Documentation of Workforce Demand for the Program
Commercial Photography

2. Documentation of Workforce Demand

a.5. Reponses to Collin College Commercial Photography Survey 11/10/15 (See Appendix A)

A brief survey was sent by email to forty commercial photographers working in North Texas. The results include a forty-five percent response rate, indicating that it was well received by photographers in the industry. These men and women showed great interest in taking part and thought it was important enough to respond. The decision to conduct a brief three-question survey was due in part to the tight schedules of photographers working in the industry and the desire for a high response rate. The questions utilized were as follows: *What do you believe are the most important skills needed to be successful as a commercial photographer?; What areas of the industry do you see the most growth in the future?; What current areas of the industry offer the most opportunities for graduating students?* Every response received by the industry professionals is considered usable. The survey was sent to individuals/small business owners as well as those working for large corporations, such as JCPenney and Fossil Group, Inc.

2.a.6. Program meets advisory committee recommendations. (See Minutes in Section 2g.)

The committee of full-time photography professors at Collin College has been working closely with commercial photographers currently working in the industry. Advisors include Phillp Bower (Fossil Group, Inc), Danny Hurley (Danny Hurley Photography), Cyndi Long (Cyndi Long Studios), Gary McCoy (Independent Photographer), Dan Sellers Photography), and Cheryl Vorhis (JC Penney). Through email correspondence and face-to-face meetings, the committee has concluded that a program in commercial photography is well received by our partners working on the advisory board. Two meetings have been conducted as indicated by the minutes in 2.g.

2.a.7. Program listed in O*Net (See Appendix B)

Although Photography is not listed as emerging or evolving by O*Net Online, both O*Net and Career Coach Occupation Information reports are provided as additional sources of information in regards to photography as a viable program of study. Students who graduate from photography programs will have job opportunity with large companies, such as Wedding Party LLC, as listed on Career Coach, but also a variety of as discussed in 2.c. Enrollment Plan: Major Areas of Demand.

According to the Texas Higher Education Coordinating Board Existing Program Performance Review, similar programs in Texas public institutions demonstrate the viable nature of offering a commercial photography program. These institutions including Alamo Community College, El Paso Community College, and Houston Community College System graduate completers ranging from eight to twenty two per year.

Continuous Improvement Plan (CIP) Documentation

Date December 2, 2015
Name of Administrative or Educational Support Unit: Commercial Photography – AAS and Certificates

Contact name: Lupita Murillo Tinnen, Ph.D.
Contact email: ltinnen@collin.edu ___
Contact phone: 972-377-1526
Office Location: PRC – L227

Mission: The photography programs at Collin College strive to prepare students for placement into the commercial photography industry. After completion of the AAS commercial photography degree, or commercial photography certificates, a student will be prepared in a variety of commercial shooting styles, natural, studio, and location lighting, management of a commercial studio, assisting professionals photographers, art directors, and stylists and be prepared to freelance and/or start an independent photography practice.

PART I: Might not change from year to year

A. Outcomes(s) Results expected in this department/program	B. Measure(s) The instrument or process used to measure results	C. Target(s) The level of success expected
1. The student will demonstrate an understanding of photographic technique including manual camera operation, exposure, and lighting.	Projects and a portfolio demonstrate knowledge and proper selection of photographic techniques as measured by the Commercial Photography Grading Rubric developed by the Collin photography faculty.	Passing 75% or greater Evaluated by the instructor based on the Commercial Photography Grading Rubric.
2. The student will be able to recognize, analyze, and respond critically to contemporary and historical photographic art.	Measured by discussions of the arts as a vehicle of expression of social and cultural values through creative thinking and problem solving. Measures based on the Commercial Photography Grading Rubric developed by the Collin photography faculty.	Passing 75% or greater Evaluated by the instructor based on the Commercial Photography Grading Rubric.
3. The student will develop an understanding of professional photographic practices relating to commercial photography work.	Creative and original projects demonstrating an understanding of the audience and the expectations. Measures based on the Commercial Photography Grading Rubric developed by the Collin photography faculty.	Passing 75% or greater Evaluated by the instructor based on the Commercial Photography Grading Rubric.
4. The student will demonstrate an understanding of concept development.	Measured by a cohesive and comprehensive theme-based project using a series of images. Measures based on the Commercial Photography Grading Rubric developed by the Collin photography faculty.	Passing 75% or greater Evaluated by the instructor based on the Commercial Photography Grading Rubric.

Program Course Alignment

Program Name ___AAS – Commercial Photography_____

Program Map ▼

Program Courses	Program Outcome 1	Program Outcome 2	Program Outcome 3	Program Outcome 4
ARTS 2348 Digital 1	I, P, E	I,P	I, P	I, P
PHTC 2340 Studio Mgt	E	P, E	I, P, E	I
PHTC 1300 Digital Imaging I	E		I, P	I
PHTC 1353 Portrait	I, P, E	I, P	I, P, E	I, P
PHTC 2331 Architecture	I, P, E	P	I, P, E	
Creative Option (ARTS 1311, ARTS 2356 or PHTC 1343)	I, P, E	I, P	I, P	I, P, E
PHTC 1341 Color	P, E	I, P	P, E	E
PHTC 2349 Digital Imaging II	P, E	E	P, E	P
PHTC 2371 Video	P, E	I, P, E	I, P, E	P, E
Technical Option (PHTC 1347, PHTC 1351 or PHTC 2342)	P, E	P	P, E	P
PHTC 1345 Illustrative	I, P, E		P, E	P
PHTC 2343 Portfolio	A	A	A	A
PHTC 2353 Portrait II	P, E	P	P, E	P, E
PHTC 2380 Co-op	P, A		P, E, A	

