

Program or Area(s) of Study under Review:

PHOTOGRAPHY

Summary of Program Review:

A. Major Findings

1. Strengths:

Since the 1970s, the Photography program has been a locus for teaching and training photography professionals, a hub for community enthusiasts, and an important facet of students' general education. The program is located within the larger division of Visual Arts, with facilities that allow for both

Spring 2023

This report covers the following program, degrees, certificates, area(s) of study, and courses (based on the Taxonomy of Programs on file with the Office of Academic Affairs):

Degree(s)/Certificate(s)	Photography: AS Analog Photography: CoA Commercial Photography: CoA Digital Photography: CoA
Courses	PHOT 110*
	PHOT 120
	PHOT 121
	PHOT 122
	PHOT 123
	PHOT 150
	PHOT 151
	PHOT 152
	PHOT 170
	PHOT 172
	PHOT 180/ARTH 180
	PHOT 181
	PHOT 182
	PHOT 200*
	PHOT 210*
	PHOT 220
	PHOT 230*
PHOT 261	

Taxonomy of Programs, July 2022

RPIE Analysis: The number of students enrolled (headcount) in the Photography Program decreased by 46.0% over the past three years, while headcount across the institution decreased by 19.8%. Enrollment within the Photography Program decreased by 44.8%, while enrollment across the institution decreased by 24.6%.

Enrollment in the following courses changed by more than 10% ($\pm 10\%$) between 2019-2020 and 2021-2022:

Courses with enrollment increases:

- PHOT-152 (200%)*
- PHOT-150 (45.0%)*

Courses with enrollment decreases:

- PHOT-153B (-100%)*
- PHOT-172 (-100%)*
- PHOT-123 (-83.3%) -*
- PHOT-182 (-81.1%)*

- PHOT-122 (-80.0%)
- PHOT-121 (-64.3%)
- PHOT-181 (-49.3%)
- PHOT-120 (-37.3%)
- PHOT-151 (-25.0%)

**Note: While enrollments among concurrent classes are reported separately (at the course level) in Section I.A.1, concurrent courses are reported as one (joint) observation in Section I.A.2.*

In 2019-2020 headcount reached its peak (since before 2016-2017) at 443, but suffered a precipitous drop (higher than that of the college) likely due to shifts in course offerings during the pandemic. Prior to pandemic all PHOT courses were offered in person, with the exception of 1-2 sections of PHOT 120, PHOT 181 and PHOT 182. After Spring 2020, PHOT 150/151/152 (Digital Photography) were added online, but clearly Darkroom courses, Lighting courses, Lifestyle Photography, Night Photography courses would not be feasibly offered in a virtual environment.

A more limited offering of classes online along with fewer sections of PHOT 120, PHOT 181, PHOT 182 online would explain overall decreases in enrollment.

Finally, fewer enrollments in the online PHOT courses could be linked to the

Source: SQL Queries for Spring 2023 Program Review

Average Section Size across the three-year period for courses, and both within academic years and across the three-year period for the program and institutional levels is calculated as:

$$\frac{\text{Total \# Enrollments.}}{\text{Total \# Sections}}$$

It is not the average of the three annual averages.

Concurrent sections for PHOT 121, 122, and 123 are reported under PHOT-121.

Concurrent sections for PHOT 150, 151, and 152 are reported under PHOT-150.

Concurrent sections for PHOT-180 and ARTH-180 are reported under PHOT-180.

RPIE Analysis: Over the past three years, the Photography Program has claimed an average of 19.9 students per section. The average class size in the program has been lower than the average class size of 24.4 students per section across the institution during this period. Average class size in the program increased by 2.5% between 2019-2020 and 2021-2022. Average class size at the institutional level decreased by 9.6%tu-2.2 (o)-0.9(hi)-2.3 (s)0.7 (e)-3. (e)-3.

RPIE Analysis:

Source: Economic Development Department Labor Market Information, Occupational Data, Occupational Projections (<http://www.labormarketinfo.edd.ca.gov>)

^ABay Area counties include: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma. Figures also include San Benito County (reported with projections for Santa Clara County).

