

Welcome to Program Review

Welcome Clifton Coleman, Please choose your department and activity

Please choose Department

PHOTO - Instruction

Are you completing Program Review or Annual Program Update (APU)?

Program Review

Program Overview

Please verify the mission statement for your program. If there is no mission statement listed, please add it here.

The Laney Photography Department strives to align to our college mission statement. We educate, support, and inspire students to excel in an inclusive and diverse learning environment rooted in social justice by:
educating and supporting through interactive projects, lectures and practicums;
providing inspiration and encouragement through leadership and mentoring;
developing a safe and respectful space;
and guiding students toward employment goals.

Program Total Faculty and/or Staff

Full Time

Add Faculty and/or Staff

Part Time

Black Moon
Joan Bobkoff
Franklin Avery
Dean Freeman
Michael Mejia
Michael Moya

Add Faculty and/or Staff

The Program Goals below are from your most recent Program Review or APU. If none are listed, please add your most recent program goals. Then, indicate the status of this goal, and which College and District goal your program goal aligns to. If your goal has been completed, please answer the follow up question regarding how you measured the achievement of this goal.

Update courses and programs, continue dual enrollment

Status

In-Progress

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Offer students the highest quality curriculum and services

District Goal

Build Programs of Distinction

Hire a new full time instructor

Status

In-Progress

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Promote a collaborative institutional culture for communication, governance and decision-making

District Goal

Develop and Manage Resources to Advance Our Mission

Get caught up on assessments

Status

In-Progress

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Cultivate a culture of belonging, pride and self-reflection for continuous improvement

District Goal

Advance Student Access, Equity, and Success

Provide loaner equipment to students, analog and digital

Status

In-Progress

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Increase awareness and access to disproportionately impacted communities

District Goal

Advance Student Access, Equity, and Success

Contribute to the campus as student photographers

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

We receive many requests and invitations for student work

College Goal

Promote a collaborative institutional culture for communication, governance and decision-making

District Goal

Strengthen Accountability, Innovation and Collaboration

Consolidate and improve physical space

Status

In-Progress

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Cultivate a culture of belonging, pride and self-reflection for continuous improvement

District Goal

Develop and Manage Resources to Advance Our Mission

Describe your current utilization of facilities, including labs and other space

We have relocated our issue room (A184) to a smaller area, which has allowed us to turn it into an extension of our small computer lab, more than doubling available space for students to work on post production. From round one funding we have purchased additional computers and new, working chairs, creating sixteen work stations (the size of a studio based class). We also purchased new, narrower computer tables. The narrower tables will allow easier access for differently-abled students. This small computer lab will allow students to complete post production close to the studio.

It does not, however solve our problem of computer lab space for P71, a much larger software-based course. We have been scheduled to use F170D for several semesters as a stop measure. The computers are old and it is located far from Photo.

In order to solve these problems, we have been meeting with the Media, Graphic Arts, and Journalism departments to to plan how we could proceed as a cluster to share a new computer lab located in Graphic Arts, with the costs being shared through Strong Workforce funds. The large lab is already in process.

We now have a smart screen and iMac in the lecture hall A180 which has made an enormous improvement on the quality of the images in lecture and critique. We would like to add a smaller smart screen to our local computer lab to also improve instruction there.

Our film-based darkroom is still used for instruction, although the number of students needing it is considerably smaller. There are very few darkrooms left in the Bay Area. Perhaps it might have an additional commercial value if opened to the community.

Using the [LaunchBoard](#), what are the job placement rates for your program for the past three years? (What % of your graduates have secured employment in the field within 3 months of leaving the program?). Note: you will need to establish a username and password for the

Career Education

Using the [LaunchBoard](#), what are the job placement rates for your program for the past three years? (What % of your graduates have secured employment in the field within 3 months of leaving the program?). Note: you will need to establish a username and password for the LaunchBoard if you don't already have one.

2015 - 16 Job Placement Rate (%)

2016 - 17 Job Placement Rate (%)

% employed in the field within 3 months

% employed in the field within 3 months

2017 - 18 Job Placement Rate (%)

53

%

%

% employed in the field within 3 months

%

%

%

Using the [LaunchBoard](#), what are the projected job openings in your discipline for the next three years?

Job Openings

Photographer

How is your discipline or program responding with regard to changes in labor market demand?

Over the last four years we have been transitioning from an analog emphasis to digital. We have not, however, been tracking jobs readily available to our students and training them for those jobs. This is in part because the curriculum process takes too long and we have no set guidelines for developing or updating curriculum, and our adjunct faculty are not usually paid for extra service, and do not always stay current.

Our student base 2015-16 was 339 students with an increase in 2016-17 to 382, showing solid growth. 97% are PT students and 32% already have a certificate or degree. 24 % of our students are 40 years old or older, and 23% are in the opposite spectrum of 19 years old or less. We see this division most clearly in our evening and day sections, as older students tend to enroll in evening courses.

Launchboard has predicted an additional 262 photo job openings over the 23,869 currently positions available. Unfortunately the designation of "photographer" is general and is a skill tacked onto many other positions.

According to LMI data, 68% of our former students are earning a living wage for the Bay Area while earning hourly wages between \$12.80- \$17.00 with photography. Clearly they are augmenting photography with other work with higher wages, and or are self-employed. We should consider collaboration with the Business Department to assist our students with gaining appropriate marketing/self employment/tax skills. Some of these skills are touched upon in our professional shooting courses, but not regularly, and not to the degree needed

Do you have an industry advisory board in place?

Yes

Has your industry advisory board met regularly (at least once per quarter or semester)?

