



# **Photography Instructional Program Review 2011-2012**

**Spring 2013**

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## **Prepared by**

<b>Name</b>	<b>Title</b>
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Jim Woolum	Program Review Coordinator
Robert Slack	Dean of Fine and Performing Arts

## **Photography Program Review Committee Members**

<b>Name</b>	<b>Title</b>
Robert Slack	Dean of Fine and Performing Arts
Dr. Irene Malmgren	Vice President of Academic Affairs
Dr. Lan Hao	Director of Institutional Research
Dr. David Kary	Curriculum Chair
Michelle Plug	Articulation Officer
Jim Woolum	Program Review Coordinator
Sarah Bosler	Library
Lynette Granger	Library



## PROGRAM REVIEW – Photography

The final summary of the program review process for Photography is attached to this page.

I affirm that this program has been reviewed according to the accepted District procedures for program review and that the final summary accurately reflects the consensus of the members of the review committee.

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Robert Slack, Dean of Fine & Performing Arts

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date

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Michelle Plug, Articulation Officer

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date

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Dave Kary, Chair of Curriculum Committee

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Irene Malmgren, Vice President of Academic Affairs

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date

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James Woolum,, Academic Senate President

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date

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Geraldine M. Perri, Superintendent/President

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date

It will be the department's responsibility to communicate review recommendations with additional offices and services.

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## 1. Executive Summary

### A. Program History/Description

The two year certificate program in photography prepares students for work in the photographic imaging industry. Instruction is offered in camera, darkroom procedures and aesthetics. Studies include black & white, color, through digital, architectural, product, experiment, portrait, fashion, and zone system. Students completing this program will have developed a portfolio.

### B. Strengths/Effective Practices

The photography program meets the mission of Citrus Community College by offering a certificate which demonstrates students' accomplishments and skills for employment.

### C. Weaknesses/Lessons Learned

There is a need to review digital vs. film instructional techniques. Many professionals believe there is a need for students to learn on film to gain a stronger understanding of what to look for in a photograph by analyzing and planning before they push the shutter release button. Others believe that initial instruction should begin with digital techniques and reserve film instruction for more advanced students.

Budget reductions have required the cutting of classes and adjunct faculty; these cuts have had a negative impact on the certificate program.

Currently, there is a shortage of digital equipment and software in the program. There is a need for on-going training of full time and adjunct faculty in current and emerging technologies to advance student success.

### D. Recommendations/Next Steps

Photography degree and certificate requirements need to be reviewed to ensure that they are current and supported by class availability.

Courses need to be modified to keep current with the content students need for success in careers or at four year institutions.

Photography faculty should collaborate with faculty in the digital media area to determine the feasibility of creating a new or modified program incorporating Photo, Digital Design, Video, and Communications into a hybrid digital media program with the goal of meeting the educational and career requirements of a higher number of employers and students.

The photography program should review its advisory committee and add additional members with diverse backgrounds to assist in the review of a hybrid program as described above.

Resources available following the construction of the new Art building should be monitored and equipment and software needed to encourage greater cross-discipline student interaction should be identified and prioritized for budget review through the program review process.

In addition to the career preparation need, the photography program serves a need within the community related to interest in photography. This area should be reviewed for development of non credit courses.

## 2. Faculty

### Full-Time Faculty

Carr, Darrell

### Adjunct Faculty

Battle, Anne  
Hasegawa, Richard  
Havens, Craig

## 3. Program description

~~The Photography program prepares students to enter the field of professional photography with the ability to become successful business people and highly valued employees. Career choices include working as commercial advertising photographers, photojournalist, sports photographers, portrait and wedding photographers, and photographic lab technicians.~~

Following review of the program, this program description was approved:

**The photography program prepares students for transfer and careers in photography. Access to working professionals coupled with the emphasis on strong conceptual skills, technical knowledge, awareness of multiple digital disciplines, and technical knowledge supports students in their area of specializations with a portfolio of powerful and conceptually driven imagery.**

## 4. Program Goals and Objectives

The goals and objectives of the Photography Program are:

- a) Acquisition of strong conceptual skills, technical knowledge, understanding of diverse job skills required by photography professionals. Job training, transfer to CSU and prime institutes (Art Center and Brooks Institute), degree, certificate and employment.

## 5. List and Review of Degrees, Certificates, and Awards

PHOTOGRAPHY - Certificate of Achievement	
Term Effective: Winter 2012	Total Units: 21
The photography certificate prepares a student for a career as an assistant to a professional photographer, a photographic lab technician or an independent professional free-lance photographer. Students will be prepared for positions in retail photographic outlets.	
<b>REQUIRED COURSES</b>	

Course	Title	Units
PHTO 101	Basic Photography	3
PHTO 102	Intermediate Photography	3
PHTO 103	Advanced Photography	3
PHTO 205	Color Photography	3

**ELECTIVES: Select three of the following**

Course	Title	Units
PHTO 125	Photography as an Art Medium	3
PHTO 126	Advanced Photography as an Art Medium	3
PHTO 202	Photojournalism	3
PHTO 206	Intermediate Color Photography	3
PHTO 213	Studio & Environmental Portraiture	3

### PHOTOGRAPHY AS Degree – Total 21 units

Required Classes:

Course	Title	Units
PHTO101	Basic Photography	3
PHTO102	Intermediate Photography	3
PHTO103	Advanced Photography	3
PHTO205	Color Photography	3

Plus three of the following electives

PHTO125	Photography as an Art Medium	3
PHTO126	Advanced Photography as an Art Medium	3
PHTO202	Photojournalism	3
PHTO206	Intermediate Color Photography	3

Students completing the Photography A.S. Degree will:

1. Demonstrate computer proficiency in specialized programs related to photographs.
2. Demonstrate knowledge of photographic theory in choosing new products and using them effectively.
3. Review, analyze and critique photographic work of others.
4. Analyze and evaluate personal and other student's images through use of evaluation rubrics based on aesthetic concepts

Classes needed for degree and certificate (PHTO 125, 126, 205 and 206) are not offered on a regular basis due to the current budget situation. As a result, there have been few certificates or degrees awarded.

