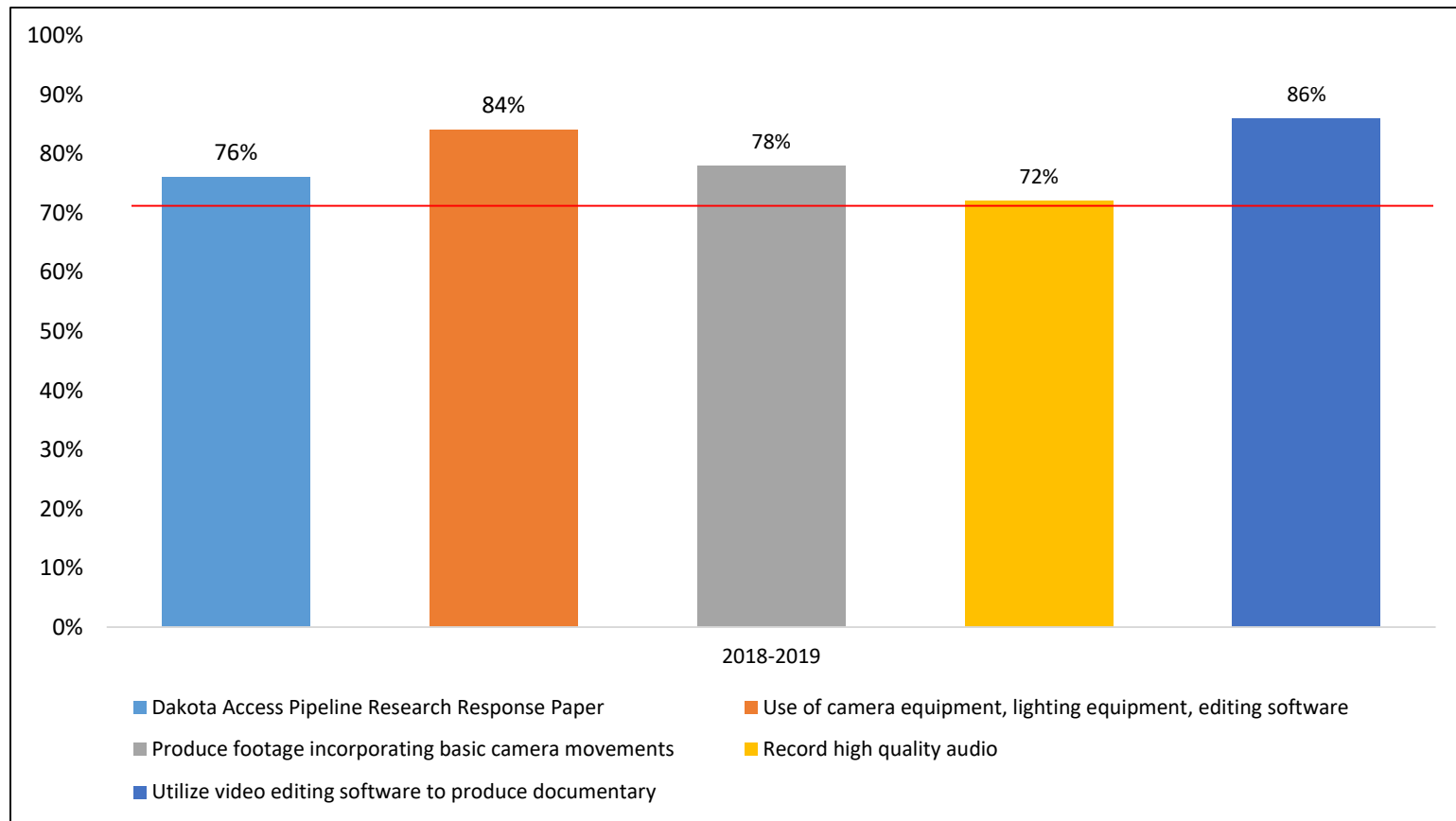
Photographic Technology #2075



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. *Target: 70% of students achieving 70% or higher.*

Assessment Data 2018-2019

Photographic Technology #2075



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. *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.

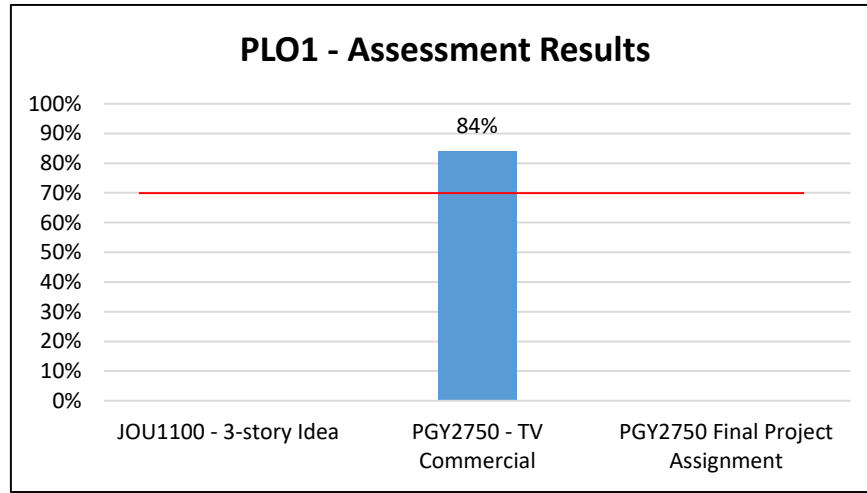
PO3: Demonstrate proficiency in writing and reportage, still photography, video, audio and web creation, design and analytics.