I=Introduced P=Practiced E=Emphasized A=Assessed

Program: Commercial Photography Award: Commercial Photography									**Credential:** Associate of Applied Science
LIST OF ALL COURSES REQUIRED AND IDENTIFIED COMPETENCIES									
SCANS COMPETENCIES									
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Course**	**Course**
X	X		X	X	X	X		ARTS 1313	Foundations of Art (General Education required course)
			X	X	X	X	X	ARTS 2348	Digital Photography I
			X	X	X	X	X	PHTC 1371	Book, Design, and Presentation
		X	X	X	X	X		PHTC 2340	Photographic Studio Management
X		X	X	X	X			PHTC 1300	Photo Digital Imaging I
				X				PHTC 1353	Portraiture I
			X	X	X	X	X	PHTC 2331	Architectural Photography
			X	X	X	X	X	Creative Option	ARTS 1311, ARTS 2356 or PHTC 1343
				X	X	X	X	PHTC 2349	Photo Digital Imaging II
			X	X	X	X	X	PHTC 1341	Color Photography I
X	X	X	X	X		X		PHTC 2371	Video for Photographers
			X	X	X	X	X	Technical Option	PHTC 1347, PHTC 1351 or PHTC 2342
			X	X	X	X	X	PHTC 1345	Illustrative Photography I
			X	X	X	X		PHTC 2343	Portfolio Development
			X	X	X	X	X	PHTC 2353	Portraiture II
				X	X	X	X	PHTC 2380	Cooperative Education – Commercial Photography
								PROGRAM COMPETENCIES (as determined by advisory committee)	
							8. BASIC USE OF COMPUTERS		
						7. WORKPLACE COMPETENCIES			
					6. PERSONAL QUALITIES				
				5. THINKING SKILLS					
			4. SPEAKING AND LISTENING						
		3. ARITHMETIC OR MATHEMATICS							
	2. WRITING								
1. READING									

2.c. Enrollment Plan

2.c.1 Identification of articulated feeder institutions and programs (e.g. high schools offering programs of study or dual credit courses)

Twenty high school photography programs have been identified as potential feeder schools as well as five photography organizations. (See Appendix E) Some of these programs enroll as many as 200+ students per year. Another great organization that the Collin College photography department is discussing as a potential partner is the non-profit organization the Association of Texas Photography Instructors (ATPI). The statewide organization, hosts an annual conference for photography students and teachers and it is our hope to bring this conference to Collin College. The conference provides on-site contests for students and teachers, along with hands-on classes related to all types of photography and video. By bringing the conference to Collin College, students and teachers would recognize that our labs and studios are comparable, if not exceeding, photography labs in area universities.

2.c.2 Strategy for enrollment projection and management that includes student recruitment and program marketing

Currently, there is a prerequisite for the Studio Management course, which will be removed in order to allow beginning students the opportunity to learn more about why they should continue with a degree plan.

Students will come primarily from three groups:

1 –**Currently enrolled Collin College students**:

Established feeder courses: Collin College students enrolled in the beginning photography feeder courses, ARTS 1313 Foundations of Art, ARTS 2348 Digital Photography I, and ARTS 2356 Photography I/Darkroom will be recruited to a career in photography through the new commercial program. The annual enrollment for these three feeder courses is approximately 606 students (based on fall 2015 and spring 2016 enrollment). Some of these beginning photography students will choose photography as their major.

Internal promotional opportunities: Currently, work by Collin College photography students is exhibited in the hallways outside of the classrooms at two campuses. Work by current students will be exhibited more widely on the campuses. Students can photograph for the college publications and the college newspaper (with on page credit reading: “student name / Collin Commercial Photography Program”).

2 **–Students graduating from high school** who are interested in photography.
Professional association affiliation: All faculty members will visit area high school photo programs, and camera clubs. For example, Allen High School has a Commercial Photography program that can be a natural feeder to Collin's. Faculty should be involved with Association of Texas Photographic Instructors (ATPI), a group made up of high school faculty. The ATPI holds summer and winter conferences, one of which could be held on the Collin College Campus. According to Mark Murray, the Executive Director of the association, the conferences draw between 250 and 300 students, of which 100 to 125 are from the North Texas region that Collin College services. These are young people who already have a serious interest in photography, and many of them are looking to make a life in the profession. It is expected that 5% will enroll in photography classes at Collin College upon graduation from high school. Collin will offer an education for a fraction of what the Art Institute charges.

3 – **Postsecondary Adults** looking to make a change in their careers, or create a part-time business in something they find fulfilling. Included in this group are also those seeking retraining and or to update their skills. Many photography enthusiasts sign up for classes through Continuing Education at Collin College or enroll in 1-2 day seminars and workshops. However, the Collin College credit photography program will offer post secondary adults an opportunity to have an extended, hands-on experience in 16-week classes. Here is where the department can be involved with the Professional Photographers of America (PPA), a national organization that represents wedding and portrait photographers and the American Society of Media Photographers (ASMP), which represents commercial and editorial photographers. Arlington Camera sponsors the DFW Photo Expo every November in the Arlington Convention Center with seminars and lectures that draws people from all over North Texas. Collin College can have a booth with student and faculty work in the exhibition hall. Area camera clubs also offer an opportunity to meet this segment of the market. Some area sources for recruiting adult students include: Plano Camera Club (140 members), Plano Photography Club (135 members), Fort Worth Camera Club, long established Dallas Camera Club, DFW Photography Club of Texas (an online Meet-up group with 3,378 members), Trinity Arts Photo Club (75 members) North Texas Photo Club (2,483 members and already has connections with Collin), local chapter of the Professional Photographers of America (138 studios are members), American Society of Media Photographer's Darkslide (photo assistants organization, 42 full-time assistants), Heard Nature Photographers Club, Dallas Center for Photography. Many of these camera club members are at or near retirement age and seeking a "second act" with a career, at least part-time, in photography.

