

# CTE Program Narrative

**NAME OF COLLEGE:** San Joaquin Delta College

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**DATE:** April 19, 2017

**DIVISION:** Arts and Communication

**FACULTY:** Kirstyn Russell

**PROGRAM NAME:** Photography

**REASON FOR APPROVAL REQUEST (Check One):**

- New Program Proposal
- Program Revision Proposal (Substantial or TOP Code Changes)
- Locally Approved

**TYPE OF DEGREE:**

- Certificate of Achievement
- Associate of Arts
- Associate of Science
- Associate of Arts for Transfer
- Associate of Science for Transfer
- Other

**TRANSFER APPLICABILITY:** Yes  No

**ATTACHMENTS/INFORMATION REQUIRED:**

Labor/Job Market Data and Analysis  
Advisory Committee Meeting Minutes  
List of Advisory Committee Members  
Employer Survey, if applicable

## 1. Statement of Program Goals and Objectives

*Identify the goals and objectives of the program. For CTE programs, the statement must include the main competencies students will have achieved that are required for a specific occupation. The statement must, at a minimum, clearly indicate the specific occupations or fields the program will prepare students to enter and the basic occupational competencies students will acquire.*

*If the program is selective, describe relevant entry criteria and the selection process for admission to the program. Specify all mandatory fees that students will incur for the program aside from the ordinary course enrollment fee.*

This certificate is designed to teach a broad range of skills used by both artists and commercial photographers. Students learn to develop, process, and manipulate photos. Students will study the history and cultural significance of photography while exploring traditional and new digital techniques. Students build a portfolio to broaden their employment options, or to transfer to a university.

Over the last several years our Advisory Committee has shown a great deal of support for a Photography Certificate and expressed that the certificate would help prepare students for jobs. This certificate would allow students to prepare for careers in photography, portrait photography, landscape photography, and commercial photography.

## 2. Catalog Description

*Enter exactly as it will appear in the catalog, including program outcomes. The description must also*

- *Convey the certificate's goal(s) and objectives*
- *Provide an overview of the knowledge and skills that students who complete the requirements must demonstrate (student learning outcomes)*
- *List all prerequisite skills or enrollment limitations*
- *Mention any risks, such as occupations that are inherently competitive or low-salaried and/or occupational areas where inexperienced graduates are not generally hired.*
- *For CTE programs, the description must list the potential careers students may enter upon completion.*
- *Convey what the student may expect as an outcome*

*If applicable, reference accrediting and/or licensing standards. If there is a widely recognized certification provided by a professional association, specify whether the program will fully prepare completers for the recognized professional certification.*

The Photography Certificate will provide the student with a strong foundation in aesthetic principles as well as a range of practical photographic techniques needed for college transfer, entry into the photographic workplace or for artistic expression. Students are encouraged to develop a personal, expressive style, achieve technical excellence and examine the role of photography in society. Career Opportunities for photographers include Advertising photographer, Aerial and underwater photographer, Art Documentation Photographer, Corporate Photographer, Commercial Photographer - Architectural, Commercial Photographer - Portrait, Commercial Photographer - Product, Commercial printing and reproduction, Darkroom Lab Technician and/or Manager, Digital imaging Technician, Digital Photographic Illustrator, Documentary and Editorial Photographer, Fashion Photographer, Film-Set Photographer, Fine Art Photographer, Fine Art

Printing Assistant, Forensic Photographer, Free-lance photographer, Graphic artist, Laboratory manager, Nature Photographer, Photo Editor, Manager for Fine Art or Commercial Photography Studio, Photographic Assistant, Photographic Retoucher, Photojournalist, Professional Photo-Lab Custom Printer, Photographic sales, Sports Photographer, Stock Photographer, Studio and wedding photography, Theater Production Photographer, Wedding and Event Photographer.

**Program Learning Outcomes**

1. Demonstrate the ability to apply concepts and aesthetics to create and evaluate photographic images. The Certificate in Photography is designed to develop a strong base of knowledge and skills that will serve as a foundation for further study and/or pursuit of a career.
2. Demonstrate skills in digital technologies. Including using a digital camera, properly preparing files to print, and creating a final portfolio.
3. Demonstrate the ability to use the traditional tools of photography. Including developing film, printing photographs, and critiquing photographs.