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

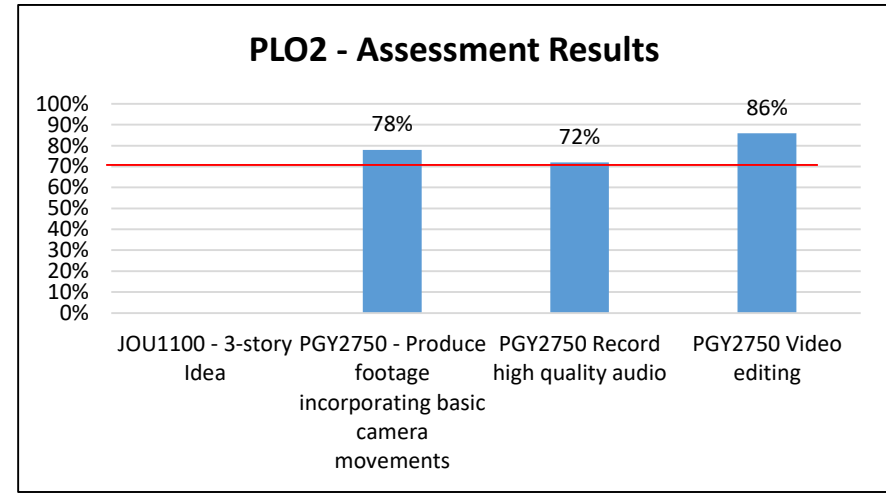
PO5: Demonstrate professional interpersonal and business communications skills.

Assessment Data 2018-2019

Interactive Media Production #2231

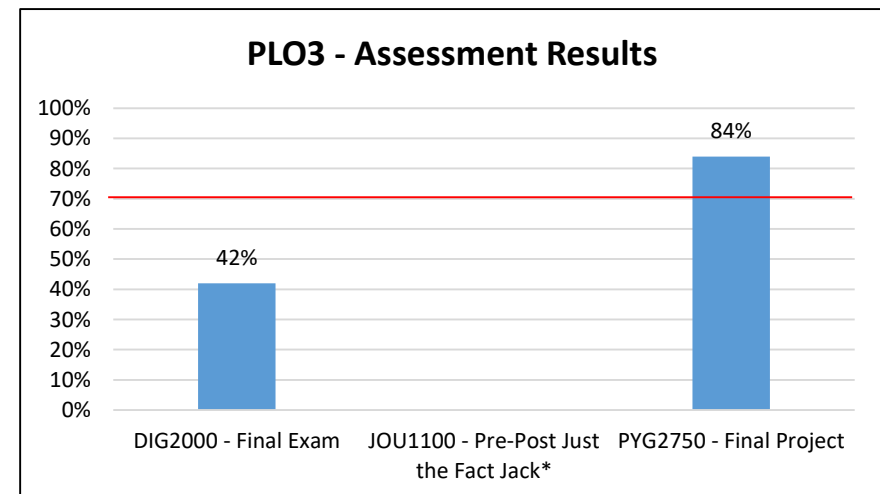


PLO1: Identify the information needs of various audiences across various media. *Target: 70% of students achieving 70% or higher*



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*

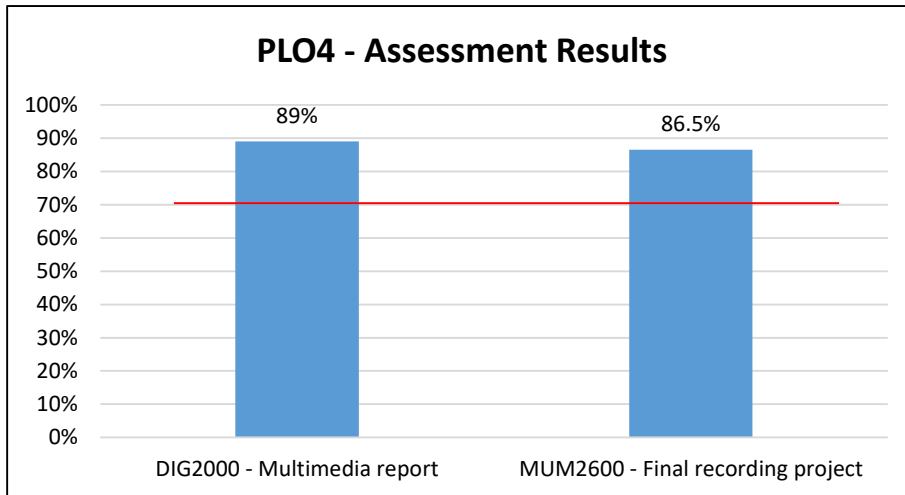
Fall 2018	Pre-test	Post-test
Minimum	6	11
Maximum	12	20
Biggest gain	12 points	
Spring 2019	Pre-test	Post-test
Minimum	7	8
Maximum	16	20
Biggest gain	11 points	



