**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** Jan 30, 2019 **Name of Program/Unit: Commercial Photography**

**Contact name:** Elizabeth Mellott **Contact email:** emellott@collin.edu **Contact phone:** 972-881-5907

**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**Results expected in this unit(e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) |  **B. Measure(s)**Instrument(s)/process(es) used to measure results(e.g. survey results, exam questions, etc.) | **C. Target(s)**Level of success expected(e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| 1. The student will demonstrate an understanding of photographic techniques including camera operation, software application, studio management, printing, and lighting.  | Measured by a cohesive and comprehensive portfolio.  | Passing 75% or greaterEvaluated by the instructor based on professional practices and standards  |
| 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.  | Passing 75% or greater Evaluated by the instructor based on professional practices and standards  |
| 3. Examine opportunities in the professional community.  | Measured by a cohesive and comprehensive portfolio.  | Passing 75% or greaterEvaluated by the instructor based on professional practices and standards  |
| 4. Develop a portfolio or photographic work reflecting the student’s strengths and capabilities.  | Measured by a cohesive and comprehensive portfolio.  | Passing 75% or greater Evaluated by the instructor based on professional practices and standards  |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**

1. The student will demonstrate an understanding of photographic technique including manual camera operation, exposure and lighting. |
| 1. **Measure (Outcome #1)**

Measured by a cohesive and comprehensive portfolio | 1. **Target (Outcome #1)**

Passing 75% or greaterEvaluated by the instructor based on professional practices and standards |
| 1. **Action Plan (Outcome #1)**

The program is currently meeting many of these points. As an ever-advancing technical field, photographers must always stay abreast of new technical changes. The photography department has incorporated new photography skills such as Profoto. We are taking the action plan to continue incorporating Profoto in the students’ education career. |
| 1. **Results Summary (Outcome #1)**

Expand the use of studio equipment knowledge such as ProFoto equipment. |
| 1. **Findings (Outcome #1)**

Year 1, we incorporated the use of ProFoto and Capture 1 in more of the studio classes. Additionally, we streamlined how digital programs are introduced, starting with Lightroom and moving into Photoshop as an advanced program. Year 2, The results of these actions have been positive. By incorporating studio equipment use into more classes, the students are showing a more complete knowledge and comfort level working with lighting equipment. Students’ final projects and portfolios demonstrate that they are retaining more information and moving smoother through the programs. |
| 1. **Implementation of Findings \*\*see F. Findings bmb**
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| 1. **Outcome #2**

3. The student will develop an understanding of professional photographic practices relating to commercial photography work. |
| 1. **Measure (Outcome #2)**

Measured by a cohesive and comprehensive portfolio | 1. **Target (Outcome #2)**

Passing 75% or greaterEvaluated by the instructor based on professional practices and standards |
| 1. **Action Plan (Outcome #2)**

Based on previous input from students and the advisory board we saw the need to expand students education to cover a larger variety of photography techniques. From this input we created new degree plans that offer more advanced commercial photography classes. These new degrees (affective SP2017) will give a student the opportunity to develop a large and expansive understanding of commercial photography skills and practices. |
| 1. **Results Summary (Outcome #2)**

Larger variety of photography techniques, additionally more advanced classes. |
| 1. **Findings (Outcome #1)**

Year 1 was the first year we offered the new commercial photography degrees. The AAS includes 45 hours in photography course material. During year 1, we incorporated a larger variety of skills into the classes. In December we had four students graduate with an AAS in commercial photography. All four students’ commercial portfolios showed a great improvement when compared to students that graduated with the previous photography degrees. Their commercial portfolios showcased a larger knowledge of commercial photography shooting skills, lighting skills, software skills, and creativity.  |
| 1. **Implementation of Findings \*\*see F. above bmb**
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