No

Please attach a list of your industry advisory board members.

[Photography Advisory Board Members 2018.pdf](#)

Please describe the number of activities and recommendations resulting from advisory committee meetings that have occurred in the past three years. What information was presented that required changes to be made to your program?

A discussion regarding the place of film in the program. As we take the last step in updating our AA, film will become an elective, as a change from core.
A discussion on the value of noncredit, with no definite outcome, but encouragement to pursue beneficial curriculum opportunities. We will add a noncredit offering to our program.

Does your program require state or national licensing? If yes, please specify. What is your college's set standard passing rate for this exam or license?

No

If yes, Exam or License

Set standard pass rate

Do your students participate in other third party certifications? If so, please provide their success rates (include the % of completing students successfully getting certified).

No

If yes, Third party certification

Set standard pass rate

Is your program working with a Deputy Sector Navigator?

No

If yes, Briefly describe your program's work with the Deputy Sector Navigator.

What programs similar to yours exist in the surrounding area or at nearby East bay colleges? (Micro region in LaunchBoard)

College

In which ways is your program collaborating with other community colleges in the region?

De Anza College

collaboration would be fantastic and student centric, but unfortunately competition drives ...

City College of San Francisco

Los Positas College

Chabot College	
Napa Valley College	
Solano Community College	
College of San Mateo	
Diablo Valley College	
Skyline College	

Please list and briefly describe the grant name, granting agency, and the goals of each grant as it relates to you discipline/department/program. - Grant 1: - Text

Grant Name Grant Goals	Granting Agency Last year of Funding
Perkins	CA Dept Ed
curriculum updating and development, instructional equipment and materials	2018
Strong Workforce	CCCCO
IA, instructional supplies, loaner cameras, improve local lab	2018
California Lottery	CA.Gov prop 37
NA	2016
Zero Project	IA
	2018

How is your program using Strong Workforce Funds?

Instructional Assistant, extra service course updating, computers and computer furniture for post-production lab, supplies and equipment.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions	Improvement Action
Improvement Action	
Action Item	Description
purchase loaner film cameras	use SWP to purchase loaner set of cameras

To be completed By

12/31/2018

Responsible Person

department chair

Resource Request

Technology and Equipment

New

Description/Justification

purchase smart screen for local computer lab to improve instruction, purchase mirrorless cameras (2) so students can learn up to date shooting technology

Estimated Cost

27000

Resource Request

Supplies

Instructional Supplies and Materials

Description/Justification

chemistry, ink paper, film, flash drives, cards

Estimated Cost

5000

Resource Request

Supplies

Noninstructional Supplies and Materials

Description/Justification

office supplies, such as paper, printing ink, tape, scissors, white out , monitor wipes

Estimated Cost

600

Improvement Action**Action Item**

Repair lab rooms

Description

redcoat sinks, replace faucets and temperature regulators

To be completed By

12/10/2020

Responsible Person

department chair

Resource Request

Facilities

Labs

Description/Justification

Need repair of facilities: redcoat sinks, replace faucets, replace regulators, parts and labor

Estimated Cost

4500

Enrollment Trends

College Level - Program and Department comparison

Note: Please consider the most recent 3 years when answering the questions below.

Set the filters above to your discipline, and discuss enrollment trends over the past three years.

The most pertinent enrollment trend for Photography concerns the change in enrollment for P10 Film and darkroom (now 11) and P70 intro to digital (now 71). From Fall of 2015-to Spring of 2018, P10 enrollment has dropped from 63-49 students (current semester is about 22, a significant drop). From Fall of 2015-to Spring of 2018, P70 enrollment has increased from 42-80 students. Our enrollment reflects the changing interests of students, commercial trends and availability of film cameras (only expensive, high end film cameras are being produced). We have responded to this change by investing more of our funds into digital equipment, improving our local digital lab and cutting sections of P10/11 from three to one.

Set the filter above to consider whether the time of day each course is offered meets the needs of students.

Our 15/16 day enrollment has increased from 326, productivity 6.69 to 16/17 382 enrollment, 7.80 productivity, due in part to dual enrollment. 17/18 we have 339 enrollment with 11.62 productivity; our enrollment decreased due to lack of dual enrollment. Dual enrollment in 2016-17 constituted one third of our P70 enrollment.

Evening enrollment brings lower numbers: 2015/16 136 enrollment, 10.84 productivity; 2016/17 106 enrollment and 11.89 productivity; 2017/18 192 enrollment and 11.94 productivity. Although we have fewer evening students, their productivity is higher. This could be due to smaller classes, greater student dedication to success and/or instructional differences. Evening students tend to be slightly older and are sometimes already working in the industry.

Are courses scheduled in a manner that meets student needs and demands? How do you know?

We are trying to schedule according to student needs rather than instructor availability. For the spring we have an evening and a day pathway. Our students are not shy in voicing scheduling needs, but a survey would be helpful in helping us to meet demands.

Describe effective and innovative teaching strategies used by faculty to increase student learning and engagement.

Field trips to a commercial studio to experience a real life shoot, and guest speakers; access to the Oakland Museum is an important teaching tool for us. A study collection for P30 photo history; real early examples of photos and cameras that students can touch. Photo History students also go into the darkroom to work on a project so they can understand the film experience.

For the past three years we have supported a small gallery in our lobby. This unassuming gallery (a series of bulletin boards), has become a strong teaching tool and asset to our whole department. It is a distinct experience to print out images, rather than only experiencing them on a monitor. Students who have participated have learned all kinds of new skills, such as refining a portfolio, writing a statement, creating a poster and business card, promoting their work on social media, editing their selections, inviting and talking to guests, giving an interview to The Laney Tower, hanging work and considering its meaning to viewers.