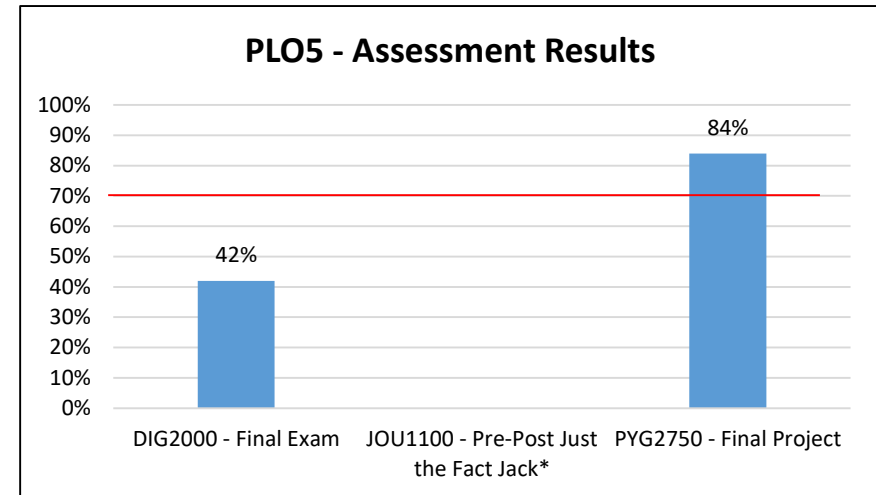
PLO3: Demonstrate proficiency in writing and reportage, still photography, video, audio and web creation, design and analytics. *Target: 70% of students achieving 70% or higher*

Assessment Data 2018-2019

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*

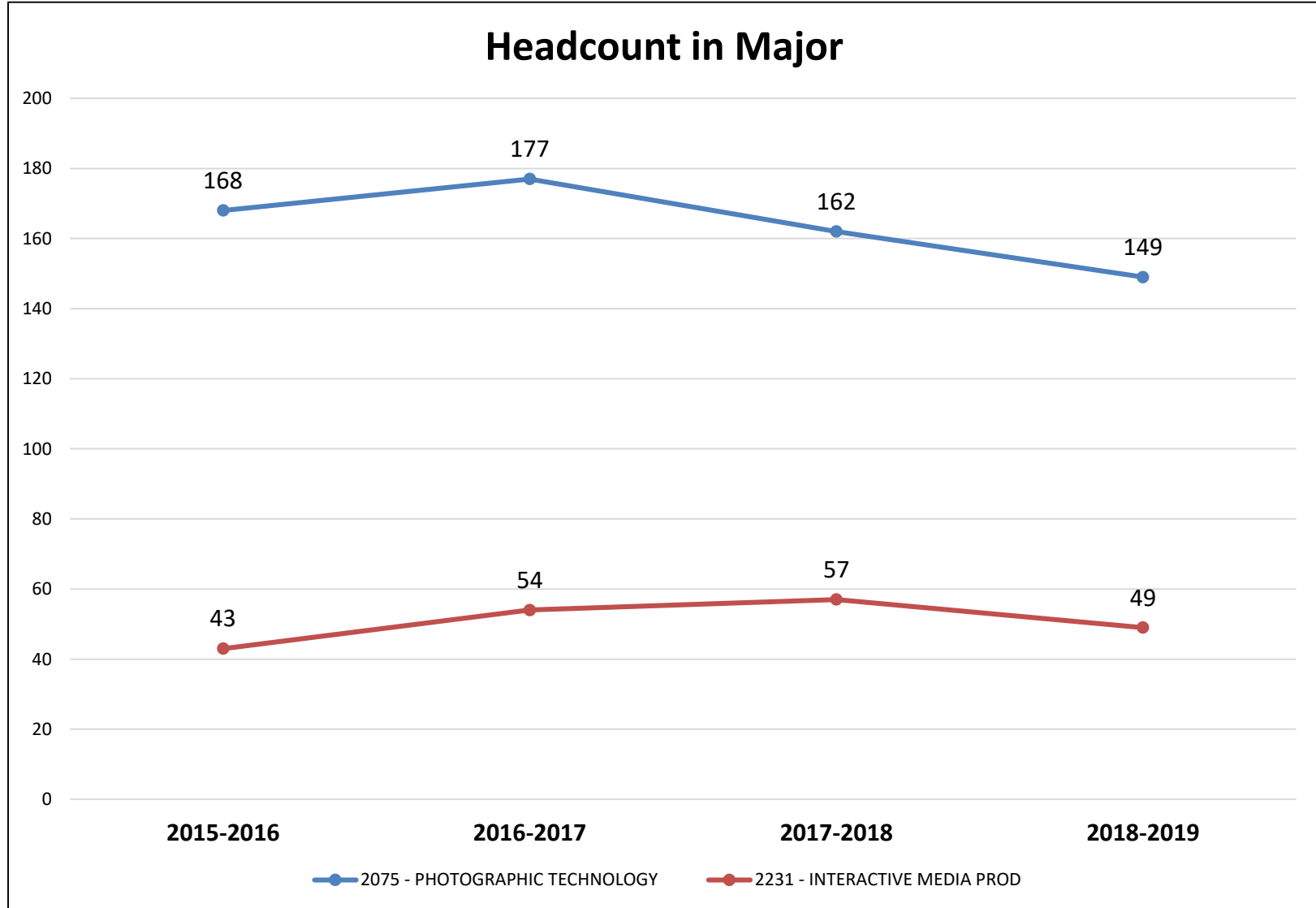
Fall 2018	Pre-test	Post-test
Minimum	6	11
Maximum	12	20
Biggest gain	12 points	
Spring 2019	Pre-test	Post-test
Minimum	7	8
Maximum	16	20
Biggest gain	11 points	

