

PROGRAM ASSESSMENT REPORT

Program Code CTPHOI	Name Certificate of Photographic Imaging		
Division BCT	Department Digital Media Arts		
Award	<input type="checkbox"/> A.A.	<input type="checkbox"/> A.S	<input type="checkbox"/> A.A.S.
	<input checked="" type="checkbox"/> Cert.	<input type="checkbox"/> Adv. Cert.	<input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Completion

I. Review previous assessment reports submitted for this program and provide the following information.

1. Was this program previously assessed and if so, when?

No

2. Briefly describe the results of previous assessment report(s).

N/A

3. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

N/A

II. Background Information

1. Indicate the semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2017	2017 2018	

2. Assessment tool(s) used (check all that apply):

- Portfolio
- Standardized test
- Other external certification/licensure exam (please describe): \_\_\_\_\_
- Graduate Survey
- Employer Survey
- Advisory Committee Survey
- Transfer follow-up
- Externally evaluated performance or exhibit
- Externally evaluation of job performance (internship, co-op, placement, other)
- Capstone experience (please describe):
- Other (please describe):

3. Have any of these tools been used before?

Yes (if yes, identify the tool below and describe any changes made since it was last administered)

No

Changes:

*logged 1/21/19*

STUDENT INFORMATION

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4. Indicate the number of students assessed/total number of students enrolled in the course(s)/program.

Outcome #1 – 69 students assessed	Outcome #1 – 90 students enrolled
Outcome #2 – 44 students assessed	Outcome #2 – 60 students enrolled
Outcome #3 – 34 students assessed	Outcome #3 – 36 students enrolled
Outcome #4 – 52 students assessed	Outcome #4 – 72 students enrolled

5. Describe how you selected students for the assessment.  
a. Describe your sampling method.  
b. Describe the population assessed (e.g. students in capstone course, graduating students, alumni).

Students enrolled in PHO 111, PHO 117, PHO 129, & PHO 228.
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### III. Results

1. State every outcome (verbatim) from the Program Assessment Planning or Program Proposal form for the program. *Add more lines as needed.*

1. Demonstrate proficiency in the operation of an SLR camera.
2. Demonstrate ability to use tungsten and strobe lighting effectively.
3. Demonstrate computer and imaging software skills to sort, process, and print color managed images.
4. Create black & white prints that demonstrate the appropriate use of luminosity, contrast, local adjustments, and paper choice.

2. Briefly describe assessment results based on data collected during the program assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. **Please attach a summary of the data collected (as a separate document).** *Add more lines as needed.*

1. Proficiency in the operation of digital slrs was assessed across 4 sections of PHO 111 during the Winter 2017 semester. The standard of success for this outcome was met with 91% of all students assessed meeting or exceeding the competent level.
2. Proficiency in the ability to use tungsten and strobe lighting effectively was assessed across 3 sections of PHO 117 during the Winter 2017 semester and the Fall 2017 semester. When measured by the combined scores of the portfolio and the exam, the standard of success for this outcome was met with 75% of all students scoring at a competent level of above. When the measure of the exam is scored individually, the standard of success falls short of being met with 63% of all students assessed scoring at a competent level or above.
3. Proficiency in computer and imaging software skills to sort, process, and print color managed images was assessed across 2 sections of PHO 228 during the semesters of Fall 2017 and Winter 2018. The standard of success for this outcome was met with 91% of all students assessed scoring at the competent level or above.
4. Proficiency in creating black & white prints that demonstrate the appropriate use of luminosity, contrast, local adjustments, and paper choice was assessed across 3 sections of PHO 129 during the semesters of Winter 2017, Fall 2017 and Winter 2018. The standard of success for this outcome was met with 90% of all students assessed scoring at the competent level or above.

3. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. **Please attach the rubric/scoring guide used for the assessment (as a separate document).** *Add more lines as needed.*

Concerning all outcomes:

Our program assessment planning form identifies a standard of success of 75% of the students assessed scoring "average" or higher. In this assessment I have taken the liberty of changing the term "average" to "competent" when referencing our standard of success.

1. The standard of success for this outcome was 91% of all students scored at a competent level or above on all measures. Note that the cutoff points for the Introductory, Competent, and Exemplary levels for this outcome differed from the other 3 outcomes. This is because course assessment data was used and the levels outlined in the course assessment were different. These will be aligned in the revised assessment plans for course and program assessments.

2. 63% of the students assessed scored at a competent or above level on the hands on final exam measure. 75% of the students assessed scored at a competent or above level on the portfolio measure. When both measures combined, 75% of students assessed scored at a competent or above level.

3. 91% of all students scored at a competent level or above on all measures.

4. 90% of all students scored at a competent level or above on all measures.

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths:

All learning outcomes were met.

In all outcomes the majority of students demonstrated an exemplary level of achievement (exceeding the standard of success).

Weaknesses:

In one of the measures for outcome #2 (the exam) we fell shy of our goal of 75% of students scoring at competent level or above. As noted previously, when the measure of the exam and the portfolio were combined, 75% of the students assessed did score at the competent or above level.

#### IV. Changes influenced by assessment results

1. Based on the previous assessment report Action Plan(s) identified in Section I above, please discuss how effective any changes were in improving student learning.

N/A

2. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. If students met all expectations, describe your plan for continuous improvement.

Instructors teaching content covered on the exam for outcome #2 will be encouraged to review their test questions using an item analysis to determine if questions need to be reworked or more time needs to be spent on specific content.

The results of this program assessment will be shared with all photography faculty along with the revised assessment plan. Assessment of all outcomes will continue but be measured in 2 courses instead of 4. Alignment of cutoff points for the Exemplary, Competent, and Introductory levels will be aligned across all outcomes in the revised program assessment plan.

3. Identify any other intended changes that will be instituted based on results of this assessment activity. Describe changes and give rationale for change. (Check all that apply).

a.  Outcomes/assessments from Program Assessment Planning or Program Proposal form:

- b.  Program Curriculum:
- Course sequencing
  - Course deletion
  - Course addition
  - Changes to existing program courses (specify):
  - Other (specify):

c.  Other (specify):

4. What is the timeline for implementing these actions?

The revised assessment plan will be submitted with this report.  
Once an item analysis is completed, faculty can take the appropriate steps for improvement.

## V. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this program.

I think the assessment tools were successful in measuring student achievement but improvements to the assessment plan can still be made.

Our current program assessment plan is not ideal in that it involves assessing students in 4 different classes. Streamlining the assessment process by paring down the number of courses used for program's assessment will be helpful. A revised assessment plan paring down to assessment taking place in 2 courses instead of 4 is attached. Outcomes 3 and 4 of the original assessment plan were combined and a discussion among the full time photography faculty yielded additional areas that could be improved. A 4<sup>th</sup> outcome was added to reflect the assessment of using composition, lighting, and visual aesthetics creatively. These are important components every photography course and were not explicitly identified in our original assessment plan. Lastly, the standard of student success was addressed to be consistent across all outcomes and all assessment tools.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

N/A

### Submitted by:

Name: Jennifer Baker  Date: 1/11/19  
Print/Signature

Department Chair: DONALD WERTHMANN  Date: 12 JAN 2019  
Print/Signature

Dean: Ken Samulski  Date: 1-22-19  
Print/Signature

**Please return completed form to the Office of Curriculum & Assessment, SC 257.**