How is technology used by the discipline, department?

Our department is technology based. We have mostly moved away from analog and invested in digital. It is evolving quickly and may become a challenge to maintain currency in gear, processing and professional development. We are dependent on software such as Lightroom, Photoshop, Capture One and Bridge for postproduction. Our instructors teach the use of Wi-Fi from camera to iPad for instant client fulfillment.

How does the discipline, department, or program maintain the integrity and consistency of academic standards with all methods of delivery, including face to face, hybrid, and Distance Education courses?

Right now we are only face-to-face. Maintenance of standards is a challenging issue for us as a department of PT adjuncts.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions

Improvement Action

Improvement Action

Action Item

Create a student photography gallery in A190

Description

create an official gallery for photo students

To be completed By

1/31/2020

Responsible Person

department chair

Resource Request

Facilities

Other

Description/Justification

I want to create a gallery with real walls to continue to develop the important learning tool of exhibition. A few years ago A190 was part of the Photography Department but we lost it and since has been requested often but usually gets turned into storage. We are not considered for showing in the June Steingart Gallery, and could share the space with Media and Graphic Arts.

Estimated Cost

1500

Improvement Action

Action Item**Description**

survey every student for best times and days, support needed, and specific interests

To be completed By**Responsible Person****Resource Request**

Choose an Option

Curriculum

Please review your course outlines of record to determine if they have been updated or deactivated in the past three years. Use the pull-down menus to identify courses that still need updating or deactivation and specify when your department will update each one, within the next three years.

Name Semester and Year To be deactivated on	Last updated date To be updated on
<input type="text" value="PHOTO 031A - Photojournalism II"/> Spring 2015 - 16 <input type="text" value="2/19/2019"/> <input type="text"/>	June, 20 2018 14:55:04 <input type="text" value="12/31/2021"/> Improve my program
<input type="text" value="PHOTO 251 - Special Projects Laboratory"/> Spring 2015 - 16 <input type="text" value="2/14/2019"/> <input type="text"/>	12/30/2021 Improve my program
<input type="text" value="PHOTO 801 - HD SLR Workshop"/> Spring 2015 - 16 <input type="text"/> <input type="text"/>	November, 15 2016 18:30:07 <input type="text" value="1/30/2019"/> Improve my program

PHOTO 020 - Photojournalism I

October, 18 2018 17:48:13

Fall

12/30/2021

2015 - 16

Improve my program

PHOTO 072 - Intermediate Digital Photography

June, 18 2018 09:36:21

Fall

1/30/2019

2017 - 18

Improve my program

PHOTO 025 - Looking at Images: History and Aesthetics of Photography

March, 21 2018 12:12:12

Spring

3/30/2020

2016 - 17

Improve my program

PHOTO 180 - HD SLR Workflow for Digital Photography and Cinematography

January, 29 2018 14:40:47

Fall

1/30/2019

2016 - 17

Improve my program

PHOTO 220A - Beginning Professional Photography I

October, 19 2018 10:18:31

Spring

12/10/2018

2017 - 18

4/10/2019

PHOTO 220B - Beginning Professional Photography II

October, 12 2018 15:45:28

Spring

2017 - 18

4/10/2019

PHOTO 030A - Beginning Photographic Art and Design

March, 29 2018 11:43:18

Fall

Select Year...

4/10/2019

PHOTO 220C - Beginning Professional Photography III

September, 20 2018 11:25:49

Spring

2017 - 18

4/10/2019

PHOTO 230A - Intermediate Professional Photography I

September, 20 2018 11:26:03

Spring

2017 - 18

4/10/2019

PHOTO 299 - Survey Course for Digital Media/CIS [Photography]

July, 31 2017 09:43:41

Spring

6/20/2020

2016 - 17

Improve my program

PHOTO 240A - Advanced Professional Photography I

September, 20 2018 11:26:38

Spring

Select Year...

4/10/2019

PHOTO 240B - Advanced Professional Photography II

September, 20 2018 11:26:49

Spring

2017 - 18

4/10/2019

PHOTO 240C - Advanced Professional Photography III

Spring

2017 - 18

4/10/2019

PHOTO 182 - Introduction to Lighting for Video and Video Equipped DSLR

Fall

2017 - 18

6/30/2021

PHOTO 012 - Intermediate Black/White Darkroom Printing

Fall

2017 - 18

10/20/2021

PHOTO 030B - Intermediate Photographic Art and Design

Spring

2017 - 18

PHOTO 030C - Advanced Photographic Art and Design

Spring

2017 - 18

September, 20 2018 11:27:01

June, 18 2018 10:48:47

6/30/2021

Other

October, 26 2018 11:52:17

11/10/2020

Improve my program

October, 18 2018 17:55:41

3/10/2020

Improve my program

October, 18 2018 17:56:45

3/10/2020

Improve my program

PHOTO 230B - Intermediate Professional Photography II

September, 20 2018 11:26:15

Spring

2018 - 19

4/10/2019

PHOTO 230C - Intermediate Professional Photography III

September, 20 2018 11:26:27

Spring

2018 - 19

4/10/2019

PHOTO 013 - Creative Darkroom: Alternative Processes

March, 30 2018 10:46:04

Fall

11/10/2020

2017 - 18

Improve my program

PHOTO 468A - Occupational Work Experience in Photography

March, 14 2018 14:19:17

Fall

11/8/2019

2016 - 17

Other

PHOTO 011 - Introduction to Black/White Film Photography

February, 26 2018 14:35:52

Fall

11/8/2019

2017 - 18

Improve my program

PHOTO 071 - Introduction to Digital Photography

June, 15 2018 10:41:39

Spring

3/10/2020

2017 - 18

Improve my program

Please summarize the Discipline, Department or program of study plans for curriculum plans for improvement. Below, please provide details for individual course improvement. Add plans for new courses here.