Assessment Data 2018-2019 Program vs. Institutional Learning Outcomes

Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and Technical Literacy
2075 - Photographic Technology	No report	No report	78%-87%	72%-86%
2231 - Interactive Media Production	86.5%-89%	84%-88%	84%-86.5%	86.5%-89%

Assessment Data 2017-2018 Program vs. Institutional Learning Outcomes

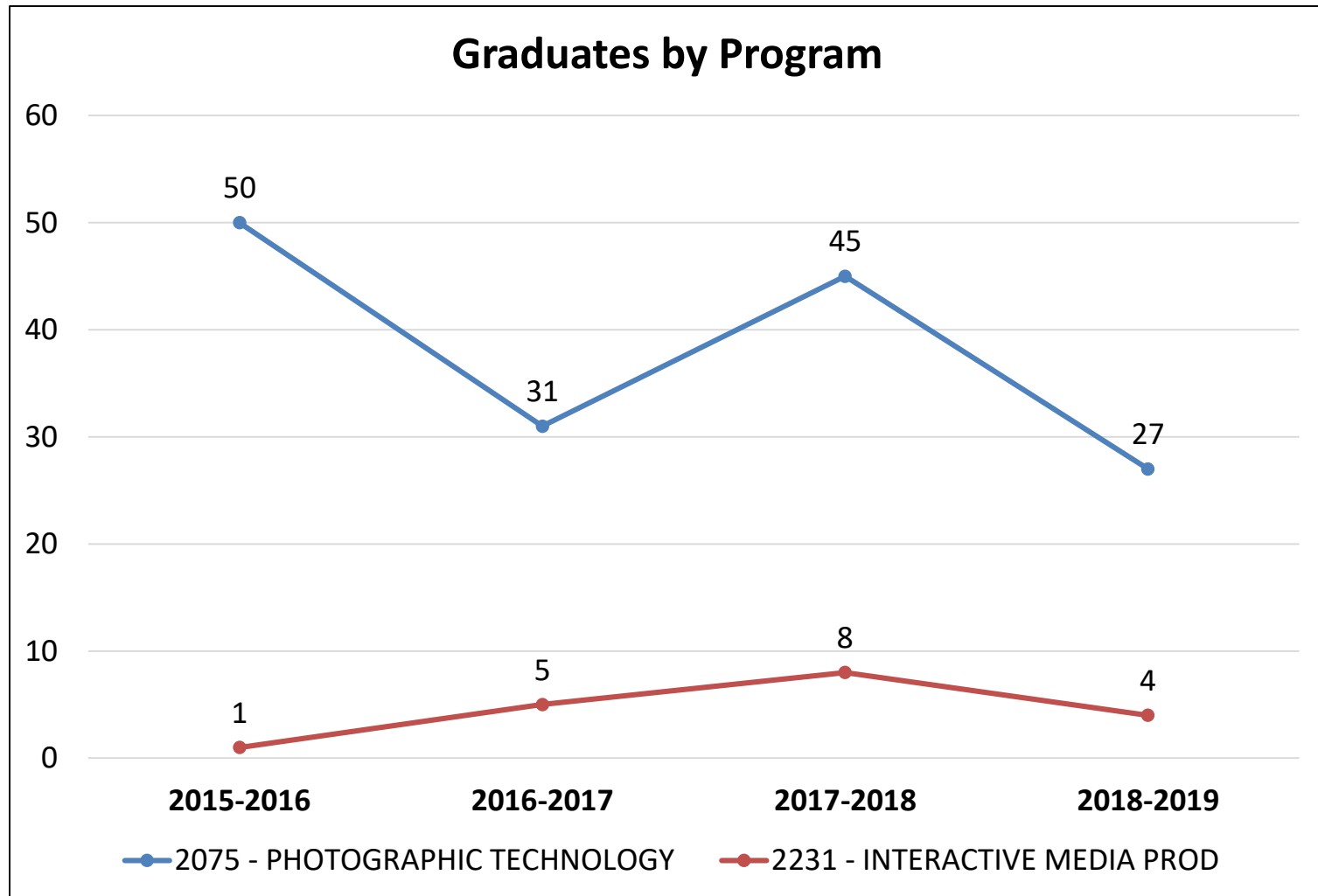
Program	Critical/ Creative Thinking	Communication	Cultural Literacy	Information and Technical Literacy
2075 - Photographic Technology	No report	82%-87%	No report	No report
2231 - Interactive Media Production	87%-94%	84%-88%	82%-94%	87%-94%