<b>Degree or Certificate Title</b>	<b>Date last reviewed by Curriculum</b>	<b>Average number of awards each year</b>	<b>Date degree SLOs written</b>	<b>Date degree SLOs Assessed</b>	<b>Date last reviewed by Advisory Council</b>
Photography AS Degree	12-29-2010		Fall 2010		May 2011
Photography Certificate	03-11-2011		Fall 2010		May 2011

## 6. List of Industry-Based Standard Certificates and Licenses

None.

## 7. Advisory Committee or Council

The Advisory Committee should be adjusted to include professionals and faculty with diverse experience to guide a review and restructuring of the Photography program, curriculum, and resource allocation.

<b>Name</b>	<b>Position / Company</b>
John Berbian	Owner Digitech
Joe Umbro	Owner Umro photography
Michael Mims	Retired Pasadena City College photography instructor.
Dana Attebery	Owner Attebery photography
Anne Battle	Photo Instructor Monrovia High School
Richard Hasegawa	JPL photography lab
Mark Thiel	Owner Powell Camera



## **8. Program Student Learning Outcomes**

The Photography Program has adopted the Institutional General Education Competencies of Citrus College (as approved by Steering December 8, 2008). General education competencies serve as a common set of core curricular components identified and defined by faculty. Student learning outcomes are behaviors based on these competencies.

Any student transferring, completing a degree or certificate from Citrus College, must demonstrate effectively assessed awareness, understanding, knowledge, skills, and abilities in the selected competencies.

Students completing courses in the Photography Program will have acquired the following competencies:

### **1) Communication (personal expression and information acquisition)**

1) Utilize photographic techniques for creative application in capturing emotion and thought through photography.

### **2) Computation**

### **3) Creative, Critical, and Analytical Thinking, and Information Competency**

Create a variety of projects utilizing basic photographic knowledge in traditional and digital formats.

### **4) Community/Global Consciousness and Responsibility**

Examine and evaluate gallery and museum exhibitions, photography documentaries, periodicals and books.

### **5) Technology**

Demonstrate computer proficiency in specialized programs related to photography. Also demonstrate the ability to translate traditional photography techniques to digital.

### **6) Discipline / (Subject Area Specific Content Material)**

Review, analyze and critique photographic work in terms of compositional elements including; focal field, rule of thirds, leading lines, depth of field, lighting and exposure.

## 9. Curriculum Review and Student Learning Outcomes Assessment

### Curriculum/ SLO Assessment Map: Photography

<b>CC 1: Communication</b>  <b>CC 2: Computation</b>  <b>CC 3: Creative, Critical, and analytical thinking, information competency</b>	<b>CC 4: Community/global consciousness and Responsibility</b>  <b>CC 5: Technology</b>  <b>CC 6: Discipline/Subject Area Specific Content Material</b>
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	<b>CC1</b> Utilize photo technique for creative application	<b>CC3</b> Create projects in traditional and digital format	<b>CC4</b> Examine / evaluate gallery and museum exhibits	<b>CC5</b> Demo computer proficiency	<b>CC6</b> Analyze / critique photo work of others		<b>Date of Assessment=</b> FA11, SP12 or CA=(Ongoing, Continuing Assessment)
--	----------------------------------------------------------------	-----------------------------------------------------------------	--------------------------------------------------------------	-----------------------------------------	-------------------------------------------------------	--	---------------------------------------------------------------------------------

<b>PHTO 101</b> –Basic Photography (3 Units), Applicability-D/C Last Offered-S12 Last Curriculum Date:S09 , Curriculum Revision Date: S15 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1				I			SP12
SLO 2			I				
SLO 3					I		
SLO 4	I						
SLO 5		I					
SLO 6		I					
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 102</b> –Intermediate Photography (3 Units), Applicability-D/C Last Offered-F11, Last Curriculum Date: F09 , Curriculum Revision Date: F15 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1				D			
SLO 2					D		
SLO 3		D					
SLO 4	D						
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 103</b> –Advanced Photography (3 Units), Applicability-D Last Offered- F11, Last Curriculum Date: F09, Curriculum Revision Date: F15 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1				M			
SLO 2					M		
SLO 3	M						
SLO 4		M					

SLO Key: I= Introduced, D=Developed, M=Mastered							
	<b>CC1</b> Utilize photo technique for creative application	<b>CC3</b> Create projects in traditional and digital format	<b>CC4</b> Examine / evaluate gallery and museum exhibits	<b>CC5</b> Demo computer proficiency	<b>CC6</b> Analyze / critique photo work of others		<b>Date of Assessment=</b> FA11, SP12 or CA=(Ongoing, Continuing Assessment)

<b>PHTO 125</b> –Photography as an Art Medium (3 Units), Applicability-D Last Offered- F11, Last Curriculum Date: F09, Curriculum Revision Date: F15 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1					D		
SLO 2				D			
SLO 3	D						
SLO 4		D					
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 126</b> –Advanced Photography as an Art Medium (3 Units), Applicability-D Last Offered-, Last Curriculum Date: S10, Curriculum Revision Date: S16 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1				M			
SLO 2					M		
SLO 3		M					
SLO 4			M				
SLO 5		M					
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 202</b> –Photojournalism (3 Units), Applicability-D Last Offered-5 years plus, Last Curriculum Date: F09, Curriculum Revision Date: F15 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1	I						
SLO 2				I			
SLO 3					I		
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 205</b> – Color Photography (3 Units), Applicability-D Last Offered-15 years plus, Last Curriculum Date: S10, Curriculum Revision Date: S16 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1				I			
SLO 2				I			
SLO 3		I					
SLO Key: I= Introduced, D=Developed, M=Mastered							

	<b>CC1</b> Utilize photo technique for creative application	<b>CC3</b> Create projects in traditional and digital format	<b>CC4</b> Examine / evaluate gallery and museum exhibits	<b>CC5</b> Demo computer proficiency	<b>CC6</b> Analyze / critique photo work of others		<b>Date of Assessment=</b> FA11, SP12 or CA=(Ongoing, Continuing Assessment)
--	----------------------------------------------------------------	-----------------------------------------------------------------	--------------------------------------------------------------	-----------------------------------------	-------------------------------------------------------	--	---------------------------------------------------------------------------------

<b>PHTO 206</b> – Intermediate Color Photography (3 Units), Applicability-D Last Offered: 10 years plus, Last Curriculum Date: F10, Curriculum Revision Date: F16 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1				D			
SLO 2	D						
SLO 3		D					
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 213</b> –Studio & Environmental Portraiture (3 Units), Applicability-D Last Offered-10 years plus, Last Curriculum Date: S10, Curriculum Revision Date: S16 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1		I					
SLO 2				I			
SLO 3	I						
SLO 4					I		
SLO Key: I= Introduced, D=Developed, M=Mastered							

<b>PHTO 215</b> –Digital Photographic Imaging (3 Units), Applicability-D Last Offered-S12, Last Curriculum Date: S10, Curriculum Revision Date: S16 Course Applicability Key: T=Transfer, D= Degree, C= Certificate, S= Skill Award							
SLO 1			I				
SLO 2				I			
SLO 3					I		
SLO 4	I						SP12
SLO Key: I= Introduced, D=Developed, M=Mastered							

## 10. Review of previous recommendations

Mission:

a) The Photography Program needs to eliminate old classes listed in the college catalog by December 2006.