Source: Membership numbers were extracted from each of the group's websites or directly from club officers.

Promotional activities for all three areas of recruitment: A social media push is planned with

- a bigger, and better designed photo department website that is regularly updated with new student and faculty work (weekly or monthly),
- a Facebook page that is updated weekly,
- a blog with regular postings for commercial program (linked to the department site),

- a twitter account, as well as
- video(s) on a YouTube account.

The department will work closely with the Collin College Public Relations staff to publicize all recruiting and promotional activities to ensure that the larger community is aware of the photography program and its accomplishments. Department presentations, websites, and publications will emphasize the well-rounded nature of the program, and of the college as a whole.

A printed pamphlet will be utilized in conjunction with all promotional events about the program to give students a tangible object to carry away for later reference. It is the same principal as the "leave behind" after a portfolio showing. A pamphlet with student and faculty commercial work, and an emphasis on marketable skills, will also help sell parents on their child's choice of career.

2.c.3 Plan that specifies activities for access, recruitment, retention, and placement of students from special populations

Special Populations

The Collin College Commercial Photography Program is aware of, and prepared to serve, a variety of special populations in the North Texas area.

Postsecondary adults:

The largest special population of commercial photography students will be postsecondary adults seeking a career change to something more personally rewarding, needing retraining because of the evolving job market, or looking to create part-time income from their existing interest in the medium.

- Access: For postsecondary adults who are currently working in the field, as photographers or assistants, and need retraining or an update of their skills, the Collin College Photography Program offers several certificates that allow them to update or add new skills to their business. For those already in the workforce, the department offers night and weekend classes, and rotates classes in such a way that all courses are regularly available at night. The offering of both day and night classes assists those who have varied work and family schedules, such as part-time workers, single parents (male and female), non-traditional students and displaced homemakers.
- Recruitment: Outreach through the local Professional Photographers of America (PPA) chapter will introduce students to the program.
- Retention: Departmental advising sessions and semester emails with course information.
- Placement: Collin College will offer both an AAS degree and certificates in commercial photography. The certificate program will be most applicable to the majority of this population who may already have had either a higher education

degree, or at least some college. They will be able to concentrate on the core classes they need to succeed as professional photographers.

Latino adults:

North Texas already has a large Latino population that continues to grow. According to the State Demographer of Texas (osd.texas.gov), from 2010 to 2015, Collin County alone saw a 28.5% increase in the Hispanic population. Between 2015and 2020, the Hispanic population of Collin County is projected to increase by another 28.6%. From a few of the surrounding counties from which Collin College draws students, the 2010-2015 increases were: Denton +28.6%, Hunt +2.8%, Rockwall +25.5%, Dallas +13.5%. This demographic group is well represented in the current student body of the photography department. Campus organizations, such as LULAC (League of United Latin American Citizens), for whom one of the department's full-time faculty members is the Faculty Advisor, provide support and guidance. The Mission of the League of United Latin American Citizens is to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States.

- Access: These special populations, as well as all students in the photography program, benefit from generous open lab hours, including all day Saturday, which provide students with challenging work and personal schedules, opportunities to work outside of class. Courses offered during various times including morning, day, and evening, and one and two day per week classes.
- Recruitment: Through organizations such as the League for United Latin American Citizens (LULAC), Collin College has a council, as does Collin County.
- Retention: Academically disadvantaged students receive support through the college's Tutoring Services, which offer online, and in-person tutoring to help students with core classes. The Writing Center offers workshops and in-person assistance to students with such issues as understanding the assignment and professor's expectations, and developing and organizing ideas for a writing assignment. For students who are the first in their family to attend college, the photography department has professors experienced in advising and mentoring, who are part of the Quality Enhancement Program and Collin College Mentor Program. The department has student-advising meetings, and an e-mail advising and update system in place. The department has also created advising sheets and packets to help first time students move through their college experience as smoothly as possible. An experienced lab support staff of two full-time individuals with advanced degrees, and 3-5 student workers, are on site to guide and assist the photography students are able to take advantage of the department's equipment checkout facility, where they have access to cameras, tripods, location lighting equipment, and more.
- Economics: The department is aware that for many community college students, the cost of higher education can be a barrier. Along with Collin College Financial Aid Office, the college offers scholarships, and work-study opportunities. The photography department awards scholarships for current students, who also take part in a yearly exhibition. The large equipment checkout inventory assists students on a tight budget by supplying them with

many of the tools they need to succeed in the program. The department makes a serious effort to lower supply costs in each class. This cost consciousness is particularly important for student retention and completion.

- Placement: Collin College will offer both an AAS degree and certificates in commercial photography. The AAS program will be most applicable to the special populations who desire a post-high school degree, and will be ready to enter the workforce.

Students with learning disabilities:
Students with disabilities are able to succeed in the program with the help of the Collin College ACCESS Office (**A**ccommodations at **C**ollin **C**ollege for **E**qual **S**upport **S**ervices). The mission of ACCESS is to assist, support, and enhance the students' college experience by providing appropriate accommodations in compliance with the Americans with Disabilities Act of 1990, academic advising for students with disabilities, and tutoring services for all students while treating individuals with dignity and respect.

2.c.4 History of enrollment in related continuing education/workforce education courses (if applicable):

Current Enrolled Photography Majors: 26

For the past four years, there has been a steady increase in the number of photography majors at Collin College. Since many past students desired to take only photography courses and were not interested in Communications Design courses, we lost potential majors. By designing a degree plan geared toward the commercial photographer, we anticipate a significant increase in the number of declared photography majors. Most of the advanced and specialized courses were merely electives or optional courses on the current degree plan, which explains the low enrollment numbers. However, these numbers will grow, as more students will be required to take the courses as part of the degree plan.