### 3. Program Requirements

*The program requirements must be consistent with the catalog description. The number of units, specific course requirements and the sequence of the courses must be coherent, complete and appropriate. Display the program requirements in a table format that includes all courses required for completion of the program (core requirements and required or restricted electives), subtotal of core units, and total program units. For each course, indicate the course department number, course title, and unit value.*

**Display of Program Requirements**

	<b>Course</b>	<b>Title</b>		<b>Units</b>
Core Requirements – Complete 19 units	ART 006	Color and Design		3
	GRART 001A	Digital Imaging		2
	PHOTO 001A	Introduction to Photography		3
	PHOTO 001B	Intermediate Photography		3
	PHOTO 003A	Introduction to Digital Photography		3
	PHOTO 034	Workshop Projects		2
Restricted Elective – Complete 3 units selected from:	ART 007A	Painting 1	3	3
	ART 020A	Sculpture 1	3	
	ART 064A	Ceramics 1	3	
	ART 040A	Printmaking I	3	
<b>Total Units Required for Certificate</b>				<b>19</b>

## Display of Proposed Sequence

First Semester	Units
PHOTO 001A	3
GRART 001A	2
<b>Total</b>	<b>5</b>

Second Semester	Units
PHOTO 003A	3
ART 006	3
<b>Total</b>	<b>6</b>

Third Semester	Units
PHOTO 001B	3
ELECTIVE	3
<b>Total</b>	<b>6</b>

Fourth Semester	Units
PHOTO 034	2
<b>Total</b>	<b>2</b>

## Proposed Sequence

	Units
Year 1, Fall	5
Year 1, Spring	6
Year 2, Fall	6
Year 2, Spring	2
<b>Total</b>	<b>19</b>

## 4. Master Planning (Background and Rationale)

*Given the stated goals and objectives, address the role the proposed program will fulfill in the college's mission and curriculum offerings. This discussion may include some history of the program proposal origins, a description of the program purpose, and/or the program's relevancy for the region and college.*

*The proposal must demonstrate a need for the program that meets the stated goals and objectives in the region the college proposes to serve with the certificate. A proposed new certificate must not cause undue competition with an existing program at another college.*

*If any expenditures for facilities, equipment or library and learning resources are planned, please explain the specific needs in this section.*

*If the program is to be offered in close cooperation with one or more specific employers, a discussion of the relationship must be provided.*

The Photography Certificate of Achievement is an essential addition to the current offerings at San Joaquin Delta College because it fills a void in the 2010 Master Plan to "launch new vocational and education programs that meet the challenges" in the field of information technology. There have been discussions with students, faculty, deans and the advisory committee about creating this certificate for the last 8 years. The Photography Certificate as an obtainable goal that could lead to job opportunities and/or students continuing with their education. The certificate also meets the labor market needs of employers in the region, as it will be the only such training program in our service area focusing on photography as a whole.

The closest community college to Delta, Modesto Junior College, does not offer a Certificates of Achievement in Photography. In addition, University of the Pacific – the local four-year university – ceased to offer a class in black and white photography, one of the essential building blocks of the

practice. The Master Plan projects a student body increase at Delta College from 2015 to 2020, which means more of our students will be entering the local workforce via training at Delta College.

San Joaquin Delta photography students are working for Sears, local camera stores, and are self-employed as wedding photographers. Our advisory members have expressed interest in engaging with our photograph students for internships, jobs, and other partnerships. The photography certificate was voted on and discussed in multiple Multimedia Advisory meetings (see attached minutes).

## 5. Need for Program

### a. Enrollment and Completer Projections

*Address and justify the number of projected students or “annual completers” to be awarded the certificate each year after the program is fully established.*

		Year 2014-2015		Year 2015-2016	
CB01: Course Department	CB02: Course Title	Annual #	Annual Enrollment Total	Annual #	Annual Enrollment Total
ART 006	Color and Design	5	140	5	123
ART 007A	Painting 1	9	189	8	144
ART 020A	Sculpture 1	4	91	4	93
ART 040A	Printmaking1	2	44	2	37
ART 064A	Ceramics 1	4	96	4	92
GRART 001A	Digital Imaging	8	200	7	157
PHOTO 001A	Introduction to	6	135	6	128
PHOTO 001B	Intermediate	5	18	4	14
PHOTO 003A	Introduction to	2	22	1	10
PHOTO 034	Workshop Practice	1	2	5	6

*Data provided by San Joaquin Delta College, Institutional Research and Effectiveness*

Annual Completers – Projected:

5

### b. Labor Market Information (LMI)

*Summarize the Labor Market Information (LMI) and employment outlook (Including citation for the source of the data) for students exiting the program.*