---Response: Courses were kept in the catalog with the hope that the program would receive additional course offerings. A review of the program and curriculum has been proposed.

b) The Photography facility needs more functional work space i.e. a portrait studio large enough to handle three (3) or four (4) students photographing subjects at the same time is

needed. Such a studio needs to be a sufficient size to accommodate simultaneous student activities. This studio needs to be equipped with a wireless studio flash lighting system.

---Response: The new Art facility will address the updates.

c) The Photography Program needs to expand the digital facilities to teach 30 students in a class. Also Photography Program Review updated equipment to keep pace with and provide needed employment skills.

---Response: The new Art facility will address the updates.

d) A darkroom to teach students traditional and specialized photography.

---Response: The use of a darkroom will be eliminated at the end of Spring 2012 due to changes in space usage. A darkroom will not be included in the construction of the Art building. A review of surrounding colleges through the Articulation Officer listserve indicated that many institutions, including some CSU campus response felt the darkroom experience was more appropriate for upper division coursework. A copy is available upon request from the Office of Academic Affairs.

Need:

a) Based on the information given by the Photography Advisory Board on 12-5-05, it is recommended that wet lab process should be taught to give students the fundamental skills needed in this industry for a versatile career.

---Response: It was decided to eliminate wet lab facilities in the new Art facility as a review of the, and movement to, a digital format is proposed.

b) Admissibility of digital photos in a court of law. Photos exposed on film are more likely to be approved for court cases than digital because of the ability to manipulate the picture.

---Response: Case law has established that reliable software programs have been developed to detect alteration of images, thus digital photos are accepted in court at this time. This is no longer a concern.

c) Offer more courses such as photojournalism, color, event, crime scene, and sports photography to reach a larger area of the local community, for career-minded students and for those students with non-employment interest in photography.

---Response: The economy has prevented expansion of course offerings.

d) The Advisory committee expressed other colleges such as Mount San Antonio, Chaffey, Pasadena, Art Center College of Design, Santa Monica, East Los Angeles, Riverside, along with many other colleges, have a thriving wet lab program along with digital.

---Response: Chaffey College, University of La Verne, and Pasadena Community College are currently offering wet lab experiences. Tri Community Adult Education also offers wet lab classes. Legislation is pending that encourages programs that involve multiple college participation. We will not provide classes in this area but students can be advised of other opportunities in the local area if they desire the content of these courses.

### Quality:

a) Courses need to be modified to keep current with the requirements students need for a certificate.

---Response: Courses have been updated to include SLO language and maintain course currency. A major revision of course content is anticipated as a result of modifications to the program.

b) Courses need to be modified to keep current with the requirements students need Color photography needs to be integrated back into curriculum. Students will need basic knowledge and understanding of color theory.

---Response: The course has been updated to include SLO language and maintain course currency, but the course has not been scheduled recently. Further modifications may be initiated as a result of a review of the PHOTO program.

### Feasibility:

a) The photography faculty should collaborate with the faculty and multimedia faculty to establish a computer lab and studio that has a multi use.

---Response: A review of the program using a diverse advisory committee has been proposed. The new Art facility and curriculum revision that are initiated by the process will guide facilities usage and encourage cross discipline education.

### Compliance:

The Photography Department is in compliance with chemical storage and disposal.

Response: Photography faculty and campus staff have ensured that chemicals associated with photography classes are disposed of in a safe manner. Use of chemicals will be discontinued with the closure of the wet lab following Spring 2012 classes.

## 11. Evaluation Criteria – Mission

### Current status

The photography program has traditionally met the district mission in terms of degrees, certificates, and lifetime learning. The mission of community colleges in general and Citrus College has changed during the time of this review. Emerging technologies, variations in employment demands, and a shift from lifetime learning to completion will necessitate a review of the program to ensure an appropriate alignment with our mission..

### Commendations

- a. Photography currently meets the Mission of the college by preparing students for degrees, certificates, transfer to four year institutions and employment, however improvement to student completion and success rates are possible through program modifications.

### Recommendations

- a.

## **12. Evaluation Criteria – Need**

### **Current status**

In California, 12,700 jobs are considered related to photographic skills. Throughout the state, a growth of 2,600 positions is projected due to increased demand and replacement positions (CA Employment Development Department). While some areas of the state are experiencing declines in this profession, Los Angeles County is predicted to experience a 5.9% growth, the Inland Empire will remain stable, and Orange County will experience 11.3% growth. All statistics refer to projections from 2008-2018.

The photography program has been working with career oriented disciplines on campus to identify needs related to photography:

- The cosmetology department has used photography resources for the past four years for the hair show, fashion photography, and preparation of visual aids with great success.
- The journalism department has suggested that we teach a photojournalism class for the past 10 years.
- The Director of Communications has requested our services in the publications department.
- Citrus basketball team has used the photography department to photograph practice and games.
- Law enforcement courses need to understand basic camera techniques for crime scene photos. Photography is a key career component of Crime Scene Investigators in law enforcement.

While career opportunities are not documented in all areas by the Employment Development Department, opportunities for forensic science technicians, which require photography skills, is anticipated to increase by 15.8% in Los Angeles County, 16.7% in the Inland Empire and 16.7 % in the Orange County area (2008-2018). Several departments on campus need basic fundamentals taught in photography.

The U.S. Bureau of labor statistics states that while employment opportunities are projected to grow approximately 13% over the next 10 - 12 years, future positions are generally entry level basic photo positions with an average salary of \$14.00 per hour or \$29,130.00 annually. Declines in the print industry, specifically the newspaper industry will reduce demand by 30% for photographers in traditional publishing.