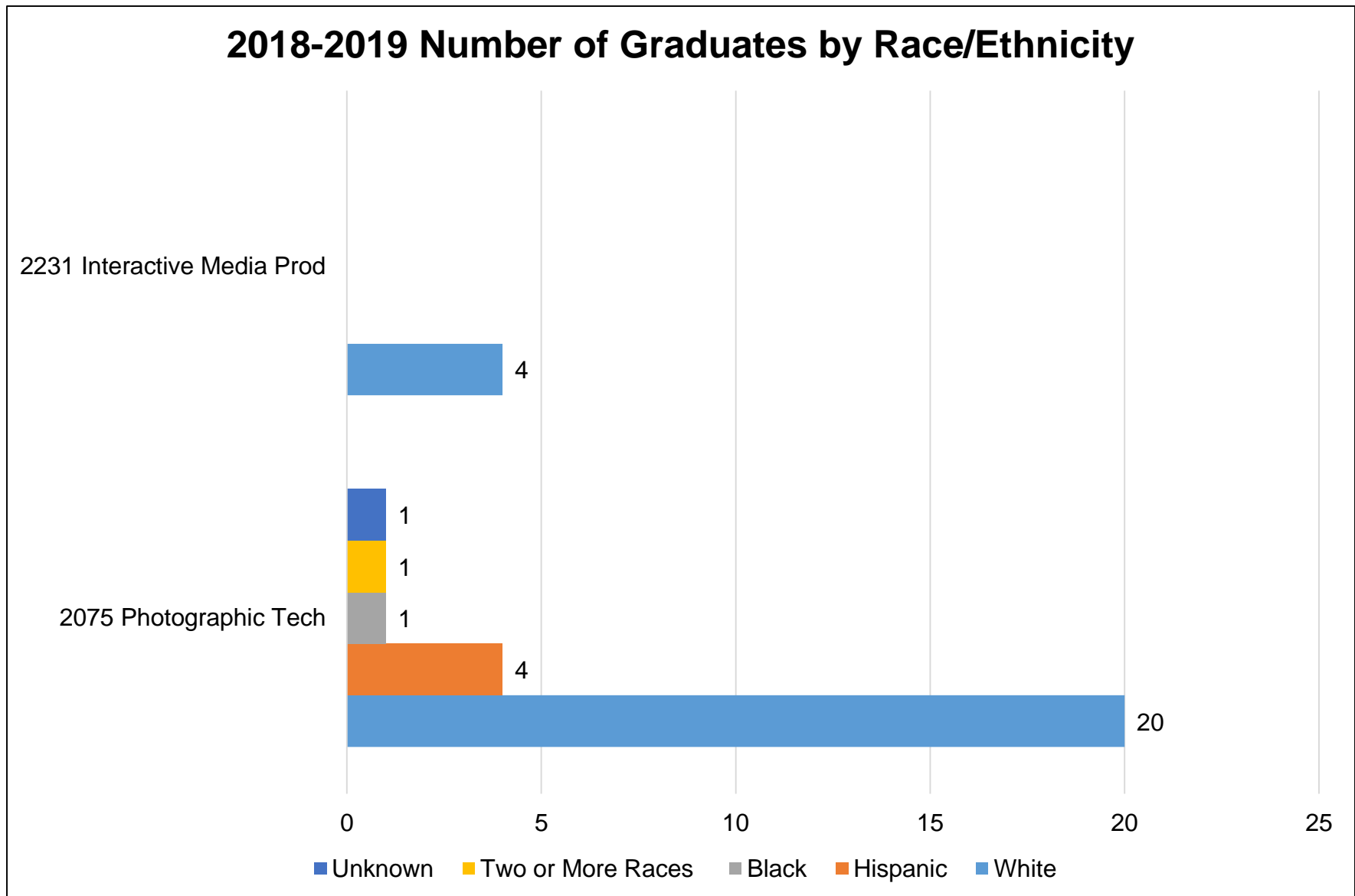
Students are duplicated across programs.