Course ID	Course Title	FY 07	FY 08	FY 09	FY 10	FY 11	FY 12	FY 13	FY 14	4-Yr Total	4-Yr Avg
ARTS 1313	Foundations of Art				23	63	130	162	149	504	126
ARTS 2336	Papermaking/Bookbinding I		12	12	14	13	27	23	11	74	19
ARTS 2337	Papermaking/Bookbinding II					12			12	24	6
ARTS 2348	Digital Photography I	24	19	17	19	33	32	288	291	644	161
ARTS 2349	Digital Photography II	8	7	18	23			26	32	58	15
ARTS 2356	Photography I/Darkroom	191	220	176	181	165	164	80	69	478	120
ARTS 2357	Photography II	29	19	26	31	14		27	12	53	13
PHTC 1300	Photo Digital Imaging I	50	55	61	53	37	42			79	20
PHTC 1311	Fundamentals of Photo/Digital	112	117	190	160	201	229			430	108
PHTC 1341	Color Photography I		9		13				16	16	4
PHTC 1343	Expressive Photography			13	13		13	13		26	7
PHTC 1345	Illustrative Photography I		14	14	14	10		14		24	6
PHTC 1347	Landscape Photography		15	10					13	13	3
PHTC 1351	Photojournalism I	11		8					20	20	5
PHTC 1353	Portraiture I	18	17	31	22	24	38	39	33	134	34
PHTC 2331	Architectural Photography		12			12		14		26	7
PHTC 2340	Photographic Studio Management		17	19	14	17	17	14	18	66	17
PHTC 2341	Color Photography II			11						0	0
PHTC 2342	Fashion Photography	17	16	16	16	12	17		16	45	11
PHTC 2343	Portfolio Development				23	27	4	15	14	60	15
PHTC 2349	Photo Digital Imaging II	30	41	20	26	12	6			18	5
PHTC 2353	Portraiture II		14		10	13		13		26	7

Similar programs outside the Collin Service Area

There are several community colleges outside of the Collin College service area who have successful commercial photography programs. (Completers are FY2015) *Source: Data from http://www.txhighereddata.org*

1. Austin Community College offers both associates degrees and certificates with 22 completers, with a 4th Qtr. employment rate of 63% for Commercial Photography Associates, 67% for Commercial Photography Certificate.
2. Kilgore College offers both associates degrees and certificates with 8 completers, with a 4th Qtr. employment rate of 80% for Commercial Photography Associates, 67% for Commercial Photography Certificate.
3. Odessa College both associates degrees and certificates with 12 completers, with a 4th Qtr. employment rate of 33% for Commercial Photography Associates, 56% for Commercial Photography Certificate.
4. Tyler Junior College both certificates with 28 completers, with a 4th Qtr. employment rate of 64% for Commercial Photography Certificate.

2.c.5 Projected enrollment, including the anticipated number of program majors for the first year of program operation…

Anticipated Enrollment
Enrollment will be steady the first year, but is expected to jump roughly by ten percent each year as information about the new program is disseminated to potential students through increased marketing efforts. In addition, students will no longer be required to take Communication Design courses, which were considered a hurdle in the past. The number of graduates is expected to rise from five the first year to about 45 graduates by year five, since students will be concentrating fully on their photography courses.

2.d. Linkages and Demonstration of Non-Duplication

Non-Duplication of programs: There are currently no similar workforce education programs in the Collin County region/service area.

Linkages: Articulation Agreements

Contact has been established with area universities for articulation agreements. **See Appendix D** for emails in regards to new articulation agreements.

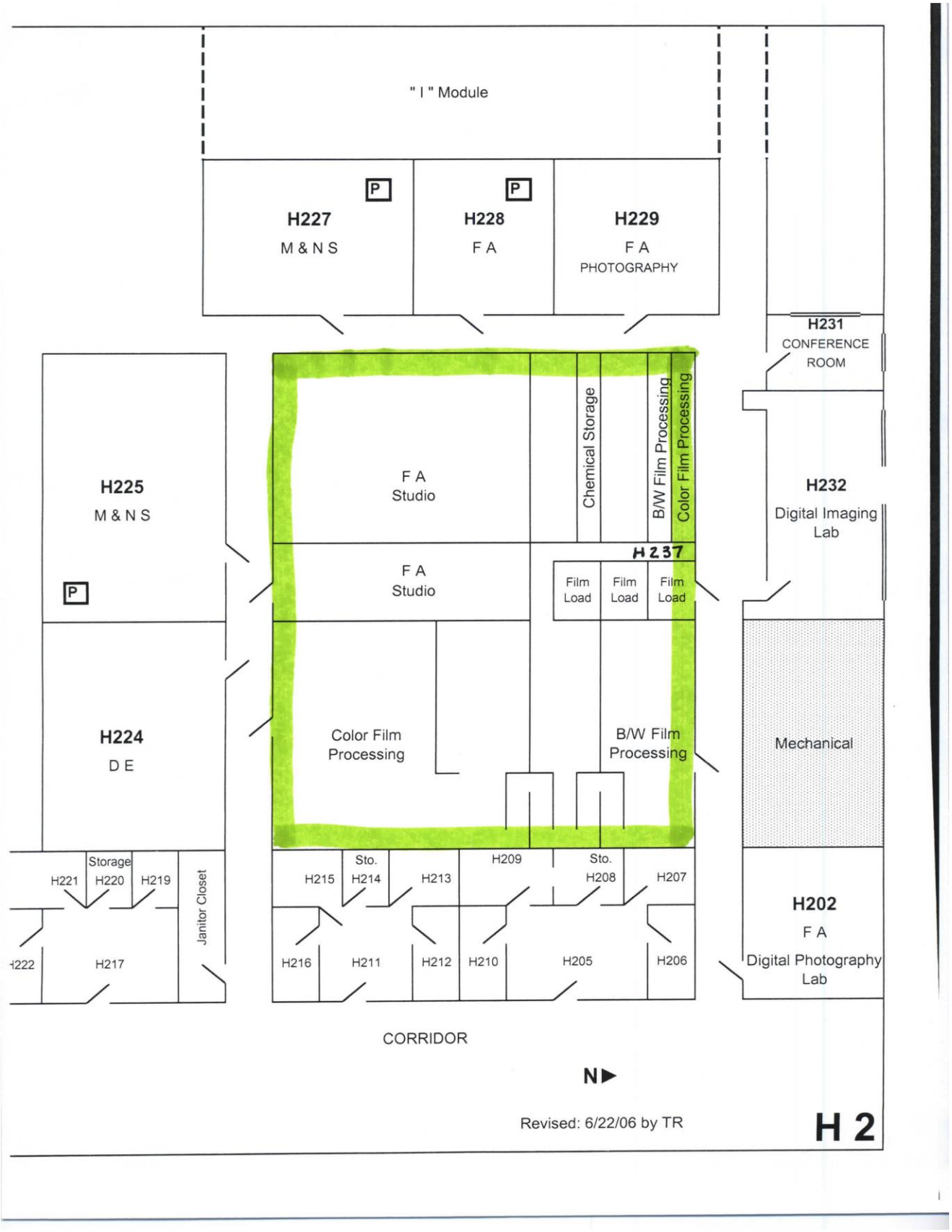
Articulation Agreement Research
In line with the 2016 Collin College Strategic Plan, Professor Elizabeth Mellott has been awarded sabbatical research for spring 2016. Professor Mellott's sabbatical will be used to establish university transferable courses and prepare articulation agreements with Texas A&M University in Commerce, University of Texas in Arlington, University of Texas at Dallas, and Texas Woman's University in Denton. Discussion has already began with Professor Leigh Merrill at Texas A&M University in Commerce, Professor Kendra North at University of Texas in Arlington, Professor Marilyn Waligore at the University of Texas at Dallas, and Professor Susan Grant at Texas Woman's University in Denton.

