

**Argosy University
 College of Creative Arts and Design
 Digital Photography Bachelor 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 bachelor 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		69	54	46
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian			2	1
Black or African American				2
Hispanic/Latino		10	5	8
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		43	32	24
Two or more races		16	14	8
White			1	3
Gender				
Female		40	24	25
Male		29	28	21
Annual Graduation (Total Headcount)		7	9	6
Completion Rate - (Expected program length = 12 quarters or 132 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	N/A	18.5%	34.5%
	150% – % of students who completed the program within 150% of the expected program length.	N/A	N/A	N/A
	200% – % of students who completed the program within 200% of the expected program length.	N/A	N/A	N/A
Job Placement (Headcount of Students Available)		7	8	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		28.6%	25.0%	N/A*

*Not Yet Reported

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 produce a portfolio of original work for current media and multiple platforms, integrating industry standards, personal interest, and career specialization.

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.	14	4.1

Outcome 2. Critical Thinking: Graduates assess the historical and social impact of photography and evaluate how their photographs fit within this context.

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.	14	4.3

Outcome 3. Visual Communication: Graduates develop a style and vision conveying a personal point of view using problem solving processes that integrate extraordinary print quality and skillful judgment of aesthetic value.

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.	14	4.1

Outcome 4. Business: Graduates conceptualize, plan, and implement marketing strategies to create a successful business model.

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.	14	4.1

Outcome 5. Lighting: Graduates exhibit technical excellence 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
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.	14	4.4
5b. PAC Committee feedback.	85% of PAC committee feedback indicates that student work is appropriate.	3	90%

Outcome 6. Post Production: Graduates exhibit technical excellence in post-production and demonstrate retouching based on professional parameters, Integrate multiple images together to illustrate a concept, and use selection techniques, alpha channels, layer masks, blending modes, and layer techniques demonstrating a mastery of image manipulation techniques.

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.	14	4.4
6b. Internship evaluation of students	90% of internship evaluations will demonstrate that students have acquired the appropriate knowledge, skills, and behaviors.	2	100%

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

Outcome	Main Issue	Action Taken	Results of Action Taken
5	Program Advisory Committee (PAC) feedback indicated students needing better skills in effective speaking and business soft-skills	Working closely with the faculty and students, the campus will ensure the students are being supported in the speaking and business soft-skills areas. Faculty will work with students individually, conduct workshops, and assure field trips are available to students for understanding of industry needs.	Preliminary data shows a slight improvement in communication skills. Monitor for further assessments.
	Retention has gone down in the last year dramatically (5.58% from 79.6% in previous year). With small programs, retention of students is vital to grow the program and assure students are supported.	Retention rates have fluctuated over the past few years from 64.8% to 79.6% to 58.8%. With the BrightSpace modules being implemented, more specific information will be available to track students issues and needs. Additionally, faculty in-service training on the modules and the importance of availability will be implemented.	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.