We have updated almost every course, eliminated redundant sections, and renumbered several courses to provide a more obvious pathway through our Program. With this new, improved and shortened timeline to completion (4 semesters instead of 8) to an AA degree and/or certificate, students are able to track their progress and plan ahead. We are also trying to maintain day and evening tracks to give students the greatest opportunity to maintain their enrollment and stay current in industry standards.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions

Improvement Action

Improvement Action

Action Item

Description

funds for printing work students

To be completed By

Responsible Person

Resource Request

Other

Other

Description/Justification

funds for printing student work

Estimated Cost

Instruction - Assessment

Student Learning Outcomes Assessment

Course
Last date Assessed
PHOTO 020 - Photojournalism I

Student Learning Outcomes (SLO)
Planned Assessment Date

	1/10/2019
PHOTO 020 - Photojournalism I	Perform online research on a photo journalist, citing 2 or more books or online sources in c...
	1/10/2020
PHOTO 020 - Photojournalism I	Analyze legal and ethical issues in photojournalism
	1/10/2021
PHOTO 072 - Intermediate Digital Photography	SLO 1: Effectively use a D-SLR camera in specific advanced lighting conditions: High Dynami...
	1/10/2020
PHOTO 072 - Intermediate Digital Photography	SLO 2: Enumerate color theory and composition in both raw anapest-production images.
	1/10/2021
PHOTO 072 - Intermediate Digital Photography	SLO 3: Apply intermediate level photo-editing skills in two different photo-editing programs.
	1/10/2022
PHOTO 025 - Looking at Images: History and Aesthetics of Photography	Identify, categorize and analyze the primary contributors to Photo History and the develop...
	5/30/2019
PHOTO 025 - Looking at Images: History and Aesthetics of Photography	Demonstrate visual literacy by identifying, criticizing and evaluating historical and contempo...
	5/20/2020
PHOTO 025 - Looking at Images: History and Aesthetics of Photography	Interpret and justify classic essays on photographic theory.
	5/20/2021
PHOTO 180 - HDSLR Workflow for Digital Photography and Cinematography	Demonstrate proficiency of the HDSLR production process from conception to final product.
3/5/2018	5/30/2019
PHOTO 180 - HDSLR Workflow for Digital Photography and Cinematography	Function as a productive member of a team while participating in content creation activities.
	5/30/2020
PHOTO 180 - HDSLR Workflow for Digital Photography and Cinematography	Analyze and apply aesthetic consideration to a wide range of electronic media.
	5/30/2021
PHOTO 220A - Beginning Professional Photography I	Camera Operations: Demonstrate proper basic usage of exposure controls with a DSLR ca...
3/5/2018	1/10/2020
PHOTO 220A - Beginning Professional Photography I	Quality Control: Produce consistent quality image file for print and web.
	1/10/2019
PHOTO 220A - Beginning Professional Photography I	Basic Lighting: Demonstrate safe and effective execution of studio operation skills and studi...

12/18/2017	5/30/2019
PHOTO 220B - Beginning Professional Photography II	Camera Operations: Demonstrate intermediate level usage of manual exposure controls wit...
	1/10/2020
PHOTO 220B - Beginning Professional Photography II	Quality Control: Produce consistent quality image file for print and web.
	1/10/2019
PHOTO 220B - Beginning Professional Photography II	Basic Lighting: Demonstrate safe and effective execution of studio operation skills and studi...
	5/30/2019
PHOTO 030A - Beginning Photographic Art and Design	Analyze and integrate composition, light and direction in several images
12/18/2017	1/10/2021
PHOTO 030A - Beginning Photographic Art and Design	Justify images through critique.
	1/10/2019
PHOTO 030A - Beginning Photographic Art and Design	Develop and defend a comprehensive portfolio.
	1/10/2020
PHOTO 230A - Intermediate Professional Photography I	Demonstrate the operations of digital cameras
	5/30/2019
PHOTO 230A - Intermediate Professional Photography I	Photograph and discuss lighting set up in both artificial and available (natural) light with pro...
	1/10/2020
PHOTO 230A - Intermediate Professional Photography I	Maintain consistent quality control using pre- and post-production applications.
	1/10/2019
PHOTO 299 - Survey Course for Digital Media/CIS [Photography]	Design, record and distribute a short photojournalism event.
7/30/2018	
PHOTO 240A - Advanced Professional Photography I	Establish professional skills to produce image concept, cost estimates, and pre-production ...
	5/30/2019
PHOTO 240A - Advanced Professional Photography I	Use camera settings and manipulate artificial light and daylight for proper exposure and ima...
	1/10/2020
PHOTO 240A - Advanced Professional Photography I	Demonstrate image application for marketing and client satisfaction.
	5/30/2020
PHOTO 240B - Advanced Professional Photography II	Establish professional skills to produce image concept, cost estimates, and pre-production ...