2.f. Adequate Funding

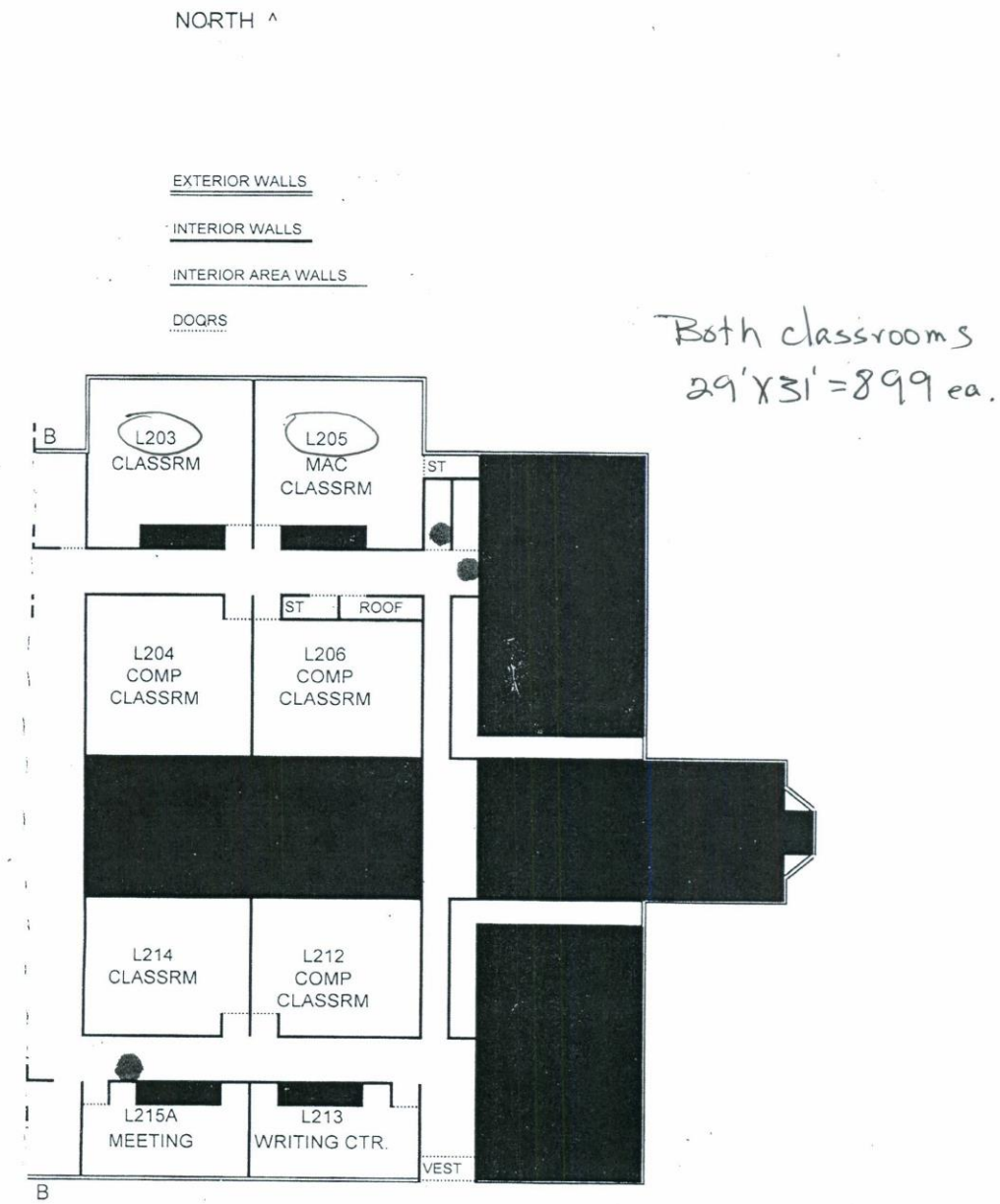
(1) Faculty: There are currently four full-time photography professors at Collin College that will continue to teach in the new program. Peter Calvin was hired for fall 2015 to serve as the principal commercial photography professor.