### **Commendations**

- a. Former students have achieved these successes: instructor of photography at Brooks Institute in Santa Barbara; employed as a professional wedding photographer, a photographer for Tavis Smiley Show (KCET), a photographer for the Los Angeles Times Inland Empire, employed by Panavision, a freelance professional and has worked as a forensics photographer in the Inland Empire, a professional photographer for the Coliseum Commission, and a base photographer for Vandenberg Air Force Base.

### **Recommendations**

- a. Photography faculty should collaborate with faculty in the digital media area to determine the feasibility of creating a new or modified program incorporating Photo, Digital Design, Video, and Communications into a hybrid digital media

program with the goal of meeting the educational and career requirements of a higher number of employers and students.

### **13. Evaluation Criteria – Quality**

#### **Current status**

All courses are current and include SLO language. There is only one full time faculty member. This faculty member exceeds the minimum qualifications established by the Chancellor's Office for the discipline. Elective courses are not offered on a regular basis.

#### **Commendations**

- a. The disciplines are appropriate.
- b. Pre-requisites are validated for courses offered.
- c. Course outlines have been reviewed and updated.
- d. All courses have SLO's
- e. Students learn to think critically, solve problems and write research papers.
- f. Photoshop conference supports faculty development by staying current with updated version of Adobe Photoshop.
- g. Citrus has three students who were participants in the SkillsUSA Leadership Conference in 2010, 2011 and 2012. One won a Gold medal in State finals in 2010 & 2011, placed 8<sup>th</sup> in nation in 2010 and 3<sup>rd</sup> in nation in 2011. This year (2012) two placed in State finals. Despite the cuts our students are doing well in national and international competitions. Also, five students, placed as finalists with one in the top 100 in the Photographers Forum competition for 2012. Last year 4 students placed as finalists and numerous others placed as finalists since 1997.

#### **Recommendations**

- a. Modify curriculum and increase scheduling of courses that students need to prepare for the workforce.

### **14. Evaluation Criteria – Feasibility**

#### **Current status**

As of today our students cannot complete the photo certificate because the courses are not offered. Students can transfer, but all students that take photography do not want to transfer. They are interested in two years and enter into professional work place. There is an immediate need for more digital cameras and updated computers with software. If this program can expand there will be a need for more adjunct faculty.

#### **Commendations**

- a.

#### **Recommendations**

- a. Offer classes to complete photography certificate in a timely manner.
- b. Offer open lab to students who want extra work time.



## **15. Evaluation Criteria – Compliance**

### **Current status**

All courses meet Federal, State and district requirements. Photography dept. meets once a year with their advisory committee. All facilities meet ADA and OSHA requirements.

### **Commendations**

a.

### **Recommendations**

a. None

## 16. Recommendations

Rank	Description of recommendation (actions or behaviors to be completed)	Responsible person(s)	Target Date	Personnel	Facilities	Equip. / Software	Supplies
1	Photography degree and certificate requirements need to be reviewed to ensure that they are current and supported by class availability.	Dean / faculty / Advisory Committee	Fall 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Courses need to be modified to keep current with the content students need for success in careers or at four year institutions.	Faculty	Fall 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Photography faculty should collaborate with faculty in the digital media area to determine the feasibility of creating a new or modified program incorporating Photo, Digital Design, Video, and Communications into a hybrid digital media program with the goal of meeting the educational and career requirements of a higher number of employers and students.	Dean / faculty / Advisory Committee	Spring 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The photography program should review its advisory committee and add additional members with diverse backgrounds to assist in the review of a hybrid program as described above.	Dean / Faculty	Spring 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Resources available following the construction of the new Art building should be monitored and equipment and software needed to encourage greater cross-discipline student interaction should be identified and prioritized for budget review through the program review process.	Dean / faculty / Advisory Committee	Fall 2014	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6	In addition to the career preparation need, the photography program serves a need within the community related to interest in photography. This area should be reviewed for development of non credit courses.	Dean / faculty / Advisory Committee	Spring 2015	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments

## 17. Budget Recommendations

**Budget recommendations will be identified during the review of the program by faculty, dean and advisory committee. Requests will be included in Annual Program Reviews as appropriate.**

Resources are needed in the following areas:

### Certificated Personnel (FNIC)

Position	Discuss impact on goals / SLOs	Impact ◇	Priority ‡

### Classified Personnel

Position	Discuss impact on goals / SLOs	Impact ◇	Priority ‡

### Facilities

Facilities / repairs or modifications needed	Discuss impact on goals / SLOs	Bldg / Room	Impact ◇	Priority ‡
	s			

### Computers / Software (Tecs)

Item	Discuss impact on goals / SLOs	Cost	Impact ◇	Priority ‡
		?		

### Equipment

Item	Discuss impact on goals / SLOs	Cost	Impact ◇	Priority ‡

### Supplies (Division)

Item	Discuss impact on goals / SLOs	Cost	Impact ◇	Priority ‡

Additional information:

## Attachment A: Key Performance Indicator data pages

### PHTO Program Review

	Key Performance Indicators	Fall04	Fall05	Fall06	Fall07	Fall08	Fall09
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
<b>Program Access</b>							
1	Majors (total)						
2	New Majors						
3	Courses Offered	4.0	4.0	2.0	4.0	4.0	4.0
4	Sections Offered	8.0	7.0	5.0	7.0	7.0	8.0
5	Morning Secions	2.0	2.0	2.0	5.0	2.0	2.0
6	Afternoon Sections	3.0	3.0	1.0		2.0	2.0
7	Evening Sections	3.0	2.0	1.0	1.0	3.0	4.0
8	Arranged Sections						
9	Weekend Sections			1.0	1.0		
10	Short Term Sections	0.0	0.0	0.0	0.0	0.0	0.0
11	DistanceEd Full-Term Sections	0.0	0.0	0.0	0.0	0.0	0.0
12	DistanceEd Short-Term Sections						
13	Enrollment	134	146	122	126	144	192
14	Weekly Student Contact hours (WSCH)	925.5	993.7	837.1	955.4	1162.5	1506.9
15	Full-Time Equivalent Students (FTES)	31.7	34.1	28.7	29.5	35.9	46.5
<b>Program Resources</b>							
16	Full-Time Equivalent Faculty (FTEF)	2.7	2.4	1.7	2.6	2.7	3.1
17	Credit Reimbursement Rate	<b>\$2,922.30</b>	<b>\$3,259.71</b>	<b>\$3,476.34</b>	<b>\$3,668.28</b>	<b>\$3,834.46</b>	<b>\$3,834.46</b>
<b>Program Operation</b>							
18	WSCH/FTEF	340.2	417.5	492.4	361.9	425.8	479.9
19	FTES/FTEF	11.7	14.3	16.9	11.2	13.1	14.8
20	Fill Rate at Census	72.8	78.6	86.9	67.3	73.7	80.3
<b>Program Success</b>							
21	Course Retention	93.3	90.4	88.5	95.2	91.0	91.1
22	Course Success	72.4	61.6	46.7	42.1	61.8	64.1