Dual Enrollment count for 2018-2019: 13

Source: IR Program Assessment Data



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	FA13	67	26	38.8%	28	41.8%
	FA14	52	25	48.1%	26	50.0%
	FA15 –200% In Progress	50	18	36.0%	19	38.0%
	FA16 – In Progress	78	32	41.0%	32	41.0%
2231 - Interactive Media Production	FA13	21	1	4.8%	2	9.5%
	FA14	17	2	11.8%	2	11.8%
	FA15 – 200% in Progress	19	1	5.3%	2	10.5%
	FA16 – In Progress	21	5	23.8%	5	23.8%

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

Graduation Rates by Race/Ethnicity

Major	Term	Race/Ethnicity	# Students	Graduated within 150% Time	Graduation Rate	Graduated within 200% Time	Graduation Rate
2075- Photographic Technology	FA14	Black	4	2	50.0%	2	50.0%
		Hispanic	9	5	55.6%	5	55.6%
		Two or More Races	3	1	33.3%	1	33.3%
		White	36	17	47.2%	17	47.2%
	FA15 –200% In Progress	Black	5	3	60.0%	3	60.0%
		Hispanic	2	1	50.0%	1	50.0%
		Two or More Races	2	0	0.0%	0	0.0%
		Unknown	2	1	50.0%	1	50.0%
		White	39	13	33.3%	14	35.9%
	FA16– In Progress	Black	7	2	28.6%	2	28.6%
		Hispanic	11	6	54.5%	6	54.5%
		Native Hawaiian	1	0	0.0%	0	0.0%
		Two or More Races	5	2	40.0%	2	40.0%
		Unknown	2	0	0.0%	0	0.0%
		White	52	22	42.3%	22	42.3%
2231 - Interactive Media Production	FA14	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 – 200% 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%
	FA16– In Progress	Asian	1	0	0.0%	0	0.0%
		Black	1	0	0.0%	0	0.0%
		Hispanic	4	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	13	5	38.5%	5	38.5%

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

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	2014	Female	37	16	43%	17	46%
		Male	15	9	60%	9	60%
	2015	Female	37	16	43%	17	46%
		Male	12	2	17%	2	17%
		Unknown	1	0	0%	0	0%
	2016	Female	43	20	47%	20	47%
		Male	34	12	35%	12	35%
		Unknown	1	0	0%	0	0%
	2231 - Interactive Media Production	2014	Female	7	0	0%	0
Male			10	2	20%	2	20%
2015		Female	8	0	0%	1	13%
		Male	10	1	10%	1	10%
		PrefNoAns	1	0	0%	0	0%
2016		Female	12	2	17%	2	17%
		Male	9	3	33%	3	33%

Retention Rates

Major	Cohort Year	Registered	Exclusions	Adjusted Cohort	Retained by DSC		Retained by Program		Total Retained %
					N	%	N	%	
2075- PHOTOGRAPHIC TECHNOLOGY	2014	128	46	82	9	11.0%	49	59.8%	70.7%
	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%
2231- INTERACTIVE MEDIA PRODUCTION	2014	35	2	33	6	18.2%	9	27.27%	45.45%
	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%

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

Retention Rates by Race/Ethnicity

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program	
						N	%
2075- PHOTOGRAPHIC TECHNOLOGY	Fall 2018	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%
2231- INTERACTIVE MEDIA PRODUCTION	Fall 2018	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%

**one or more 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

Retention Rates by Gender

Major	Cohort	Fall Term	Registered	Exclusions	Adjusted Cohort	Retained by Program	
						N	%
2075- PHOTOGRAPHIC TECHNOLOGY	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%
2231- INTERACTIVE MEDIA PRODUCTION	FA18	Female	21	5	16	7	43.8%
		Male	15	3	12	5	41.7%




Placement Rates (College average: 95.5%)												
Program Title	Major	2012/13		2013/14		2014/15		2015/16		2016/17		Average Annual Salary
		DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	DSC%	FCS%	
Photographic Technology	2075	87%	84%	75%	76%	90%	88%	82%	82%	80%	77%	\$**,***
Interactive Media Tech	2231	New Program				100%	100%	100%	100%	80%	80%	\$**,***