	5/30/2019
PHOTO 240B - Advanced Professional Photography II	Use camera settings and manipulate artificial light and daylight for proper exposure and ima...
	1/10/2020
PHOTO 240B - Advanced Professional Photography II	Demonstrate image application for marketing and client satisfaction.
	5/30/2020
PHOTO 182 - Introduction to Lighting for Video and Video Equipped DSLR	Apply basic lighting techniques to different light sources and their specific use.
	1/10/2019
PHOTO 182 - Introduction to Lighting for Video and Video Equipped DSLR	Analyze and evaluate cinematography with particular emphasis on techniques of lighting.
	1/10/2020
PHOTO 182 - Introduction to Lighting for Video and Video Equipped DSLR	Design lighting plots for proper color balance and exposure in various production setups.
	1/10/2021
PHOTO 012 - Intermediate Black/White Darkroom Printing	Apply individual aesthetic considerations to artistic interpretation.
	5/30/2019
PHOTO 012 - Intermediate Black/White Darkroom Printing	Compose prints with standards of composition.
	5/30/2019
PHOTO 012 - Intermediate Black/White Darkroom Printing	Create a complete print series of exhibition quality.
	5/20/2020
PHOTO 030B - Intermediate Photographic Art and Design	Analyze and integrate composition, light and direction in eight images a week.
	1/10/2019
PHOTO 030B - Intermediate Photographic Art and Design	Justify images through critique in combination with a verbal statement.
	5/30/2019
PHOTO 030B - Intermediate Photographic Art and Design	Develop and defend elements of a comprehensive portfolio within a chosen theme.
	1/10/2020
PHOTO 030C - Advanced Photographic Art and Design	Analyze and integrate composition, light and direction in a number of images every week.
	1/10/2019
PHOTO 030C - Advanced Photographic Art and Design	Justify images through critique in combination with verbal and written statements.
	1/10/2020
PHOTO 030C - Advanced Photographic Art and Design	Develop and defend a comprehensive portfolio tailored toward a professional goal.

	1/10/2021
PHOTO 230B - Intermediate Professional Photography II	Demonstrate the operations of digital cameras
	1/10/2020
PHOTO 230B - Intermediate Professional Photography II	Photograph in both artificial and available (natural) light with proper color balance.
	5/30/2019
PHOTO 230B - Intermediate Professional Photography II	Maintain consistent quality control using pre- and post-production applications.
	1/10/2019
PHOTO 013 - Creative Darkroom: Alternative Processes	Build and employ pinhole cameras.
	5/30/2019
PHOTO 013 - Creative Darkroom: Alternative Processes	Create photographic prints using processes other than silver based film.
	1/10/2020
PHOTO 013 - Creative Darkroom: Alternative Processes	Create and experiment with alternative negatives.
	1/10/2021
PHOTO 468A - Occupational Work Experience in Photography	Demonstrates professional behavior on the job and in the classroom
PHOTO 468A - Occupational Work Experience in Photography	Completes learning objectives as agreed upon by student, supervisor, and faculty at the be...
PHOTO 468A - Occupational Work Experience in Photography	Student completes a job journal chronicling assignments and reflections of the experience.
PHOTO 011 - Introduction to Black/White Film Photography	Apply proper techniques while exposing, developing, and printing film.
	1/10/2019
PHOTO 011 - Introduction to Black/White Film Photography	Develop and demonstrate aesthetic control by employing filters, depth of field, dodging,
	5/30/2019
PHOTO 011 - Introduction to Black/White Film Photography	Appraise, criticize and theorize work in peer review critiques using photographic terms and ...
	1/10/2020
PHOTO 071 - Introduction to Digital Photography	Use a D-SLR camera.
	1/10/2020
PHOTO 071 - Introduction to Digital Photography	Download or import digital files into a photo editing program, re-naming, re-numbering and ...

PHOTO 071 - Introduction to Digital Photography

Any obstacles experienced during assessment? What worked well? (mainly based on evidence in the report, attach other evidence as necessary)

We are all PT, and the same assessment tools (exams, critiques, etc) are not shared by instructors from semester to semester, or in like sections. Students could be assessed on the same outcome in the same semester, but the criteria and tools will vary.

[Assessment Planning Doc 18-19.xlsx](#)

What percent of your programs have been assessed? (mainly based on evidence in the report, attach other evidence as necessary; note: a complete program assessment means all Program Learning Outcomes (PLOs) have been assessed for that program)

We have not assessed any programs. Our degree program and two certificates are new and take effect SP 2019.

How has your dept worked together on assessment(planning together)? Describe how your dept works well on assessment? Describe things that went well or obstacles. What aspects of assessment work went especially well in your department and what improvements are most needed?

Collaboration

Generally our department does not collaborate, and will only participate in assessment if it is very easy to do and they are getting paid for it. The obstacles with most impact are mentioned above; no consistency in assessment and limited planning.

Leadership Roles

We are playing catch up from not having a stable department and being some time without a chair.

Planning Process

The planning document generated by Assessment was very helpful in looking at everything together, and planning. We have so much to assess that it is a little overwhelming.

Dept meetings for Collaboration

We will be meeting early December to discuss assessments for this semester, and will include a similar meeting next spring.

Data Analysis

Because we have so few assessments, there is not much data to analyze, but Meta is a huge step forward in changing this.

What were the most important things your department learned from assessment? Did implementation of your action plans result in better student learning? In other words, how has your department used the results of assessment to improve student learning and/or curriculum? Please be as detailed as possible.

Since our offerings have both been cut back and the rest updated, and perhaps a different outcome assessed from the first round, it may be some time before assessment will provide results that will help us improve.

Does your department participate in the assessment of multidisciplinary programs?

No

If Yes, Describe your department's participation and what you learned from the assessment of the program that was applicable to your own discipline.

Does your department participate in your college's Institutional Learning Outcomes (ILOs) assessment?

No

If Yes, Please describe your departments participation in assessing Institutional Learning Outcomes.

What support does your department need from administrators, assessment coordinators and/or your campus assessment committee to continue to make progress in assessment of outcomes and implementation of action plans?

