

**Argosy University
 College of Creative Arts and Design
 Digital Photography Associate of Science Assessment Review
 FY17 (2016-2017)**

To support program quality and integrity, the San Diego campus of the College of Art and Design’s Digital Photography associate program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. If you have any questions, please contact Dr. Melinda Lester, Senior Director of Institutional Effectiveness at 714-338-4211 or mlester@aii.edu.

By The Numbers		FY16	FY17	FY18
Annual Enrollment		64	60	39
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian				1
Black or African American				1
Hispanic/Latino		12	13	16
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		29	32	10
Two or more races		23	14	4
White			1	7
Gender				
Female		39	36	20
Male		25	24	18
Annual Graduation (Total Headcount)		14	9	5
Completion Rate - (Expected program length = 6 quarters or 66 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	12.0%	23.9%	15.4%
	150% – % of students who completed the program within 150% of the expected program length.	20.0%	16.0%	28.3%
	200% – % of students who completed the program within 200% of the expected program length.	N/A	20.0%	16.0%
Job Placement (Headcount of Students Available)		8	8	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		12.5%	12.5%	N/A*

FY17 Achievement of Program Outcomes

The annual review process includes direct and indirect assessments, with rubrics, tests, surveys and metrics used to measure the success of the Student Learning Outcomes (SLOs) for each program. The categories included herein to compile the results are *Mostly Successful*, *Needs Improvement*, *Not Successful* and *Insufficient or No Data*.

The category of “*Mostly Successful*” required the program or department to have the majority of their goals achieved. The category of “*Needs Improvement*” was indicated where 25-50% of the program goals appeared to struggle. The “*Not Successful*” category was indicated when a program goal was not meeting the success rate indicated in the Criteria for Success for that SLO at 50% or greater. “*Insufficient Data*” was indicated when there was not enough information about the program goal to make a decision about the overall goal. This would include not having enough graduates, a newer program at the campus, or results not reported.

S	Mostly Successful	NI	Needs Improvement	N	Not Successful	ND	No Data
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Outcome 1. Professional Presentation: Graduates apply the industry standards for studio and portrait photography, and photojournalism, to produce a portfolio of photographic work across multiple platforms.

Measure	Criteria for Success	# Students Assessed	Results
1a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	26	3.9

Outcome 2. Visual Communication: Graduates demonstrate a fundamental style and vision that solves basic photographic problems and integrates superior print quality and proficient judgment of aesthetic value.

Measure	Criteria for Success	# Students Assessed	Results
2a.. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	26	4.1

Outcome 3. Business: Graduates apply the elements of marketing and promotion and follow a basic business model.

Measure	Criteria for Success	# Students Assessed	Results
3a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	26	4.1

Outcome 4. Lighting: Graduates apply technical merit in lighting and demonstrate inclusion or exclusion of ambient light sources, placement of main light source, degree of diffusion, control of overall lighting contrast, and separation of subject and background.

Measure	Criteria for Success	# Students Assessed	Results
4a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	26	3.9

Outcome 5. Post Production: Graduates apply technical merit in post-production and demonstrate the basic elements of retouching based on professional parameters, Integrate multiple images together to illustrate a concept, demonstrating proficiency using image manipulation techniques.

Measure	Criteria for Success	# Students Assessed	Results
5a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	26	4.0

Outcome 6. Workflow: Graduates apply technical merit in digital asset management and demonstrate how to process and manage images and time-based media, employ tools, menus, and keywords, manage and archive digital image files on external sources.

Measure	Criteria for Success	# Students Assessed	Results
6a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	26	4.0

Closing the Loop: Results of FY17 Action Plan and Use of Results

Outcome	Main Issue	Action Taken	Results of Action Taken
	<p>Retention has fluctuated in the last few years (52.9%, 66.1%, and 63.2%). With small programs, retention of students is vital to grow the program and assure students are supported.</p>	<p>Retention rates have fluctuated over the past few years.</p> <p>With the BrightSpace modules being implemented, more specific information will be available to track students issues and needs.</p> <p>Additionally, faculty in-service training on the modules and the importance will be implemented.</p>	<p>With the introduction of BrightSpace modules in the student information system, the faculty training on updating their course shells in a timely basis has helped with this issue.</p>