(2) Facilities: The photography department currently has facilities at PRC and SCC. A digital computer classroom, wet darkroom, studio, and full operational Photography Lab currently exist at the Spring Creek Campus. The Preston Ridge Campus currently houses a digital computer classroom and a studio. And finally, the Central Park Campus offers one photography class in a shared computer lab. Please refer to the subsequent documents for square footage information.

Spring Creek Campus



Preston Ridge Campus



LRC (B) EAST 2ND FLR SECTOR 10-08

(3) List of Equipment already owned by department: (See Appendix F) The department will need to purchase new equipment for the proposed local needs courses (See Appendix G).

(4) Five-Year Costs and Revenue:

Assumptions for Five-Year Costs in Table Below.

1. No new employees will be added.

2. Current employees will receive 3% raise in years 2-5.

3. All six FT employees, including four faculty and two full-time staff, are eligible for professional development and two-thirds will do professional development each year.

4. Collin College currently offers photography classes with students who enroll without seeking a degree but these students were not counted (348 non-unique students in Spring 2015) so some additional funds could be generated.

Although the current facilities accommodate program growth, we will look into expanding onto other campuses in the future.

Budget for the proposed New Program Development – Commercial Photography				
Costs				
			1-Yr Costs	**5-Yr Costs**
Personnel				
	Existing Faculty + Benefits	4 at FTE at $82,500/yr	$330,000	$1,752,035
	Adjuncts	9 at $3333/yr	$30,000	$159,274
	Technical Support (Lab Staff)	2 at $40,000/yr	$80,000	$424,731
	Student Work/Study	6 at $5667/yr	$34,000	$180,511
Personnel Subtotal			*$474,000*	*$2,516,551*
Existing Facilities				
	Classrooms by Square footage or seating capacity	3 rooms X 891 sq ft/room) X initial $250/sq ft= $222,750/room for 3 classrooms – (75 total seats) [2 rooms at SCC & 1 at PRC]	$668,250	$668,250
	Labs & Other Program Space by Square footage or seating capacity	3900 sq ft X initial $250/sq ft for Wet darkroom, film developing room, alterative processes room, and matting room – 36 total seats; storage for equipment checkout rooms at SCC	$975,000	$975,000

	Storage/Square footage & type	1 at 100 sq ft @ initial $250/sq ft for Equipment check out room at PRC	$25,000	$25,000
	Computer Labs	1.75 rooms X 899 sq ft/room) X initial $250/sq ft= $224,750/room for 3 computer rooms, prorated for shared space (CPC shared with ENGLISH (.5); PRC (Shared with 3 COMM DESIGN) (.25); and SCC (1.0) 54 total seats)	$393,313	$393,313
Facilities Subtotal			*2,061,563*	*2,061,563*
Equipment				
	Acquisition		$25,750	$125,000
	Operation, Maintenance & Replacement		$1438	$7,190
Equipment Subtotal			*27,188*	*$132,190*
Library				
	Books & Periodicals	Existing books & periodicals	$2,500	$12,500
	Online Resources	Current resources	$2,500	$12,500
Library Subtotal			*$5,000*	*$25,000*
Supplies, Software & Materials				
	Onetime Startup	Capture One 25x$150 Pluraleyes 25x$99	$6225	$6225
	Supplies & Materials	Darkroom chemicals and printer inks	$23,461	$117,305

	Software	5.42% of $80,000 for Adobe Creative Suite license subscription (district site license prorated over 7 workforce programs)	$14,736	$78,234
Supplies, Software & Materials Subtotal			$44,422	$201,764
Other				
	Guest Lecturers & Contract Labor	1/yr @ $1,338	$1,338	$6,690
	Local Travel		$750	$3,750
	Professional Development	4x @$1500 each	$6,000	$30,000
	Professional Membership	4 X Texas Professional Photographers Association @ $95 each & area club memberships distributed across 4 faculty @ $100/yr	$780	$880
	Program Promotion	Printing brochures, photography contest for professional group	$450	$2250
Other Total Costs			9,318	$43,570
Total Costs			**2,616,491**	**4,955,638**

Funding				
Credit Hours				
60 per AAS	$10,389/student @$41/SCH X 45 students, including $5,469 in state funding & $4,920 in tuition			$467,485
	$55 – Fees/per AAS X 45 students			$2,475
Subtotal				1,409,940*
Number of Students @$10,444/AAS funding				45
*137 AAS completers = Year 1: 9 AAS; Year 2: 18 AAS; Year 3: 27 AAS; Year 4: 36 AAS; Year 5: 45 AAS				

2.g. Advisory Committee Minutes
Commercial Photography Advisory Board
Meeting #1 Agenda and Minutes
February 20, 2015

Advisory Committee Meeting Minutes

CHAIRPERSON: Cyndi Long		
MEETING DATE: Friday February 20, 2015	**MEETING TIME:** 6:00PM – 8:00PM	**MEETING PLACE:** Urban Crust, Plano
RECORDER: Elizabeth Mellott		**PREVIOUS MEETING:** First Meeting

MEMBERS PRESENT: (Yes/No) **OTHERS PRESENT:**

Name and Title	**Name and Title**	**Name and Title**
yes Byrd Williams Professor of Photography	no Danny Hurley	
no Lupita Tinnen Professor of Photography	yes Cyndi Long	
yes Elizabeth Mellott Professor of Photography	yes Gary McCoy	
no Phillip Bower	yes Dan Sellers	
yes Peter Calvin	yes Cheryl Vorhis	