Continue to provide instructions, and trainings. Without stipends it is unlikely the part time instructors will continue assessments, unless it becomes a builtin duty similar to roster submission.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions

No Actions/Requests

Course Completion

College Level - Program and Department comparison

Consider your course completion rates over the past three years (% of student who earned a grade of "C" or better).

Name	2015 - 16 Completion Rate (%)
PHOTO 10 BASIC PHOTOGRAPHY	39
51	41
PHOTO 180 HDSLR WORKFLOW	40
42	67
PHOTO 20 Photojournalism I	64
50	86
PHOTO 220A BEG PROFES PHOTO	67
61	66
PHOTO 220B BEG PROFES PHOTO	88
64	65
PHOTO 220C BEG PROFES PHOTO	33
67	100
PHOTO 220D BEG PROFES PHOTO	67
60	50
PHOTO 230A INT PROFES PHOTO	90
82	73
PHOTO 230B INT PROFES PHOTO	75
92	80
PHOTO 230C INT PROFES PHOTO	100

100
PHOTO 230D INT PROFES PHOTO
75
PHOTO 240A ADV PROFES PHOTO
100
PHOTO 240B ADV PROFES PHOTO
100
PHOTO 240C ADV PROFES PHOTO
75
PHOTO 240D ADV PROFES PHOTO
60
PHOTO 25 Looking at Images
63
PHOTO 251 SPECIAL PROJECTS LAB
60
PHOTO 30A PHOTO ART AND DESIGN
54
PHOTO 30B PHOTO ART AND DESIGN
75
PHOTO 30C PHOTO ART AND DESIGN
75
PHOTO 31A PHOTOJOURNALISM II
100
PHOTO 70 INTRO TO DIGITAL PHOTOGRAPHY
68

100
100
80
67
92
100
100
80
100
75
53
61
70
75
59
56
60
83
75
75
65
69

Use the filters on the top and right of the graphs to disaggregate your program or discipline data. When disaggregated, are there any groups whose course completion rate falls more than 3% points below the discipline average? If so, indicate yes and explain what your department is doing to address the disproportionate impact for the group.

Age

- Yes
- No

16-18, 19-24 and 30-34 are more than 3 is below average. We have not used this data befo...

Ethnicity

-
- Yes
- No

Black, Pacific Islander, Latino, Two or more...we are trying to integrate social justice issues a...

Gender

- Yes
- No
-

male and unknown. We do try to track younger male students who seem to have organizati...

Foster Youth Status

-
- Yes
- No

If yes, Please describe the difference

Disability Status

-
- Yes
- No

If yes, Please describe the difference

Low Income Status

-
- Yes
- No

has improved over 3 years

Veteran Status

-
- Yes
- No

very low, need assistance in identifying

Consider your course completion rates over the past three years by mode of instruction. What do you observe?

Select Course

PHOTO 011 - Introduction to Black/White Film Photography

2016 - 17 Completion Rate (%)

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

Face-to-Face

51

39

41

Hybrid

100% Online

Dual Enrollment

Day time

54

36

49

Evening

50

42

38

Select Course

PHOTO 801 - HDSLR Workshop

2016 - 17 Completion Rate (%)

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

42

Hybrid

100% Online

Dual Enrollment

Day time

Evening

42

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

50

Hybrid

100% Online

Dual Enrollment

Day time

Evening

50

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

61

Hybrid

67

40

67

PHOTO 020 - Photojournalism I

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

64

86

64

86

PHOTO 220A - Beginning Professional Photography I

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

67

66

100% Online

Dual Enrollment

Day time

Evening

Select Course

PHOTO 220B - Beginning Professional Photography II

2016 - 17 Completion Rate (%)

Face-to-Face

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

Hybrid

100% Online

Dual Enrollment

Day time

Evening

Select Course

PHOTO 220C - Beginning Professional Photography III

2016 - 17 Completion Rate (%)

Face-to-Face

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

Hybrid

100% Online

Dual Enrollment

Day time

Evening

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

Hybrid

100% Online

Dual Enrollment

Day time

Evening

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

Hybrid

100% Online

Dual Enrollment

Day time

0

56

PHOTO 230A - Intermediate Professional Photography I

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

PHOTO 230B - Intermediate Professional Photography II

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

Evening 100

83 83

Select Course PHOTO 230C - Intermediate Professional Photography III

2016 - 17 Completion Rate (%) 2015 - 16 Completion Rate (%)

Face-to-Face 100

100 100

Hybrid

100% Online

Dual Enrollment

Day time 100

100 100

Evening 100

100 100

Select Course PHOTO 240A - Advanced Professional Photography I

2016 - 17 Completion Rate (%) 2015 - 16 Completion Rate (%)

Face-to-Face 67

100 92

Hybrid

100% Online

Dual Enrollment

Day time 56

100 0

Evening 100

100 92

Select Course

PHOTO 240B - Advanced Professional Photography II

2016 - 17 Completion Rate (%)

2015 - 16 Completion Rate (%)
2017 - 18 Completion Rate (%)

Face-to-Face

100

100

Hybrid

100

100% Online

Dual Enrollment

Day time

100

100

100

Evening

0

0

0

Select Course

PHOTO 240C - Advanced Professional Photography III

2016 - 17 Completion Rate (%)

2015 - 16 Completion Rate (%)
2017 - 18 Completion Rate (%)

Face-to-Face

60

80

75

Hybrid

100% Online

Dual Enrollment

Day time

60

80

75

Evening

0

0

0

Select Course

PHOTO 025 - Looking at Images: History and Aesthetics of Photography

2016 - 17 Completion Rate (%)