- 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




Course Success Rates

Major and Associated Courses		2015-2016		2016-2017		2017-2018		2018-2019		
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	Attempted	% Successful	
2075- Photographic Technology	PGY1100	81	85%	46	83%	38	84%	30	93%	↑
	PGY1101	80	80%	75	79%	66	83%	83	76%	
	PGY1115	52	96%	49	88%	59	90%	39	79%	
	PGY1201	63	97%	58	98%	47	85%	47	91%	↑
	PGY1800	76	82%	80	88%	72	89%	85	74%	
	PGY1802			86	85%	64	89%	59	76%	
	PGY2000	62	82%	62	84%	51	86%	48	90%	↑
	PGY2107	42	95%	46	93%	51	98%	36	94%	
	PGY2210	50	94%	48	90%	49	84%	40	90%	↑
	PGY2270	45	93%	29	90%	46	91%	39	90%	
	PGY2273	23	91%	32	94%	51	92%	45	89%	
	PGY2470	24	100%	14	100%	9	100%	6	100%	
	PGY2650	53	92%	50	96%	48	88%	35	100%	↑
	PGY2750	44	93%	54	85%	64	88%	46	87%	
	PGY2801	47	85%	11	82%			4	100%	
	PGY2806	63	92%	59	92%	45	87%	54	91%	↑
	PGY2935	39	95%	25	96%	8	100%	3	100%	
PGY2949	1	100%								
2231- Interactive Media Production	DIG2000	47	87%	54	80%	42	76%	37	81%	↑
	DIG2441							4	100%	
	DIG2500	18	100%	33	67%	34	68%	34	85%	↑
	GRA1543	27	52%	16	69%	19	89%	18	56%	
	JOU1100							30	80%	
	MMC1000							32	72%	

 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 Dual Enrolled Students

Major and Associated Courses		2017-2018		2017-2018 % Successful	2018-2019		2018-2019 % Successful
		Attempted	% Successful		Attempted	% Successful	
2075- Photographic Technology	PGY1100				1	100%	93%
	PGY1101				1	100%	76%
	PGY1800				3	100%	74%
	PGY1802				1	100%	76%
2231- Interactive Media Production	DIG2000	1	100%	76%	4	100%	81%
	DIG2500				4	100%	85%
	JOU1100	1	100%	84%	2	100%	80%
	MMC1000	1	100%	66%	3	67%	72%

 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	2017-2018		2018-2018	
	Enrolled	Success Rate	Enrolled	Success Rate
2075 - Photographic Tech.	743	88%	699	86%
PGY1100	38	84%	30	93%
Asian			1	100%
Black	1	100%	2	100%
Hispanic	2	100%	3	100%
Two or More Races	1	0%	2	50%
White	34	85%	22	95%
PGY1101	64	83%	83	76%
Asian	1	100%	1	100%
Black	7	71%	14	43%
Hispanic	4	75%	17	76%
Two or More Races	5	100%	3	67%
Unknown			1	100%
White	46	83%	47	85%
PGY1115	58	90%	39	79%
Black	2	100%	6	50%
Hispanic	7	100%	3	100%
Native Hawaiian			1	100%
Two or More Races	5	60%	1	100%
White	44	91%	28	82%
PGY1201	44	84%	47	91%
Asian			1	100%
Black	4	75%	3	67%
Hispanic	3	100%	11	100%
Two or More Races	3	67%	2	100%
Unknown			3	100%
White	33	85%	27	89%
PGY1800	69	88%	85	74%
Am. Ind			1	100%
Asian	1	100%	1	100%
Black	7	57%	15	47%
Hispanic	11	82%	18	83%
Two or More Races	3	100%	3	67%
Unknown			3	33%
White	46	93%	44	82%

Course, Race/Ethnicity	2017-2018		2018-2018	
	Enrolled	Success Rate	Enrolled	Success Rate
PGY1802	61	89%	59	76%
Asian	2	50%	1	100%
Black	5	80%	11	55%
Hispanic	6	83%	13	85%
Two or More Races	5	100%	2	50%
Unknown			2	100%
White	42	90%	30	80%
PGY2000	47	85%	48	90%
Asian			2	50%
Black	6	67%	3	67%
Hispanic	3	100%	11	91%
Two or More Races	1	0%	3	100%
Unknown			1	100%
White	36	89%	28	93%
PGY2107	50	98%	36	94%
Asian	1	100%	3	67%
Black	4	100%	3	100%
Hispanic	9	100%	1	100%
Two or More Races	3	100%	3	100%
Unknown			1	100%
White	33	97%	25	96%
PGY2210	48	83%	40	90%
Black	2	100%	3	100%
Hispanic	5	100%	7	86%
Native Hawaiian			1	100%
Two or More Races	2	50%	3	67%
Unknown			2	100%
White	39	82%	24	92%
PGY2270	45	91%	39	90%
Black	1	100%	6	83%
Hispanic	3	100%	2	100%
Native Hawaiian			1	100%
Two or More Races	2	50%	2	100%
Unknown			1	100%
White	39	92%	27	89%
PGY2273	49	92%	45	89%
Black	2	100%	6	67%
Hispanic	8	100%	4	100%
Native Hawaiian			1	0%
Two or More Races	2	100%	2	50%
Unknown			2	100%
White	37	89%	30	97%

