

PET FORM
Planning and Evaluation Tracking
(2011-2012 Assessment Period)

Division of: Arts & Sciences

Person Responsible for this Division: Jerry Moller

Department of: Visual Arts, Design & Humanities – Photography Program

Person Responsible for this Form: Victoria Taylor-Gore

Purpose Statement (With Last Updated Date): To offer skills in photographic communications and to provide a setting for visual enrichment (Last Reviewed Fall 2011).

Goal Statement #1: Prepare majors in the certificate program and A.A.S. Photography for entry-level employment and provide job enhancement skills for the working professional. Also prepare A.A. Photography majors intending to transfer with the skills necessary to articulate into a Baccalaureate program.

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method): Upon completion of the capstone (portfolio) course, the student will be able to clearly demonstrate professional photographic skills as evaluated by media specialists using a rubric created by the photography faculty.

Each photography portfolio student will participate in the annual Visual Arts showcase by presenting a compilation of their work to 3 – 4 area professionals of photography. The students are judged on the following:

Attire

Creativity

Presentation

Confidence

Professionalism

Cover Letter

Resume

BENCHMARK 75% score 70 or higher

- **Results (Provide Numbers and Percentages for Quantitative Data)**
2009-2010 Four upper level photography majors in portfolio class were evaluated by a team of outside professionals in their field during the Visual Arts showcase with 100% scoring 70% or higher. They received an average total score of 95% on their evaluations.
- **2010-2011** Two upper-level photography majors in portfolio class were evaluated by a team of outside professionals in their field during the Visual Arts showcase with 100% scoring 70 or higher. They received an average score of 98% on their evaluations.
- **Analysis**
2009-2010 While we are satisfied with the average score of 95%, faculty will continue to use this evaluation process to better prepare students for the job market and possible transfer.

2010-2011 There was a 3% increase in average score for the previous years. Faculty will continue to use this evaluation process to better prepare students for job placement and to retain a 75% or higher benchmark for portfolio students.

Students continue to show improvement on their evaluations, indicating an increase in their ability to demonstrate professional photographic skills that directly prepare them for entry-level employment.

- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results: Showcase evaluation forms were revised to reflect more professional criteria. Also, the showcase itself has been improved in order to be a more positive experience for the students and judges.
 - Evaluate Why Improvements Were Successful/Were Not Successful: A higher score has been achieved.
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details): Stipend pay for judges is \$50.00 each. Photography normally has 3-4 judges for a total of \$200.00
 - Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?): Faculty/Chair/Staff
 - Action Plan: We plan to distribute Showcase results to full-time photography faculty that teach upper-level courses. This will give them the opportunity to address specific areas that need improvement. We intend to move the showcase to mid-semester which will allow for a more timely distribution of the results during the current semester so that they can share them with the students while they are still involved in their respective courses.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): Showcases are currently held the week of finals. Results for this year will be distributed within two weeks of the subsequent semester's beginning date. In the future, the showcase will be mid-semester and will be distributed 1-2 weeks after the showcase.
 - Budget Information Needed for Future Action (Cost/Details): Stipend pay for judges totaling \$200.00
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Goal Statement #2: Expand Student Success.

Align AC learning outcomes with THECB outcomes which emphasize 21st century skills (AC Strategic Plan through 2015: Strategy 1.4).

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

After academic leadership ensures all career and technical education CTE courses include the student learning outcomes required by the THECB in Workforce Education Course Manual, students who complete these courses will fulfill the assigned student learning outcomes.

Syllabi for each section of all photography courses consistently contains the WECM end-of-course outcomes so that each instructor is using the same to ensure that students will meet these outcomes (AC Strategic Plan through 2015: Task 1.4.1.3).

- Results (Provide Numbers and Percentages for Quantitative Data)
NA
- Analysis
Currently no data as this has just been implemented.

- Improvements
NA
 - Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?): Full-time/adjunct faculty
 - Action Plan: Continue with the course outcomes as stated above.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
Ongoing
 - Budget Information Needed for Future Action (Cost/Details):
NA
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Goal Statement #3: Expand Student Success.

Assess required competencies in credit CTE course/programs, linked CE courses, and CE certification programs (AC Strategic Plan through 2015: Strategy 1.5)

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

After faculty and staff seek input from advisory board members, faculty and staff will add any competencies identified by the advisory committee which must be mastered for the award of a credential and were not already required by THECB as stated in the ADGM or WECM (AC Strategic Plan through 2015: Task 1.5.3.1).

- Results (Provide Numbers and Percentages for Quantitative Data)
 - **2009-2010 Data:**
NA
 - **2010-2011 Data:**
NA
- Analysis
 - Provide Previous Data/Result Analysis
NA
- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
The photography program has revised the curriculum in order to help students to complete their degree with more specialization. Also, the degree tracks were revised to reflect the changes in technology from a film-based process to a digital-based process.
 - Evaluate Why Improvements Were Successful/Were Not Successful:
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
- Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?): All full-time/adjunct faculty/staff
 - Action Plan: Continue to work with advisory committee members to discuss curriculum updates to keep courses up-to-date with industry standards.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
Ongoing

- **Budget Information Needed for Future Action (Cost/Details):**
Approx. \$12,000/every 2 years or so as newer versions of software and equipment become available. Continued support from ITS for computer hardware replacement. Need for up-to-date software applications, computer hardware and photo equipment to ensure students will be trained on those applications and equipment used in the industry as recommended by the advisory committee.