*Enter table or chart as a separate attachment.*

See Supporting Documentation below

c. Employer Survey (if applicable)

*When strong LMI data is not available, an employer survey may be submitted. Provide a copy of the survey, including the number of those surveyed, number of responses, and a summary of the results. The survey must address the extent to which the proposed degree or certificate will be valued by employers.*

Not applicable

## 6. Place of Program in Curriculum/Similar Programs

*Review the college's existing program inventory, then address the following questions:*

- *Do any active inventory records need to be made inactive or changed in connection with the approval or the proposed program? If yes, please specify.*
- *Does the program replace any existing program(s) on the college's inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).*
- *What related programs are offered by the college?*

At San Joaquin Delta College no other programs are offered that are similar to the curriculum that will be converged for this course. The certificate doesn't replace any current certificates, though some of the courses listed are applicable to other degree and certificate programs.

- No Active Curriculum Inventory records need to be changed for the implementation of this program.
- The program does not replace any existing programs in the college inventory.
- The College is currently approved to offer an Associate of Arts in Photography. Students completing the Certificate will have completed 80 – 90 % of the major requirements needed for the degree depending on their choice of elective.

## 7. Similar Programs at Other Colleges in Service Area

*List similar programs offered at other colleges within the Central/Mother Lode Region that may be adversely impacted. Enter 'none' if there are no similar programs.*

College	Program
None	

The program does not represent a duplication of other local programs. The closest degree program for students studying the photography is at University of the Pacific. They discontinued their wet lab in 2002, which means our program offers a different curriculum.

The Photography Certificate of Achievement will not impact any other colleges in the area as none offer this certificate.

Sacramento City College offers a similar certificate, but it is located outside of our service area. It is not likely our students would commute to Sacramento to attend courses of study in this area.

## **Supporting documentation required**

### **Labor Market Information**

*In a separate attachment, provide current Labor Market Information showing that jobs are available for program completers within the local service area. Statewide or national LMI may be included as supplementary support but evidence of need in the specific college service area or region is also necessary.*

### **Labor Market Information/Analysis**

Photography students demonstrate knowledge in shooting, developing, editing, color, exposure, proportion editing of both manual and digital photos. Job titles include: commercial photographer, photographic process workers (both digital and traditional), curator, teachers, pre-press technician, digital printer, photojournalist, photo assistant, and artist.

The labor market information indicates there needs to be an increased investment in technology and printers to give our student the necessary training for the job market, particularly as the market expands to include technology-based photography and instruction. Currently it is expected that people who work in the media field can do everything. A position, such as Art Director needs employees who understand photography and design.

In San Joaquin County, the job title “photographers” brings up a listing of various industries through a search of EDD, the largest of which is “Other Professional & Technical Services.” That area alone includes 270 employers and accounts for 25.4 percent of the total employment population for California. The listed employers include private photographers and photo studios. Many fields need employees with photography skills including real estate, construction, and law enforcement.

The nature of the industry, as well as the fact this program will include training across multiple disciplines, allows for students earning a Photography Certificate of Achievement to pursue jobs across various industries in our area and adjacent county.

A total of 297 job openings were available across San Joaquin and Stanislaus counties for industries where applicants need photography skills.

<b>Area</b>	<b>Code</b>	<b>Occupation</b>	<b>Est Yr - Proj Yr</b>	<b>Total Annual Openings</b>
San Joaquin County	15179*	Information Security Analysts, Web Developers, and Computer	2010 - 2020	6
San Joaquin County	270000	Arts, Design, Entertainment, Sports, and Media Occupations	2012 - 2022	77
San Joaquin County	271000	Art and Design Workers	2012 - 2022	20
San Joaquin County	271011	Art Directors	2012 - 2022	2
San Joaquin County	271024	Graphic Designers	2012 - 2022	5
San Joaquin County	273000	Media and Communication Workers	2012 - 2022	27
San Joaquin County	273031	Public Relations Specialists	2012 - 2022	2