**PHTO Program Review**

	<b>Key Performance Indicators</b>				Winter08	Winter09	Winter10
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
<b>Program Access</b>							
1	Majors (total)						
2	New Majors						
3	Courses Offered						
4	Sections Offered						
5	Morning Secions						
6	Afternoon Sections						
7	Evening Sections						
8	Arranged Sections						
9	Weekend Sections						
10	Short Term Sections						
11	DistanceEd Full-Term Sections						
12	DistanceEd Short-Term Sections						
13	Enrollment						
14	Weekly Student Contact hours (WSCH)				0.0	0.0	0.0
15	Full-Time Equivalent Students (FTES)						
<b>Program Resources</b>							
16	Full-Time Equivalent Faculty (FTEF)						
17	Credit Reimbursement Rate				<b>\$3,668.28</b>	<b>\$3,834.46</b>	<b>\$3,834.46</b>
<b>Program Operation</b>							
18	WSCH/FTEF						
19	FTES/FTEF						
20	Fill Rate at Census						
<b>Program Success</b>							
21	Course Retention						
22	Course Success						

**PHTO Program Review**

	<b>Key Performance Indicators</b>	Spring05	Spring06	Spring07	Spring08	Spring09	Spring10
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
<b>Program Access</b>							
1	Majors (total)						
2	New Majors						
3	Courses Offered	6.0	6.0	6.0	4.0	2.0	2.0
4	Sections Offered	10.0	8.0	9.0	6.0	5.0	7.0
5	Morning Secions	2.0	2.0	2.0	2.0	2.0	2.0
6	Afternoon Sections	3.0	3.0	3.0	1.0	2.0	2.0
7	Evening Sections	5.0	3.0	3.0	3.0	1.0	3.0
8	Arranged Sections						
9	Weekend Sections			1.0			
10	Short Term Sections	0.0	0.0	0.0	0.0	0.0	0.0
11	DistanceEd Full-Term Sections	0.0	0.0	0.0	0.0	0.0	0.0
12	DistanceEd Short-Term Sections						
13	Enrollment	152	142	137	123	148	219
14	Weekly Student Contact hours (WSCH)	1003.3	940.0	912.0	869.5	1154.7	1600.6
15	Full-Time Equivalent Students (FTES)	34.4	32.2	31.3	26.8	35.6	49.4
<b>Program Resources</b>							
16	Full-Time Equivalent Faculty (FTEF)	3.1	2.5	2.9	2.0	2.0	2.5
17	Credit Reimbursement Rate	<b>\$2,922.30</b>	<b>\$3,259.71</b>	<b>\$3,476.34</b>	<b>\$3,668.28</b>	<b>\$3,834.46</b>	<b>\$3,834.46</b>
<b>Program Operation</b>							
18	WSCH/FTEF	322.6	371.6	317.8	432.6	592.1	642.8
19	FTES/FTEF	11.1	12.7	10.9	13.3	18.3	19.8
20	Fill Rate at Census	67.5	78.4	63.5	76.7	91.0	98.7
<b>Program Success</b>							
21	Course Retention	94.1	88.0	88.3	95.1	90.5	92.7
22	Course Success	65.8	57.7	56.9	59.3	43.2	62.1

**PHTO Program Review**

	<b>Key Performance Indicators</b>	Summer04	Summer05	Summer06	Summer07	Summer08	Summer09
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
<b>Program Access</b>							
1	Majors (total)						
2	New Majors						
3	Courses Offered	2.0	1.0	1.0	1.0	1.0	
4	Sections Offered	2.0	2.0	1.0	2.0	2.0	
5	Morning Sections					1.0	
6	Afternoon Sections		1.0	1.0	1.0		
7	Evening Sections	2.0	1.0		1.0	1.0	
8	Arranged Sections						
9	Weekend Sections						
10	Short Term Sections	2.0	2.0	1.0	2.0	2.0	
11	DistanceEd Full-Term Sections						
12	DistanceEd Short-Term Sections	0.0	0.0	0.0	0.0	0.0	
13	Enrollment	57	37	25	44	33	
14	Weekly Student Contact hours (WSCH)	0.0	211.2	112.0	238.6	257.6	0.0
15	Full-Time Equivalent Students (FTES)	0.0	7.2	3.8	8.2	8.0	
<b>Program Resources</b>							
16	Full-Time Equivalent Faculty (FTEF)	0.3	0.3	0.2	0.3	0.8	
17	Credit Reimbursement Rate	<b>\$2,922.30</b>	<b>\$3,259.71</b>	<b>\$3,476.34</b>	<b>\$3,668.28</b>	<b>\$3,834.46</b>	<b>\$3,834.46</b>
<b>Program Operation</b>							
18	WSCH/FTEF	0.0	703.9	746.7	795.3	330.3	
19	FTES/FTEF	0.0	24.1	25.6	27.3	10.2	
20	Fill Rate at Census	123.1	80.0	82.9	62.9	53.2	
<b>Program Success</b>							
21	Course Retention	61.4	94.6	92.0	95.5	100.0	
22	Course Success	54.4	83.8	64.0	77.3	66.7	