Agenda Item	**Action** **Discussion** **Information**	**Responsibility**

I. Seeking volunteer to take minutes: Elizabeth Mellott
II. Introductions
A. Sign in with name and title (see attached addendum)
III. Election of chairperson: Cyndi Long
IV. Overview: Byrd Williams to give overview of the current photography program and the goals for the new program:

Statistics and the changing professional environment indicate an expanding need for quality photographic services by skilled professionals. The past three decades were represented by a surge in fine art academic curricula while hirable skills programs were on the decline. For better or worse, new technologies affected the way image professional do business. A resulting client/vendor vertigo began to take hold. Our industry changed. There appears to be a demand for new redesigned higher education programs that address these indigenous problems: Specific community image needs, a business oriented artist/craftsman with requisite skills and lower student debt.

V. Discussion on the state of the commercial photography industry.
The state of the Photographic industry is relatively good. It is true that the tsunami of new technology along with the 2009 national recession has affected the economic reality of our industry just as it has all other tech based enterprises. Never the less, by 2013, professional practices, marketing approach and price structure has shown encouraging signs of the dissipating vertigo that plagued the image based trade. As the storm clears, we see an entirely new commercial environment. Soliciting commissions, marketing ones skills, pricing your services, bidding methods even aesthetic tastes are now completely different than the past 100 years that all previous photographic studios, freelance arts and industrial image makers were secure in. Now that the new image paradigm is in place, opportunities are sprouting in every area. Some niches are gone but many new ones have been born. Much of the newest photographic pursuits cannot be outsourced to foreign work forces (as in events; you have to be there) and photography provides a gender/race/socio-eco blindness (an individual's talent is the great equalizer)

-Discuss the need for student graduates in commercial photography.
We live in an image driven world. You could say that the walls of our cultural reality are made up of facsimiles. Opinions are formed, tastes are made and virtually all of our ideas and memories are delivered to us…virtually. The ubiquity of photographs and videos have produced a demand for employment at every level. Large corporations with industrial 'in-house' studios such as J.C. Penney's and Fossil are in urgent need for image production support staff. These entry-level jobs are essential to high volume photographic fabrication and provide a crucial gateway to the business. More importantly, this apprentice system introduces newly graduated students to an environment of upward mobility. It is the eye of the storm.

Freelance photographers have never had it better. There are countless commissioned tasks that come up for skilled image-makers. The community demand for professionally executed family records of everything from weddings to portraits has returned. The advent of cell phone photography appeared to put a squeeze on this market for professionals but the trend is now heading away from having 'your cousin' shoot your once in a lifetime event to hiring a skilled and artistic pro with academic certification. Our new program would instill a level of

technical, aesthetic and business confidence into these degreed photographers that would specifically differentiate them from the billions of cell phone pirates that ruin small commercial jobs daily.

Similarly, most businesses are represented on line, on television, on everything by the images created to represent their services or products. Success and sales are just a photograph away. The best advertisement for our newly trained photographic experts is the abhorrent level of images now being produced by a multitude of amateurs. Didn't you ever walk into a restaurant and wonder what form of cuisine was in the pictures over the counter? Is that a steak or a cat box?
Those guys desperately need a food photographer.

-What are the essential skills needed?

- A firm grounding in the following is crucial:
- Software fundamentals
- Artificial lighting (both studio and location)
- Set design, direction and styling
- Contemporary since of aesthetic nuance (composition, form, presentation, etc)
- A comprehensive knowledge of color theory and psychology
- An mental inventory of historic photographs for fertile image ideas
- Business acumen and expertise in professional practices
- An ability to photographically approach a variety of subjects from architecture to babies
- Artistic mind set. (that is: not a mechanic but an idea person. CREATIVITY)

-In what areas are graduates needed?

<u>General Freelance photographers:</u>
Architectural photography
Documentary photography
Product and Illustrative photography
Fashion and Glamour photography
Magazine and Editorial Photography

<u>Family studio services:</u>
Weddings
Family portraits
Family events, bar mitzahs, parties
Youth sports, soccer, football, baseball etc.

Industrial/in house photographic services:
Managers
Head photographers
Assistants
Digital retouchers
'On set' digital assistants handling files, meta data and the routine mechanics of professional work flow
Grips with expertise in the mechanical operation of studio and lighting equipment, booms, gels, sound recording, etc.

-How do we prepare students for self-employment?

Any artist that wants to make a living at their craft must be a businessman first. It is crucial to have an understanding of long-term business goals and projections. Where as photographers used to be primarily sub-contractors, it is now incumbent upon them to go find, sell and secure the client utilizing an ability to deal with people that speak the language of business.

Students need a foundation of technical skills, a second nature for software applications, a sense of business acumen, aesthetic diversity and career commitment. Our degree plans will reflect and reinforce these outcomes.

VI. Create a survey to send out to local and regional employers that documents sufficient opportunities for the projected enrollment in the program.

A. What questions can we ask?

Do you out source your photographic needs?
Where do you obtain your images?
Do you use primarily stock photography?
In what ways do you utilize photography?
If your company is presently using unskilled available amateur employees, would you consider hiring a skilled artist with a commercial degree in photography if you though it would improve the bottom line?
Do you buy or license photography

B. To whom should we send the survey?

ASMP
DPPA
DAVC
Area Corporations that utilize photography.
Area photographic Studios that hire assistants.

C. Final documentation that we submit with our application should include:

1. The type of survey: Email

2. Description and size of the population: 6,371,773 in 2010, most likely 6.6 million at present. It is one of the fastest growing areas in the country, expected to peak out around 9,000,000 over the next decade.