San Joaquin County	273041	Editors	2012 - 2022	4
San Joaquin County	274000	Media and Communication Equipment Workers	2012 - 2022	5
San Joaquin County	274021	Photographers	2012 - 2022	1
San Joaquin County	519151	Photographic Process Workers and Processing Machine Operator	2010 - 2020	3
San Joaquin County	273022	Reporters and Correspondents	2012 - 2022	3
Stanislaus County	15179*	Information Security Analysts, Web Developers, and Computer	2010 - 2020	3
Stanislaus County	270000	Arts, Design, Entertainment, Sports, and Media Occupations	2012 - 2022	75
Stanislaus County	271000	Art and Design Workers	2012 - 2022	23
Stanislaus County	271024	Graphic Designers	2012 - 2022	9
Stanislaus County	273000	Media and Communication Workers	2012 - 2022	17
Stanislaus County	273031	Public Relations Specialists	2012 - 2022	3
Stanislaus County	274000	Media and Communication Equipment Workers	2012- 2022	6
Stanislaus County	274021	Photographers	2012 - 2022	6

### List of Members of Advisory Committee

*This list must include advisory committee member names, job titles, and affiliations.*

Name	Title	Affiliation
Adriana Brogger	Associate Professor, RTV	San Joaquin Delta College
Danita Cook	Adjunct Instructor, Photography	San Joaquin Delta College
Tara Cuslidge-	Associate Professor, Mass Communications	San Joaquin Delta College
Deanna de	Photographer, Filmmaker/Adjunct	Independent/San Joaquin Delta
George Eateugh	CEO	Plasmak
Marc Itliong	Board Operator	Cumulus Media
Linda Jimenez	Board Member	Micke Grove Zoological
Lisa Jones	Director of Development	Children's Museum of Stockton
Juanda Jones	Student, RTV	San Joaquin Delta College
Mike Klocke	Editor	The Record, Stockton
Michael Langley	Editor	Tracy Press
Cera Macy	Graphic Arts adjunct	San Joaquin Delta College
Mike Maloney	President	Atlas Rewards
Melanie Marshall	Professor, Graphic Arts	San Joaquin Delta College
Don Maszewski	Station Manager	KWDC
Peter Peang	Student/Reader, RTV	San Joaquin Delta College
Richard Reyes	Student, RTV/MCOM	San Joaquin Delta College
Will Story	Professor, RTV	San Joaquin Delta College
Sue Wilson	Adjunct Instructor, RTV	San Joaquin Delta College

## **Recommendation of Advisory Committee (Meeting Minutes)**

*In a separate attachment, provide minutes of the advisory committee meetings at which the program was discussed and approved, with relevant areas highlighted, as well as a summary of the advisory committee recommendations.*

### **Multimedia Advisory Committee Meeting Notes – April 27, 2015**

**Tara Cuslidge-Staiano** calls the meeting to order at 5:10 p.m.

#### **Introductions**

**Tara Cuslidge-Staiano:** Mass Communication adjunct, newspaper adviser **Melanie**

**Marshall:** Graphic Arts Professor/Discipline Chair

**Linda Jimenez:** Micke Grove Zoological Foundation

**Deanna de Azevedo:** Photographer, Filmmaker

**Mike Klocke:** Record Editor

**Lisa Jones:** Children’s Museum of Stockton

**Marc Itilong:** Cumulus Media

**Don Maszewski:** KWDC Station Manager

**Sue Wilson:** RTV Adjunct

**Mike Maloney:** Atlas Rewards President

**Juanda Jones:** RTV student

**George Eateugh:** Plasmak CEO

**Cera Macy:** Graphic Arts adjunct

**Richard Reyes:** RTV/MCOM student

**Michael Langley:** Tracy Press Editor

**Danita Cook:** Photography adjunct

**Adriana Brogger:** RTV/MCOM adjunct

**Peter Peang:** RTV student/reader

**Will Story:** RTV Professor

#### **Old Business**

Approval of minutes from Nov. 2015 meeting: Tara motioned, Melanie seconded.

#### **New Business**

**Tara:** Explains Perkins funding and CTE money. Asks groups for input. Also explains the population of students we are serving and how it fits Perkins funding. More than 80 percent of the student population is on BOG waivers. She offers an explanation of what “special populations” are.

Each department, she said, has put in a request.

She addresses what Mass Comm has requested for subsequent year: cameras and six 27-inch Macs for the student editors. She also talks about more multimedia equipment for the beginning multimedia class to be offered this summer for the first time and in subsequent semesters.

“The equipment we have in these classrooms is often their first exposure to such hardware,” she said.

**Melanie:** Addresses the needs of Graphic Arts, specifically the addition of laptop computers so that her lab has enough machines to accommodate all students.

Now the goal is to finish upgrading the current PCs currently in the lab since Graphic Arts is a Mac/PC lab. She is also getting 10 new laptops.