2015 - 16 Completion Rate (%)
2017 - 18 Completion Rate (%)

Face-to-Face

53

63

Hybrid

100% Online

Dual Enrollment

Day time

63

Evening

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

60

Hybrid

100% Online

Dual Enrollment

Day time

60

Evening

0

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

54

Hybrid

61

53

61

PHOTO 251 - Special Projects Laboratory

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

70

75

100

100

57

50

PHOTO 030A - Beginning Photographic Art and Design

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

59

56

100% Online

Dual Enrollment

Day time

Evening

Select Course

PHOTO 030B - Intermediate Photographic Art and Design

2016 - 17 Completion Rate (%)

Face-to-Face

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

Hybrid

100% Online

Dual Enrollment

Day time

Evening

Select Course

PHOTO 030C - Advanced Photographic Art and Design

2016 - 17 Completion Rate (%)

Face-to-Face

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

Hybrid

100% Online

Dual Enrollment

Day time

75

Evening

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

100

Hybrid

100% Online

Dual Enrollment

Day time

Evening

100

Select Course

2016 - 17 Completion Rate (%)

Face-to-Face

68

Hybrid

100% Online

Dual Enrollment

92

Day time

75

75

0

PHOTO 031A - Photojournalism II

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

0

75

0

75

PHOTO 071 - Introduction to Digital Photography

2015 - 16 Completion Rate (%)

2017 - 18 Completion Rate (%)

65

69

92

69

70

71

Evening

59

58

64

How do the course completion rates for your program or discipline compare to your college's Institution-Set Standard for course completion?

We are below Laney completion rates of 72%, 71%, 70% with Photo rates of 64%, 62%, and 58%. Often our students cannot complete due to life circumstances, and often students do not feel they need to complete courses to start working as photographers.

How do the department's Hybrid course completion rates compare to the college course completion standard?

N/A

Are there differences in course completion rates between face to face and Distance Education/hybrid courses? If so, how does the discipline, department or program deal with this situation? How do you assess the overall effectiveness of Distance Education/hybrid course?

N/A

Describe the course retention rates over the last three years. If your college has an Institution-Set Standard for course retention, how does your program or discipline course retention rates compare to the standard?

What has the discipline, department, or program done to improve course completion and retention rates?

We have/are updating all of our courses. We meet with students at midterm and provide online materials for student self-tracking.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions

Improvement Action

Improvement Action

Action Item

Description

provide opportunities for observation of other programs for faculty and guest speakers for students

To be completed By

Responsible Person

Resource Request

Professional Development

Department-wide PD needed

Description/Justification

We have challenging students and would like them all to succeed. We must come together as a department and improve our teaching skills through professional development and observation of similar programs, as well as provide guest speakers and field trips for students

Estimated Cost

Degrees and Certificates

College Level - Program and Department comparison

What has the discipline, department, or program done to improve the number of degrees and certificates awarded? Include the number of degrees and certificates awarded by year, for the past three years.

7 awards in the last three years.

We have updated almost every course, eliminated redundant sections (only serving instructors), and renumbered several courses to provide a more obvious pathway through our Program. With this new, improved and shortened timeline to completion (4 semesters instead of 8) to an AA degree change from an AS and/or certificate, students are able to track their progress and plan ahead. This will take effect Spring 2019.

Over the next 3 years, will you be focusing on increasing the number of degrees and certificates awarded?

Yes

What is planned for the next 3 years to increase the number of certificates and degrees awarded?

We will update our Darkroom Certificate of Proficiency to a Certificate of Achievement.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions

Improvement Action

Improvement Action

Action Item

articulation

Description

Work with the articulation officer to improve articulation; create report regarding local 4 year colleges and universities, specific to our department

To be completed By

2/11/2019

Responsible Person

department chair

Resource Request

Personnel

Part-time Faculty

% Time

50

Description/Justification

Stipend to support extra service

Estimated Annual Salary Costs

1500

Estimated Annual Benefits Costs

0

Total Costs

1500

Improvement Action

Action Item

outreach

Description

Outreach to schools and the community to improve the number of the completes and the diversity of the program.

To be completed By

12/31/2020

Responsible Person

department chair

Resource Request

Other

Other

Description/Justification

Creating and printing flyers and other promotional material

Estimated Cost

200

Engagement

Discuss how faculty and staff have engaged in institutional efforts such as committees, presentations, and departmental activities. Please list the committees that full-time faculty participate in.

There are few openings for part time faculty. One PT does participate on the Assessment Committee. There has been faculty involvement with The Lavender Project. We all collaborate with other departments: Dance, Cosmetology, The Laney Tower, Graphic Arts, the library (displays and shoots like the "Favorite Book Project", Alameda Fashion Design, Theatre, and others. We have a small gallery in our lobby and show student and staff photography several times a year. We are CE and participate in Open House. We are also opening collaboration with Media, Graphic Arts and Journalism.

Discuss how faculty and staff have engaged in community activities, partnerships and/or collaborations.

All of the Photo Department faculty and IA collaborate with local high schools (MetWest, Dewey, Fremont High, Oakland High, CCPA and others) through dual enrollment and workshops offered in the department. Often we get requests from community members for photographs.

Discuss how adjunct faculty members are included in departmental training, discussions, and decision-making.

Our entire department consists of adjunct faculty. We have instigated monthly department meetings (previously 1-2 a year). We are working toward decision making through consensus, but our department divisions persist. Departmental training is tough as there is always a schedule conflict.