		04-05	05-06	06-07	07-08	08-09	09-10						
		Year1	Year2	Year3	Year4	Year5	Year6						
<b>Gender</b>													
	Female	189	65.6%	154	57.7%	138	55.4%	142	56.8%	178	58.9%	209	54.1%
	Male	99	34.4%	113	42.3%	111	44.6%	107	42.8%	112	37.1%	174	45.1%
	Missing							1	0.4%	12	4.0%	3	0.8%
	Total	288	100.0%	267	100.0%	249	100.0%	250	100.0%	302	100.0%	386	100.0%
<b>Age</b>													
	19 or younger	104	36.1%	116	43.4%	112	45.0%	102	40.8%	131	43.4%	183	47.4%
	20-24	123	42.7%	112	41.9%	86	34.5%	106	42.4%	119	39.4%	154	39.9%
	25-29	21	7.3%	19	7.1%	23	9.2%	27	10.8%	25	8.3%	27	7.0%
	30-34	11	3.8%	5	1.9%	5	2.0%	3	1.2%	8	2.6%	7	1.8%
	35-39	6	2.1%	1	0.4%	3	1.2%	3	1.2%	4	1.3%	10	2.6%
	40-49	13	4.5%	8	3.0%	11	4.4%	6	2.4%	9	3.0%	2	0.5%
	50 and above	10	3.5%	6	2.2%	9	3.6%	3	1.2%	6	2.0%	3	0.8%
	Total	288	100.0%	267	100.0%	249	100.0%	250	100.0%	302	100.0%	386	100.0%
<b>Ethnicity</b>													
	Asian	32	11.1%	33	12.4%	39	15.7%	23	9.2%	23	7.6%	18	4.7%
	Black or African American	12	4.2%	5	1.9%	12	4.8%	9	3.6%	11	3.6%	8	2.1%
	Hispanic/Latino	119	41.3%	121	45.3%	110	44.2%	111	44.4%	123	40.7%	120	31.1%
	American Indian or Alaska Native	4	1.4%	2	0.7%	3	1.2%	4	1.6%	5	1.7%	3	0.8%
	Native Hawaiian or Other Pacific Islander									1	0.3%	1	0.3%
	White	95	33.0%	88	33.0%	70	28.1%	61	24.4%	81	26.8%	76	19.7%
	Two or More Races											4	1.0%
	Unknown/Non-Respondent	26	9.0%	18	6.7%	15	6.0%	42	16.8%	58	19.2%	156	40.4%
	Total	288	100.0%	267	100.0%	249	100.0%	250	100.0%	302	100.0%	386	100.0%
<b>Educational Goal</b>													
	Degree & Transfer	123	42.7%	123	46.1%	94	37.8%	37	14.8%	77	25.5%	159	41.2%
	Transfer	79	27.4%	65	24.3%	72	28.9%	8	3.2%	17	5.6%	47	12.2%
	AA/AS	10	3.5%	15	5.6%	13	5.2%	35	14.0%	57	18.9%	46	11.9%
	License	12	4.2%	8	3.0%	12	4.8%	2	0.8%	4	1.3%	1	0.3%
	Certificate	12	4.2%	13	4.9%	12	4.8%	5	2.0%	7	2.3%	5	1.3%
	Job Skills	9	3.1%	5	1.9%	10	4.0%	11	4.4%	29	9.6%	22	5.7%
	Basic Skills							10	4.0%	14	4.6%	7	1.8%
	Personal											3	0.8%
	Undecided							15	6.0%	39	12.9%	53	13.7%
	Not Reported	43	14.9%	38	14.2%	36	14.5%	127	50.8%	58	19.2%	43	11.1%
	Total	288	100.0%	267	100.0%	249	100.0%	250	100.0%	302	100.0%	386	100.0%



	<b>Key Performance Indicators</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
		<b>Year1</b>	<b>Year2</b>	<b>Year3</b>	<b>Year4</b>	<b>Year5</b>	<b>Year6</b>
<b>Program Resources</b>							
23	Revenue: FTES*Reimbursement Rate	\$190,607.98	\$242,326.84	\$223,563.43	\$243,610.47	\$300,046.50	\$365,155.63
24	Total District Adopted Program Budget	133,299	146,019	147,389	167,110	181,562	160,515
25	Support Personnel (wage without benefit, 2200 and 2400 in budget)	0	0	0	4,501	0	N/A
26	Supplies (4300 in budget)	7,646	7,181	6,722	37	7,384	5,320
27	Cost	130,412	135,589	138,985	144,530	161,516	
28	Total FTES for the year	65.27	74.34	64.31	66.41	78.25	95.23
29	Cost per FTES	1,998.04	1,823.90	2,161.17	2,176.33	2,064.10	
<b>Degrees and Certificates</b>							
30	Degree: Photography	3	1	1	1	2	
31	Certificates: Photography	2		2	2		
32	Skill Awards						
33	Licenses (reported by department)						
<b>Career Technical Education Programs</b>							
34	VTEA Grant						
35	Industry Contributions to Program Resources						
36	Available Jobs						
37	Attach one copy of the three most recent College Core Indicator Information forms for each of the appropriate TOP codes						
38	Please include "Student Satisfaction" and "Employer Satisfaction" in the program review write-up.						
39	Labor market data						

**Attachment B:** Perkins Core Indicators

**PERKINS IV Core Indicators of Performance by Vocational TOP Code**

**Indicators for 2011-2012 Fiscal Year Planning**

		Core 1 Skill Attainment	Core 2 Completion	Core 3 Persistence	Core 4 Employment	Core 5a NT Participation	Core 5b NT Completion
+							
1012	APPLIED PHOTOGRAPHY	100	66.67	80	100	40	50

**Indicators for 2010-2011 Fiscal Year Planning**

1012	APPLIED PHOTOGRAPHY	100	100	85.71		42.86	33.33
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**Indicators for 2009-2010 Fiscal Year Planning**

1012	APPLIED PHOTOGRAPHY	88.89	60	55.56	50	66.67	75
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Performance Rate Less Than Goal is Shaded

Total Count is 10 or Greater

Total Count is Less Than 10

## **Attachment C: Advisory Committee Meeting Minutes**

### **Photography Advisory Meeting 6-24-2010**

1. Meeting called to order at 7:18 p.m. by Darrell Carr.
2. Revised certificate was discussed. Waiting for approval from curriculum committee.
3. Evolution of Hair gallery exhibit with cosmetology was well received by student body and the local public. Board of Trustee member JoAnne Montgomery wrote letters to both Photography and Cosmetology Departments of congratulations. Darell Carr received several e-mails from faculty of congratulations.
4. Photo club is a very active group. They had successful fund raiser "Family Portrait Night" just before winter break. Also a tour of Brooks Institute of Photography was taken along with a photo shoot of Santa Barbara. A photo field trip of California is being scheduled for the summer in the month of July. Darrell added these students are a real pleasure to advise.
5. Looking for donations to upgrade computers to Photoshop CS5 along with more memory in TC 110.
6. Annual photo show was a success. Good turn out with local high school photo departments in competition against each other. Darrell Carr gave thanks to sponsors Powell Camera, Digitech Camera Repair, Sal's Photo, Photography Club and the Owl bookstore.
7. Open discussion – Skills USA Competition, student Ricky Lin won the regional and state competition and now representing the state of California for all Community Colleges in Kansas City. Darrell Carr reported that Ricky is an exceptional student that has a real passion for photography.
8. Attendance: John Berberian of Digitech Camera Repair, Win Patterson of Powell Camera, Darrell Carr Citrus College.