She explained the need to keep everything to industry standard. We need to be able to provide our students with the best possible training through these programs, she said, to make them ready to take on the work world and get jobs immediately after finishing our programs.

**Kirstyn:** Photography did not qualify for funds this year. She addresses equipment from previous years, including the addition of cameras for students who do not have their own. She briefly talks about how the students benefitted from the equipment.

She also mentions the need to create a certificate for photography, specifically to provide students with a CTE option for study. She'll be taking a sabbatical in Spring 2016 to write the certificate.

**Story:** Much of the CTE money being asked for has been to build toward the new FCC licensed radio station, which recently earned its permanent license.

The license was granted on April 6, 2015. It will be licensed through Dec. 2021.

A lot had to be done to get to that point, including the installation of equipment over winter break.

Story also introduced the new RTV adjunct Sue Wilson and mentioned things coming down the pipeline for RTV.

The radio station, he said, will be focused on Stockton. It will provide local news and fill the void for the area, which hasn't had a local news-based radio station.

**Tara:** She apologizes that a lot of what is happening today is our department talking at the board. We've had a lot of changes and advancements in our department.

This includes the launch of the MCOM 10 Introduction to Multimedia course this summer, including the Pulse of 209 website devoted to multimedia storytelling. Tara also provided guests with a syllabus of what will be taught in the class this summer.

Curriculum was also addressed, specifically the work done to launch the Associate of Arts for Transfer in Journalism and the Certificate of Achievement in Multimedia. Both will list as "pending" in the course catalog.

Tara shows the Pulse of 209 website, asks for feedback from guests. Explained how the curriculum was developed and that each instructor gets to interpret it. She's interpreting it into the multimedia storytelling website.

She says we want to expose our students to more opportunities to showcase their work.

**Melanie:** Adds on to the showcasing aspect of student work. She has worked with several community organizations, including some present, to secure work within the community. Those partnerships include one with Micke Grove Zoo and College Square. Talks are in the works to do more with the Children's Museum too.

**Kirstyn:** Asks committee about need for photography certificate.

The group talked about the need for such a certificate, specifically for students hoping to go right into the workforce. There was a consensus that one would be beneficial for our students. Kirstyn asked for a vote, seconded by Melanie. The board unanimously approved.

**Story:** On the subject of necessary changes, he addressed the need to add more radio-related courses to the RTV program, including a course in broadcast journalism.

He asked for and received input, specifically people noting such classes would provide content for the new KWDC radio station.

He asked for a vote, seconded by Tara. The board unanimously approved.

Story offered a presentation of what KWDC has gone through in recent months, including the addition of the transmitter on top of the Shima version. He brought in photos of the work being done to illustrate.

**Tara:** Opened up discussion with the experts. Asked them to tell us what they wanted from our student graduates. Also asked them to think about us when they needed work done. We have an incredibly talented group of students we want to connect you with.

**Michael Langley:** Asked Story if advertising was being sold on KWDC.

**Story:** Explained that right now the station is seeking donations and in-kind support. The station

is composed currently of all volunteers, including a volunteer station manager.

**Langley:** Also mentioned job shadowing and interning. Mentioned he is currently mentoring a Collegian writer named Katherine Grey who is doing great work at the Tracy Press.

**Linda Jimenez:** Micke Grove is interested in having interns, but wants to know how to proceed forward in doing so.

**Group:** Questions about how many hours are needed and how internships would work. What would be required? Who would students report to? How would internships be structured?

**Melanie:** Explains that there's an internship office that those things are scheduled through within work experience. But students can define their own wants and needs with the program supervisor.

**Tara:** MCOM and RTV have internship classes that require a certain number of hours be filled. For two units, it's 120 for an unpaid internship. For one unit, it's 60 for an unpaid internship. She acknowledges some newspapers in the area cannot pay for internships, but students want the experience so school credit can be arranged.

**Melanie:** We can work with the specific organizations and bridge the gap. We're willing. We want our students to have these opportunities.

**Linda:** Wants to make sure that if we set up an internship Micke Grove wouldn't be stuck to specific parameters, that it could evolve if necessary.

**Melanie:** Yes. The internship could evolve.

**Mike Klocke:** What is on the syllabus to be taught is on par with what new journalists need to know. These skills are essential in the industry. He said the class would train the students in all they need to work at the newspaper.

**Tara:** Final summation. Thanks guests for coming and encourages them to continue to reach out to us.

**Adjourned:** 6:30 p.m.