RPIE Analysis: The figures reported in the table above pertain to the Standard Occupational Classification for the following position:

- Photographers

The Economic Development Department projects a decrease of 20 positions within Napa County and a decrease of 210 positions within the Bay Area for the Photography Program by 2028 (compared to 2018). These decreases in the number of positions translate to a 33.3% decrease for the industry within Napa County and a 7.5% decrease within the Bay Area (not including Napa County). While decreases are projected for Napa County and the Bay Area, the number of positions across California is expected to increase by 27.1% by 2028.

The continued dwindling labor demand for Photography would suggest a shift away from commercial

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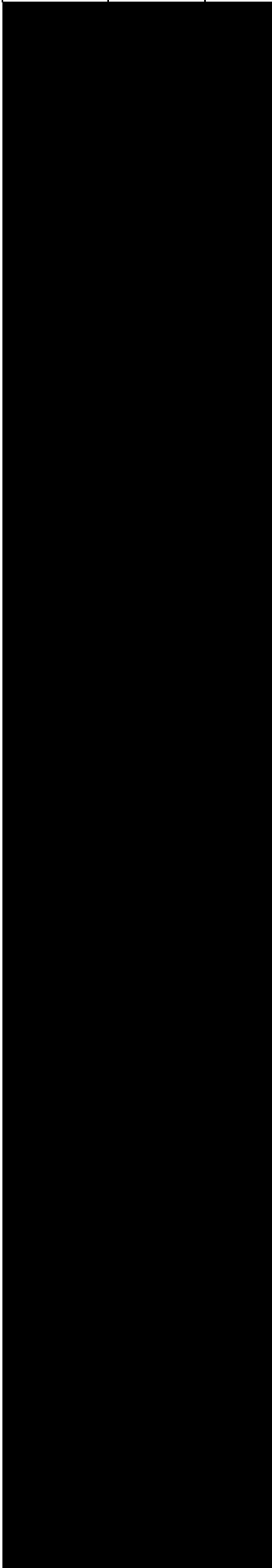
PHOT-181
PHOT-182

89.9%
93.8%

X
X

77.2%

X



- *PHOT-180 (12.5%)*
- *PHOT-151 (11.1%)*

Having studied retention and successful completion rates disaggregated by semester, it is clear that those significant differences in the PHOT 110 Smartphone Photography and PHOT 120 Foundations of Photography might be down to the challenges presented by online learning early in the pandemic. Since Fall 2021 PHOT 120 has been steadily improving in both retention and successful completion. Success rates of PHOT 110 have been below institutional levels, with the exception of Spring 2022. This may require some reflection regarding the curriculum, the role of the course in the larger program.

Interestingly, the same shift to online in PHOT 150/151 Digital Photography didn't show a similar dip in rates, although PHOT 152 did (likely the increased rigor of an advanced level course).

PHOT 181 Contemporary Issues in Photography and PHOT 182 Photography in a Multicultural US continue to perform better than the institutional average, which indicate the appeal and relevance of the content to students seeking General Ed as well as those pursuing photography.

Improvement to both Retention and Successful Completion rates requires a full-time discipline expert who can collaborate with part-time faculty to develop strategies for retention/success. Currently there is no opportunity

Within the Photography Program, the successful course completion rates among African Americans/Blacks, Latinx/Hispanics, first-generation students, and veterans exceeded the corresponding rates at the institutional level. The successful course completion rate among students 19 and younger was lower at the program level than the institutional level. (All of these differences

PHOT	182	8/13/2021	No		X
PHOT	200	1/13/2017	No	NS	
PHOT	210	1/13/2017	No	NS	
PHOT	230	1/13/2017	No	NS	
PHOT	261	8/13/2018	No	NS	

*As of fall 2018, prerequisites need feiid481 0.0.001C BT/P <, p

Learning Outcomes Assessment at the Course Level

Number of Courses	Number of Courses with Outcomes Assessed		Proportion of Courses with Outcomes Assessed	
	Over Last 4 Years	Over Last 6 Years	Over Last 4 Years	Over Last 6 Years
19	14	17	74%	89%

Learning Outcomes Assessment at the Program/Degree/Certificate Level

	Degree/Certificate	Number of