3. Description of sampling techniques:
- Defining the population of concern
- Specifying a sampling frame, a set of items or events possible to measure
- Specifying a sampling method for selecting items or events from the frame
- Determining the sample size
- Implementing the sampling plan
- Sampling and data collecting

4. Number and location (in district, service area, and/or statewide) **of employers surveyed:**

- Collin County
- Dallas County
- Delta County
- Denton County
- Ellis County
- Hood County
- Hunt County
- Johnson County
- Kaufman County
- Parker County
- Rockwall County
- Somervell County
- Tarrant County
- Wise County

5. The total number of surveys sent and the number returned

6. Number of usable responses;

7. Salary ranges and employment opportunities by job title
Shape of the Economy: (Good to excellent)
The cities of Dallas and Fort Worth are the two central cities of the Metroplex. Dallas and its suburbs have one of the highest concentrations of corporate headquarters in the United States. As such, one of the largest industries in the Metroplex is conducting business. The Metroplex also contains the largest Information Technology industry base in the state (often referred to as Silicon Prairie or the Telecom Corridor), owing to the large number of corporate IT projects and the presence of numerous electronics, computing and telecommunication firms such as Texas Instruments, HP Enterprise Services, Dell Services, Nokia, i2, AT&T, Alcatel-Lucent, Ericsson, CA and Verizon in and around Dallas. On the other end of the business spectrum, and on the other side of the Metroplex, the Texas farming and ranching

industry is based in Fort Worth. According to the Dallas Business Journal's 2006 Book of Lists, American Airlines is the largest employer in the Metroplex. Several major defense manufacturers, including Lockheed Martin, Bell Helicopter Textron, and Raytheon, maintain significant operations in the Metroplex. ExxonMobil, the #2 corporation on the Fortune 500 listings, is headquartered in Irving, Texas.

8. **Demonstration that the program education or training results in added value or an entry level wage higher than minimum wage and/or a standard of living above poverty:**
   - The median income for a household in the MSA was $48,062, and the median income for a family was $55,263. Males had a median income of $39,581 versus $27,446 for females. The per capita income for the MSA was $21,839.
   - Minimum wage in Texas is $7.25 per hour ($15,000).
   - Poverty level is $5.21 per hour ($11,000)
     Source: Data from http://factfinder.census.gov

VII. Set up next meeting to be held at Collin College Spring Creek Campus.

A. Thursday or Friday evening?

B. Date and Time

Advisory Committee Meeting Record

CHAIRPERSON: Cyndi Long		
MEETING DATE: 10.22.2015	MEETING TIME: 6:00 p.m.	MEETING PLACE: Urban Crust
RECORDER: Lupita Murillo Tinnen		PREVIOUS MEETING: 2.20.15

MEMBERS: (P = Present) OTHERS PRESENT:

(P?)	Name and Title (List all members)	Business Affiliation	Name and Title
P	Cyndi Long	Cyndi Long Studios	Peter Calvin, Professor of Photography
P	Danny Hurley	Independent Photographer	Elizabeth Mellott, Professor of Photography
P	Gary McCoy	Independent Photographer	Lupita Murillo Tinnen, Professor of Photography
A	Cheryl Vorhis	JC Penney Photographer	Byrd Williams, Professor of Photography
A	Phillip Bower	Director of Studio Services, Fossil Group, Inc.	
A	Dan Sellers	Sellers Corporate Photography Studio	

AGENDA

Agenda Item	Action, Discussion, Information	Responsibility
Approve Minutes from Last Meeting	Motion to approve D. Hurley/seconded by G. McCoy	
Old Business:	Update on new program	
New Business:	Presentation of new degree plan, and suggestions for titles	

Curriculum Decisions:	Approval required	
Other:		

MINUTES

Key Discussion Points	Discussion
Old Business:	Approval of minutes; Update on new program
New Business:	Presentation of new degree plan
Curriculum Decisions:	Suggested titles for certificates, approved
Other:	

CHAIRPERSON SIGNATURE (or designee): Cyndi Long	DATE: 10.21.15	NEXT MEETING: TBD

Advisory Board for Commercial Photography
Meeting Minutes, October 22, 2015
Urban Crust Pizza, Plano, TX
6:00pm

In attendance: Cyndi Long, Danny Hurley, Gary McCoy, Peter Calvin, Elizabeth Mellott, Lupita Murillo Tinnen, and Byrd Williams.

Call to order: 6:15pm

Approval of February minutes: D. Hurley made a motion to approve the minutes, G. McCoy seconded the motion. Approved unanimously.

Introductions: P. Calvin was introduced as Collin College's new full-time faculty member. He has been instrumental in the development of the new program.

New Program Update: E. Mellott and L. Murillo Tinnen presented the updates to the new program. We have been working closely with the curriculum office and will meet our deadline of November 1st. P. Calvin will present the binder of documents to Dean Gaye Cooksey on Monday.

Degree Plans: Members had the opportunity to review the new degree plans including, the AAS and two level one certificates. An additional level two certificate will be added. C. Long made a motion to approve the degree plans. D. Hurley seconded. Approved unanimously.

Suggested Titles: There was discussion regarding the titles of the certificates to differentiate between the three. The final results are as follows:

18-hour level one—Certificate in Studio Production
24-hour level one—Certificate in Studio & Location Production
48-hour level two—Commercial Photography Specialist
60-hour AAS—Commercial Photography

Future Meetings: C. Long made a motion to conduct the next meeting in Dallas. The heavy rain and long travel kept some members from attending. Every board member and three full-time faculty reside in Dallas and travelling to Plano is proving to be too difficult. G. McCoy seconded the motion. Approved unanimously.

Meeting was adjourned at 8:00 pm (G. McCoy/D. Hurley)