

Certificate Form

Certificates of Achievement (if applicable):

- A. An Annual Update must be completed for each Certificate of Achievement program.
- B. Programs with stackable certificates fill out the following form, which is included in the related degree program review.
- C. Stand-alone certificates fill out the entire Annual Update.

Name of Program: Art_____

| Certificate Name | JSC | CA | Is the certificate stackable? | Is the certificate a stand alone program? |
|------------------|-----|----|-------------------------------|-------------------------------------------|
| Photography | | X | yes | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Please discuss the following questions regarding all area Certificates of Achievement (CA):

- 1. List certificates that are proposed for addition. NONE
- 2. List certificates that are proposed for deletion. NONE
- 3. For this CA, what are the SOC codes (Occupational Titles and codes) that students who complete the CA will be able to obtain entry-level employment in, and what are the projected annual openings and median salary for each occupational title? You can use your latest Program Review data for your response.

27-4021 Photographers

51-9151 Photographic Process Workers and Processing Machine Operators

Median Salary 16.77/hr

Annual Openings

In Kern county we will see a decline of 3.1% over the next ten years, in California there will be an increase of 6.5%.

- 4. For this CA, what process was followed to ensure the required and possible elective courses were adequate for entry level employment (such as advisory committee input, surveys, industry feedback, licensing or accreditation agencies)? How often do/will you re-examine the effectiveness of certificate requirements?

Prior to developing the certificate, the faculty consulted with the local advisory committee and sought out their advice regarding courses and software appropriate to Kern County. In addition, photography faculty regularly attend national and regional conferences to follow large trends in the industries of photography.

The faculty discusses the effectiveness of the certificate every time there is an advisory board meeting. As we continue to develop internships and opportunities for students to get real-world experience, we will also monitor these situations to ascertain student effectiveness.

5. What is your annual completion target (number of certificates awarded) for this CA? What was the number of awards in this CA for each of the past three years? Based on your results, what changes could you make in your program to meet or continue to exceed your target (such as course content, scheduling/sequence, outreach, instructional strategies)?

Goal 10

16/17 11 completions (year one)

17/18 2 completions

There was pent up demand for the certificate and the first-year numbers are inflated. Enrollment for the current semester is up and we expect 8-10 completions for the current year and beyond.

6. Based on what you know about your area, what emerging/potential institutional factors (internal) and industry factors (external) will impact this certificate? How are you planning to incorporate these factors in your planning and evaluation of this certificate?

Increasingly photographers are self-employed or work for companies where they are asked to perform multiple roles. Adding the multimedia certificate to the art department has given students more opportunities and we encourage students to complete multiple certificates to enhance their employability.