

Los Angeles City College  
Comprehensive Program Review 2008

Media Arts Department

---

**XI. Dean's Review and Recommendations**

**I. Department Mission**

*Does the department's mission statement reflect the goals and activities of the department? Is it aligned with the college mission? Explain.*

Media Arts' mission statement aligns with the college mission statement for both transfer programs and vocational training. Media Arts makes it a point to include their staff, not just the faculty, in their mission statement.

**II. Department Overview**

*Does the department's analysis of trends in enrollment and achievement accurately reflect the data? Have any issues been identified? Explain.*

A. The department should be commended on its detailed and thorough analysis. A comprehensive assessment of enrollment numbers indicates relative stability over the past six years. The department has made an astute analysis of their enrollment trends versus campus enrollment trends and indicates solid intersession enrollments.

B. The department has made a comprehensive analysis of student achievements. The drop in certificates in Photography can be attributed to the archiving of obsolete courses. And, the department recognizes that changing technology will require new curriculum.

C. FTEF--The department indicates a vacancy that has not been filled since 2006.

**III. Vocational Programs**

*Does the department's analysis of labor market demand, advisory board activities and accreditation status (if applicable) reflect the data? Have any issues been identified and are they adequately addressed with appropriate action plans? Explain.*

The department has evaluated trends in the industry and archived the obsolete Color Technology certificate, reflecting the EDD market analysis that jobs for photographic process work is expected to decline. In response to the projected increase in the number of photographers by 2014, the department is strengthening its freelance and commercial certificates through the addition of digital technology.

The department needs to have regular advisory committee meetings for both of its disciplines.

**IV. Curriculum**

*Does the department's analysis of enrollment trends accurately reflect the data? Has adequate progress been made in developing and assessing student learning outcomes at the course and program level? Are Title 5 course outline updates current? Has adequate analysis of course scheduling been provided? Explain.*

A. The department recognized enrollment declines and addressed the problem successfully.

B. The department is to be commended for maintaining Title 5 compliance of all courses. The department has filled in the "Comments" fields of the tables, which is extremely helpful for analysis.

The department indicates no SLO assessment was completed for Photo 28, yet elsewhere in the document they indicate the assessment was completed. It is recommended that they amend the table to properly reflect the assessment.

C. The department is to be commended for being among the first to complete an SLO assessment.

D. The department indicates one new course will be created to complete the requirements for a digital photography certificate.

## **V. Departmental Engagement**

*Has the department provided a full description of departmental engagement? Explain.*

The department indicates interdepartmental collaboration with other visual and performing arts departments on campus. The department actively participates in the campus community and in outreach events.

## **VI. Professional Development**

*Has the department provided a full description of professional development? Explain.*

The overall level of professional development in the department is to be commended.

## **VII. Support and Activities**

*Has the department provided a full description of support needs of the department? Explain.*

The following items were indicated as needing attention in the Instructional Support Services Table.

The department's request for A-basis conversion of the Instructional Assistants has been approved since the completion of this document.

A partial funding request for upgrading the computer lab shared by Media Arts and Cinema/TV has been approved since the completion of this document. It is recommended that the department request the remaining funds in their next Annual Unit Plan.

Since the completion of this document, the department has moved out of its 28-year facility to swing space. Plumbing problems have been resolved, but have been replaced with new facilities issues.

The department indicates that its students use available facilities on campus.

The department has an impressive list of student awards, honors, scholarships and other notable accomplishments.

## **VIII. Resources: Personnel, Equipment and Facilities**

*Has the department provided a full description of resource needs of the department? Explain.*

The department does not indicate any imminent retirements, but indicates a need to fill the vacancy created in fall 2006 with a fulltime photography instructor.

The department acknowledges the need for regular software replacement and the need for the creation of a digital photography lab. The department is in serious need of a Journalism newsroom and classroom upgrade.

The department indicates a serious concern with the relocation of the Photography facility with the closure of Franklin Hall due to loss of square footage and classroom space.

## **IX. Planning and Budget**

*Do the planning goals and action plans reflect the issues raised in the self study? Are they aligned with the Educational Master Plan and the College Strategic Plan? Explain.*

The goals and action plans et al reflect appropriate issues. The Chair and Collegian advisor were reimbursed for out-of-pocket expenses.

The department is anticipating a need for updating equipment and facilities to train future photographers.

The department concisely assesses its greatest challenges for both disciplines which include facilities and equipment. It is recommended that the department also include its faculty replacement position in this section.

## **X. Final Summary by Discipline**

*Are all items identified as a Major Concern addressed with a goal and action plan? Explain.*

The department concerns are addressed with appropriate goals and action plans for both Photography and Journalism.

## **XI. Department Strengths and Weaknesses**

*Has the department provided an adequate analysis of departmental strengths and weaknesses? Explain.*

Strengths: Since this document was originally submitted, The Collegian has won numerous regional, state and national awards.

The department should identify as a strength all of the new courses that have been created in digital media.

Student retention is higher than the campus average.

Weaknesses: The Photography discipline continues to function without a replacement faculty member. The replacement of this position would greatly improve the level of commitment to the program and the students.

The issue of inadequate swing space continues to negatively impact the program.

## **XII. Recommendations/Commendations**

*What recommendations based on your comments do you have for this department? What commendations do you have for this department? Explain.*

The department should be commended:

for its assessment of SLOs in the Photography discipline;

on its continuous compliance with Title 5 update requirements;

on the continuing success of The Collegian and its numerous regional, state and national awards;

on its collaboration with other campus departments;

Fulltime faculty members in the department need to contribute to the campus community by serving on campuswide committees.

The department needs to host regular advisory committee meetings.

When funding is available, the vacant fulltime faculty position needs to be filled.

The college must commit to finding a permanent location to house Media Arts (Photography and Journalism) together in an appropriate facility.