

PET FORM
Planning and Evaluation Tracking
(2012-2013 Assessment Period)

Division of: Arts & Sciences

Person Responsible for this Division: Victoria Taylor-Gore

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

Primary Person Responsible for this Form: Donna Salter

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: No Excuses - Goal 5 Attainment of Credentials

Prepare A.A. Photography majors intending to transfer with the skills necessary to articulate into a Baccalaureate program.

Outcome/Objective Statement #1

(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)

- **2010-2011 Data:** Numbers = 2 out of 2 and Percentage = 100%
- **2011-2012 Data:** Numbers = 2 out of 2 and Percentage = 100%

- Analysis

- Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
The department has successfully met the benchmark of 75% scoring a 70 or higher.

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:
 - Showcase results are distributed to full-time Photography faculty who teach upper-level courses, giving them the opportunity to address specific areas that need improvement.

- Evaluate Why Improvements Were Successful/Were Not Successful: A higher score has been achieved.
- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):
Stipend pay for judges is \$50.00 each. Photography normally has 3-4 judges for a total of \$200.00
- Recommendations/Actions for 2012-2013
 - Person Responsible (Who will complete the action?): Photography faculty, Department Chair
 - Action Plan: Faculty will evaluate timing of showcase to determine if the date can be moved to mid-semester to allow students the opportunity for feedback while they are still in the course.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
TBD
 - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):
Stipend pay for judges totaling \$200.00

Goal Statement #2:

Prepare majors in the certificate program and A.A.S. Photography for entry-level employment and provide job enhancement skills for the working professional.

Outcome/Objective Statement #2

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

Upon completion of the capstone (portfolio) course, all students will be able to clearly demonstrate professional graphic design skills by scoring a 70 or higher as evaluated by outside graphic design professionals using a rubric developed by the graphic design faculty.

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

Attire
Creativity
Presentation
Confidence
Professionalism
Cover Letter
Resume

BENCHMARK 75% score 70 or higher

Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)

- **2010-2011 Data:** Numbers = 2 out of 2 and Percentage = 100%
- **2011-2012 Data:** Numbers = 2 out of 2 and Percentage = 100%

- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
The department has successfully met the benchmark of 75% scoring a 70 or higher.
- Improvements
 - List any Improvements Made in the **2011-2012** (Last Academic) Year:
Showcase results are distributed to full-time Photography faculty who teach upper-level courses, giving them the opportunity to address specific areas that need improvement.
 - Evaluate Why Improvements Were Successful/Were Not Successful:
Scores have remained consistent.
 - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):
Stipend pay for judges is \$50.00 each. Photography normally has 3-4 judges for a total of \$200.00
- Recommendations/Actions for 2012-2013
 - Person Responsible (Who will complete the action?): Photography faculty, Department Chair
 - Action Plan: Faculty will evaluate timing of showcase to determine if the date can be moved to mid-semester to allow students the opportunity for feedback while they are still in the course.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): TBD
 - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):
Stipend pay for judges is \$50.00 each. Photography normally has 3-4 judges for a total of \$200.00

Goal Statement #3: 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 #3A

(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)
 - **2010-2011 Data:** NA
 - **2011-2012 Data:** NA

- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
NA
 - Improvements
 - List any Improvements Made in the **2011-2012** (Last Academic) Year:
Syllabi for each section of all photography courses consistently contains the WECM learning outcomes so that each instructor is using the same to ensure that students will meet these outcomes.
 - Evaluate Why Improvements Were Successful/Were Not Successful:
Improvements have ensured that outcomes are consistent and clear throughout all photo classes enabling students to reach the defined goals for each class.
 - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):
NA
 - Recommendations/Actions for **2012-2013**
 - Person Responsible (Who will complete the action?): Photography faculty, Department Chair
 - Action Plan: Continue with the course outcomes as stated above.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
Will continue each semester.
 - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):
NA
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Goal Statement #4: 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 #4A

(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)
 - **2010-2011 Data:**
NA
 - **2011-2012 Data:** Numbers = ____ out of ____ and Percentage =s ____%
NA
- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
NA

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:
Advisory committee requested that students be taught the skills to create a photo portfolio online. This is now being taught in upper-level photography courses.
During the past several years, PHTC 2343, Portfolio Development, has been linked with ARTC 2335 Portfolio Development for Graphic Design. It has now been separated and will be taught by a Photography instructor rather than a Graphic Design instructor. This will give the photography students more specialized guidance for their photography portfolios.
- Evaluate Why Improvements Were Successful/Were Not Successful:
Student can successfully create an online portfolio.
- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):
NA

- Recommendations/Actions for **2012-2013**

- Person Responsible (Who will complete the action?): Photography faculty, Department Chair
 - 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
Next Graphic Design Advisory Committee meeting will be held late Fall 2012
 - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/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.
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