# Photography Advisory Board Minutes 5-19-11

Attendance: Michael Mims – Retired Pasadena City College Photo Dept.

John Berberian – Digitech Camera Repair

Anne Battle – Citrus College Photo Dept.

Richard Hasegawa – Jet Propulsion Lab

Darrell Carr – Citrus Photo Dept.

- New photography certificate requirements were reviewed. Darrell Carr reported that the Chancellors office is looking at these certificates and will make a decision on whether or not their office will accept new programs. This information was given by Bob Slack to Darrell Carr.
- Budget Update – Citrus College is experiencing budget cuts from the State. The photo dept. cut two teachers for the fall semester 2011 due to lack of funding. (Anne Battle and Richard Hasegawa). Citrus is keeping one full time photo instructor, Darrell Carr and one part time instructor Craig Havens.  
Darrell Carr reported that the photo dept. gets \$3,500 per year. Board members expressed that amount of \$3,500 is extremely low and photo dept. needs more funding to keep up with technology.
- New Art Building – The construction of new Art building was postponed until real estate starts showing signs of getting stronger. Basic Photography will stay in Technical C building until further notice. All digital classes that were taught in TC building will move to LB 204 according to Bob Slack.
- Photo Club – This year has been a positive year for our club. Ricky Lin won a gold medal in the State SkillsUSA competition and will travel with Darrell to Kansas City to represent Citrus College in the National Finals June 20 -25, 2011. If Ricky wins there he will go on to world competition representing Citrus. Location of that conference not known at this time.
- Photo show/competition will be on June 6, 2011 in the east wing of campus center. Darrell Carr requested Advisory Club members to judge students' work on June 3, 2011.
- Open Discussion – John Berberian is donating gift certificates for prizes of our show. Powell Camera donated gift certificates for photo show.

**Attachment D:** Library Report

**CITRUS COLLEGE LIBRARY  
SPRING 2012  
PROGRAM REVIEW: PHOTOGRAPHY**

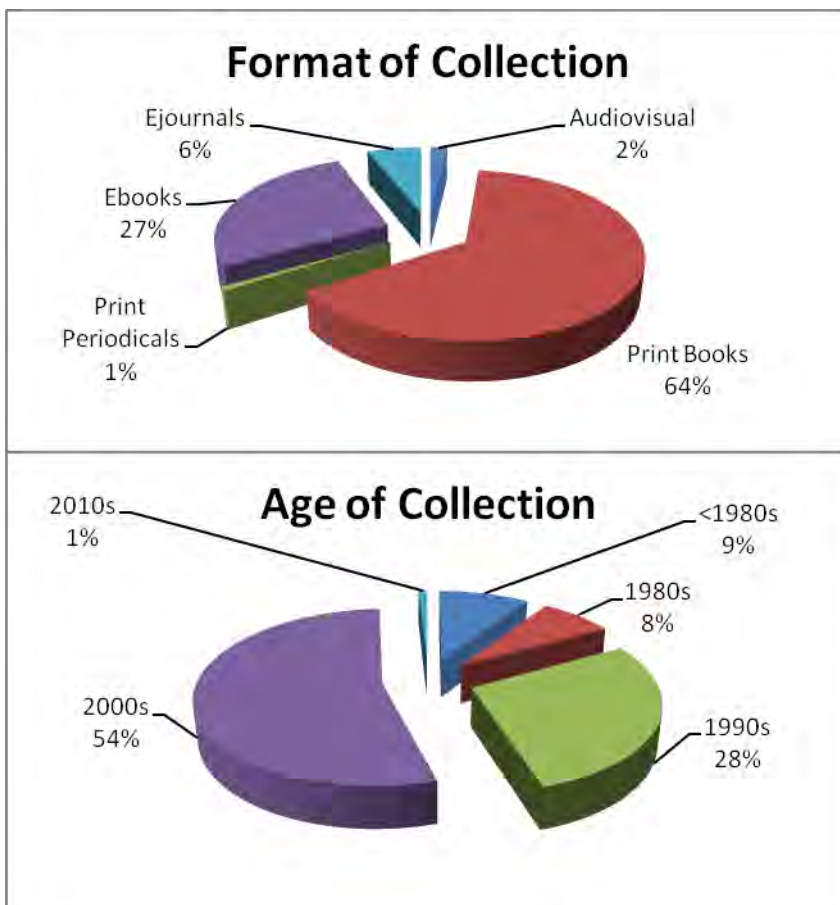
**LIBRARY ACTIVITY:**

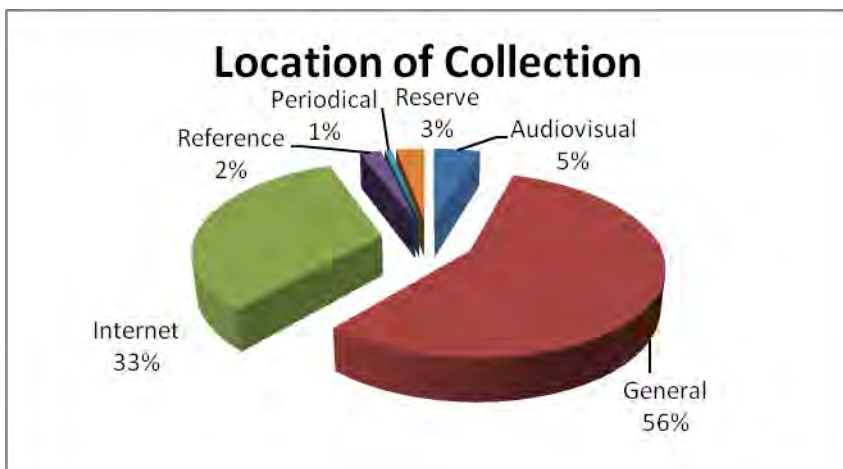
Library orientations -0-

Circulation of materials in subject area  
.15% of total circulation

**LIBRARY RESOURCES:**

Dewey 006.6, 770 - 779.997 250





Databases:

EBSCO's	Other:
<p><b><i>Academic Search Premier</i></b>  <b><i>*(1975-)</i></b>            Multidisciplinary database for academic publications including peer-reviewed journals, &amp; images.</p>	<p><b>Gale Virtual Reference Library*</b> reference books &amp; specialized reference sources for multidisciplinary research.</p>
<p><b>MasterFILE Premier</b> *(1975- ) Magazines, reference books, biographies, primary documents, &amp; images.</p>	
<p><b><u>America: History &amp; Life</u></b> history and culture of the United States and Canada, from prehistory to the present.</p>	
<p><b><u>Business Source Premier</u></b> (1965-; some 1922-) accounting, finance, marketing, market research reports, &amp; industry profiles.</p>	
<p><b><u>eBook Collection</u></b> e-book titles. Searchable, printable by page.</p>	
<p><b><u>Professional Development</u></b> (1965-) education journals including peer-reviewed titles, &amp; reports.</p>	
<p><b>Vocational &amp; Career</b> *(1985- ) Trade and industry-related journals.</p>	

#### E-journals titles in: Photography

16 journals found in Art, Architecture & Applied Arts: Visual Arts: Photography

**Afterimage (0300-7472)**

from 06/01/1996 to present in [Academic Search Premier](#), [MasterFILE Premier](#) and [Vocational & Career Collection](#)

**American photo (1046-8986)**

from current 2 years to present in [Citrus College Print Holdings](#)

**Design quarterly (Minneapolis, Minn.) (0011-9415)** [Title details from Ulrichsweb.com™](#)

from 03/01/1996 to 06/30/1996 in [Academic Search Premier](#), [MasterFILE Premier](#) and [Vocational & Career Collection](#)

**E-doc (Global ed.) (1544-3647)** [Title details from Ulrichsweb.com™](#)

from 05/01/2003 to 07/31/2008 in [Business Source Premier](#) and [Library, Information Science & Technology Abstracts \(LISTA\) with Full Text](#)

**Etudes photographiques (1270-9050)** [Title details from Ulrichsweb.com™](#)

from 1996 to present in [Directory of Open Access Journals](#)

**EventDV (1554-2009)** [Title details from Ulrichsweb.com™](#)

from 01/01/2005 to present in [Academic Search Premier](#), [Business Source Premier](#), [Health Source: Nursing/Academic Edition](#), [MasterFILE Premier](#) and [Professional Development Collection](#)

**Fashion theory (1362-704X)** [Title details from Ulrichsweb.com™](#)

from 03/01/2004 to 09/30/2010 in [Academic Search Premier](#)

**Film-philosophy** [Title details from Ulrichsweb.com™](#)

from 2006 to present in [Directory of Open Access Journals](#)

**Imaging science journal (1368-2199)** [Title details from Ulrichsweb.com™](#)

from 04/01/1999 to 1 year ago in [Academic Search Premier](#)

**Microform & imaging review (0949-5770)** [Title details from Ulrichsweb.com™](#)

from 09/01/2009 to 09/30/2010 in [Library, Information Science & Technology Abstracts \(LISTA\) with Full Text](#)

**Millimeter (0164-9655)** [Title details from Ulrichsweb.com™](#)

from 03/01/2003 to 09/30/2009 in [Business Source Premier](#)

**P.S.A. journal (0030-8277)** [Title details from Ulrichsweb.com™](#)

from 07/01/1993 to 03/03/2011 in [Academic Search Premier](#), [Business Source Premier](#) and [MasterFILE Premier](#)

**PDN (New York, N.Y.) (1543-0294)** [Title details from Ulrichsweb.com™](#)

from 01/01/1995 to present in [MasterFILE Premier](#)

**Photogrammetric record (0031-868X)** [Title details from Ulrichsweb.com™](#)

from 03/01/2003 to 1 year ago in [Academic Search Premier](#)

**Trans-Asia Photography Review** [Title details from Ulrichsweb.com™](#)

from 2010 to present in [Directory of Open Access Journals](#)

**Videomaker (0889-4973)** [Title details from Ulrichsweb.com™](#)

from current one year to present in [Citrus College Print Holdings](#)

Dewey Numbers	Library of Congress Subject Headings
006.6	Adobe Photoshop.
006.6	Image processing – Digital techniques.
770.92	Photographers – United States – Biography.
779	Photography, Artistic – Exhibitions.
771	Photography – Digital techniques.
770	Photography – Handbooks, manuals, etc.
778.7	Photography – Lighting.
770.232	Photography – Vocational guidance.

Photography		Year	Midwest	RCL	Replacement
1	World History of Photography	2008	\$62.00	Y	
2	Photography Past Forward: Aperture at Fifty	2005	\$35.00	Y	
3	Oxford Companion to the Photograph	2009	\$39.95	Y	
4	Photography Book	2005	\$29.95	Y	
5	Looking at Photographs: A Guide to Technical Terms	2009	\$18.95	Y	1991 ed
6	Photographers: A Sourcebook for Historical Research	2001	\$25.00	Y	
7	Composition: From Snapshots to Great Shots	2010	\$24.99		
8	Exposure: From Snapshots to Great Shots	2010	\$24.99		
9	Black and White: From Snapshots to Great Shots	2011	\$24.99		
10	Architectural Photography: Composition, Capture, and Digital Image Processing	2012	\$44.95		
11	Complete Guide to Digital Photography	2011	\$29.95	Y	2004 ed
12	Photoshop CS6 for Dummies	2012	\$29.99		
13	Digital Art for the 21st Century	2004	\$29.95	Y	
14	Camera: A History of Photography from Daguerreotype to Digital	2012	\$26.95		
15	Photojournalism: The Professional's Approach	2008	\$59.95		
		TOTAL			
		=	\$507.56		