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions

Improvement Action

Improvement Action

Action Item

Hire full time instructor

Description

We are all PT; For consistency, diversity and currency in our medium, we need a full time instructor.

To be completed By

6/28/2019

Responsible Person

division dean

Resource Request

Personnel

Full-time Faculty

% Time

100

Description/Justification

For consistency, diversity and currency in our medium, we need a full time instructor.

Estimated Annual Salary Costs

80000

Estimated Annual Benefits Costs

7200

Total Costs

87200

Resource Request

Personnel

Classified Staff

% Time

100

Description/Justification

full time Instructional Assistant for student support, health and safety and monitor gear

Estimated Annual Salary Costs

28000

Estimated Annual Benefits Costs

Total Costs

28000

Resource Request

Personnel

Student Worker

% Time

Description/Justification

assist students in completion of work, keep department safe and monitor equipment

Estimated Annual Salary Costs

5000

Estimated Annual Benefits Costs

Total Costs

5000

Action Plan Summary and New Program Goals

Total Improvement Plans: 9
Total Resource Request: 13

Review, add or modify the following actions plans that were entered in each section. Then review the Program Goals that were marked as in progress. Determine if you would like to keep the in progress goals and draft new 3-year goals for your department or program. The action plan items should support your new program goals. Align your program goals to the college strategic goals and District Strategic Goals.

Section / Head
Anticipated Completion Date
Actions

Description

Instruction

Career Education
purchase loaner film cameras

use SWP to purchase loaner set of cameras

12/31/2018

Completed Date

Annual Progress Update Date

Repair lab rooms

redcoat sinks, replace faucets and temperature regulators

12/10/2020

Completed Date

Annual Progress Update Date

Enrollment Trends
Create a student photography gallery in A190

create an official gallery for photo students

1/31/2020

Completed Date

Annual Progress Update Date

student survey

survey every student for best times and days, support needed, and specific interests

4/30/2019

Completed Date

Annual Progress Update Date

Curriculum
printing budget

funds for printing work students

1/10/2020

Completed Date

Annual Progress Update Date

Course Completion
professional development

provide opportunities for observation of other programs for faculty and guest speakers for students

Completed Date

Annual Progress Update Date

Degrees and Certificates
articulation

Work with the articulation officer to improve articulation; create report regarding local 4 year colleges and universities, specific to our department

2/11/2019

Completed Date

Annual Progress Update Date

outreach

Outreach to schools and the community to improve the number of the completes and the diversity of the program.

12/31/2020

Completed Date

Annual Progress Update Date

Engagement

Engagement

Hire full time instructor

We are all PT; For consistency, diversity and currency in our medium, we need a full time instructor.

6/28/2019

Completed Date

Annual Progress Update Date

New and Continuing Goals

Discipline, Department or Program Goal
PCCD Goal

Update courses and programs

College Goal

Offer students the highest quality curriculum and services

Build Programs of Distinction

Resource Request Summary

Total Cost: \$164700
Total Resource Request: 13

Instruction

Personnel

Type
Estimated Cost
Total Costs
Estimated Annual Benefits Costs
Part-time Faculty
500.00
1500
0

Description/Justification
% Time
Estimated Annual Salary Costs

Stipend to support extra service
50
1500

Sub-Total: \$1500

Professional Development

Type
Estimated Cost
Department-wide PD needed

Description/Justification

We have challenging students and would like them all to succeed. We must come together as a department and improve our teaching skills through professional development and observation of similar programs, as well as provide guest speakers and field trips for students

5000

Sub-Total: \$5000	
Technology and Equipment	Description/Justification
Type	
Estimated Cost	
New	purchase smart screen for local computer lab to improve instruction, purchase mirrorless cameras (2) so students can learn up to date shooting technology
27000	
Sub-Total: \$27000	
Supplies	Description/Justification
Type	
Estimated Cost	
Instructional Supplies and Materials	chemistry, ink paper, film, flash drives, cards
5000	
Noninstructional Supplies and Materials	office supplies, such as paper, printing ink, tape, scissors, white out , monitor wipes
600	
Sub-Total: \$5600	
Facilities	Description/Justification
Type	
Estimated Cost	
Labs	Need repair of facilities: redcoat sinks, replace faucets, replace regulators, parts and labor
4500	
Other	1500
I want to create a gallery with real walls to continue to develop the important learning tool of exhibition. A few years ago A190 was part of the Photography Department but we lost it and since has been requested often but usually gets turned into storage. We are not considered for showing in the June Steingart Gallery, and could share the space with Media and Graphic Arts.	
Sub-Total: \$6000	
Library	
No Resources found for this category	
Other	Estimated Cost
Type	
Description/Justification	
funds for printing student work	200
200	Creating and printing flyers and other promotional material
Sub-Total: \$400	
Engagement	
Personnel	
Type	% Time
Estimated Annual Salary Costs	Total Costs
Estimated Annual Benefits Costs	Description/Justification
Full-time Faculty	100
80000	87200
7200	For consistency, diversity and currency in our medium, we need a full time instructor.
Classified Staff	100
full time Instructional Assistant for student support, health and safety and monitor gear	28000
28000	
Student Worker	5000
5000	assist students in completion of work, keep department safe and monitor equipment
Sub-Total: \$120200	
Professional Development	
No Resources found for this category	
Technology and Equipment	
No Resources found for this category	
Supplies	
No Resources found for this category	

Facilities

No Resources found for this category

Library

No Resources found for this category

Other

No Resources found for this category

Sign and Submit

Please provide the list of members who participated in completing this program review.

Black Moon, Louis Quindlen, Pinar Alscher

Please enter the name of the person submitting this program review.

Black Moon