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 (2 of 2)

Course, Race/Ethnicity	2017-2018		2018-2018	
	Enrolled	Success Rate	Enrolled	Success Rate
PGY2470	9	100%	6	100%
Hispanic			2	100%
Unknown			1	100%
White	7	100%	3	100%
PGY2650	47	87%	35	100%
Black	2	100%	3	100%
Hispanic	5	100%	5	100%
Native Hawaiian			1	100%
Unknown			1	100%
White	39	85%	25	100%
PGY2750	64	88%	46	87%
Am. Ind			1	100%
Black	4	100%	4	75%
Hispanic	11	91%	5	80%
Native Hawaiian			1	100%
Two or More Races	6	100%	2	100%
Unknown			1	100%
White	43	84%	32	88%
PGY2801			4	100%
Black			1	100%
White			3	100%
PGY2806	42	88%	54	91%
Asian			2	50%
Black	5	80%	4	75%
Hispanic	2	100%	11	100%
Two or More Races	2	50%	2	100%
Unknown			5	80%
White	32	91%	30	93%
PGY2935	8	100%	3	100%
Two or More Races			1	100%
White	6	100%	2	100%

Course, Race/Ethnicity	2017-2018		2018-2018	
	Enrolled	Success Rate	Enrolled	Success Rate
2231 - Interactive Media Production	162	77%	155	77%
DIG2000	42	76%	37	81%
Black	10	60%	5	80%
Hispanic	3	67%	11	82%
Two or More Races	3	100%	1	0%
White	25	80%	20	85%
DIG2441			4	100%
Hispanic			1	100%
White			3	100%
DIG2500	34	68%	34	85%
Asian			1	100%
Black	8	63%	3	100%
Hispanic	4	75%	6	83%
Two or More Races	1	100%	1	100%
White	21	67%	23	83%
GRA1543	18	94%	18	56%
Am. Ind.			1	100%
Black	2	100%	2	50%
Hispanic	3	100%	1	0%
Two or More Races	1	100%	2	100%
Unknown			1	0%
White	12	92%	11	55%
JOU1100	31	84%	30	80%
Black	5	80%	2	50%
Hispanic	3	67%	5	80%
Two or More Races			1	100%
White	22	86%	22	82%
MMC1000	28	68%	32	72%
Asian	1	0%	1	100%
Black	8	38%	3	67%
Hispanic	3	100%	8	63%
White	14	79%	20	75%
Grand Total	905	86%	854	84%


■ 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	2017-2018		2018-2018	
	Enrolled	Success Rate	Enrolled	Success Rate
2075 - Photographic Technology	743	88%	699	86%
American Indian/Alas			2	100%
Asian	6	83%	9	78%
Black	55	82%	84	62%
Hispanic	79	94%	115	90%
Hawaii/Pac	6	100%	7	86%
Two or More Races	41	80%	31	81%
Unknown			24	88%
White	556	88%	427	89%
2231 - Interactive Media Production	162	77%	155	77%
American Indian/Alas	3	100%	1	100%
Asian	1	0%	2	100%
Black	33	61%	15	73%
Hispanic	16	81%	32	75%
Two or More Races	7	100%	5	80%
Unknown			1	0%
White	102	80%	99	79%
Grand Total	905	86%	854	84%

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

Civitas – illumine Students



- Dashboard
- Initiatives
- Outreach
- Scratchpad
- Nudge Hub
- User Management
- Data Info

TRENDS BETA
PERSISTENCE INSIGHTS
COURSE INSIGHTS

Saved Filters


> Filters
Department
School of Photography ×

OVERVIEW

144 of 14,770 Active Students


PERSISTENCE PREDICTION

Active Filter - 144



76%

All Students - 14,770

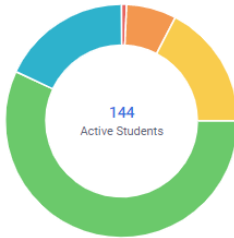


71%

Spring 2020 - Fall 2020

PREDICTION DISTRIBUTION - SPRING 2020 - FALL 2020

Very Low	1%
Low	7%
Moderate	17%
High	57%
Very High	18%



144
Active Students

POWERFUL PREDICTORS

Powerful Predictors use historical data to show what variables are important to persistence for this group of students

Highest SignalLowest Signal

Rank 1
Rank 40

[Learn about Powerful Predictors](#)
[View All Powerful Predictors](#)

Academic Progress (10) Strongest correlation to persistence	Engagement (LMS) (4)	Academic Performance (GPA) (5)
Background/Demographics (3)	Area of Study (7)	Enrollment (4)
Custom (1)	Financial Aid (6) Weakest correlation to persistence	

Civitas – illumine Courses

