

PROPOSAL FOR

- NEW INSTRUCTIONAL PROGRAM
- SUBSTANTIAL EXPANSION/MAJOR MODIFICATION *(This includes a change to the name of a program and a new pathway within an existing program.)*
- COOPERATIVE DEGREE PROGRAM
- WITHIN EXISTING RESOURCES or REQUIRING NEW RESOURCES

(For each proposed program, attach a separate cover page. For example, two cover pages would accompany a proposal for a degree program and a certificate program.)

College of Southern Maryland
Institution Submitting Proposal

Fall 2016
Projected Implementation Date

AAS
Award to be Offered

Photography, AAS degree
Title of Proposed Program

See Program Exploration Form and Copy
Suggested HEGIS Code

See Program Exploration Form and Copy
Suggested CIP Code

CAH
Department of Proposed Program

Stephen Johnson
Name of Department Head

George Bedell
Contact Name

georgeb@csmd.edu
Contact E-Mail Address

7869
Contact Phone Number

Signature and Date

President/Chief Executive Approval

Date

Date Endorsed/Approved by Governing Board

Academic Program Proposals

Include in the proposal every lettered and numbered section listed below. Use the same letters and headings as shown. Please number your pages.

A. Centrality to institutional mission statement and planning priorities:

1. Provide a description of the program, including each area of concentration (if applicable), and how it relates to the institution's approved mission.

The College of Southern Maryland (CSM) meets the diverse needs of students and the community by providing accessible, accredited, affordable, and quality learning opportunities for intellectual development, career enhancement, and personal growth. In accomplishing this mission, the institutional strategic plan includes several goals related specifically to workforce preparation and development, which charges CSM with effectively addressing the life-long educational, workforce development, and cultural needs of Southern Maryland. In efforts to meet this goal, the college has established a strategic objective to develop and administer workforce preparation programs and courses that meet the employment needs of the Southern Maryland/Washington Metropolitan area. This new AAS in Photography degree program will prepare students to work in the photographic industry.

2. Explain how the proposed program supports the institution's strategic goals and provide evidence that affirms it is an institutional priority.

This program relates directly to the college's strategic goals, specifically Goal 2 - "CSM promotes student success by providing outstanding education and related support services that help students achieve their goals."

The Photography AAS degree prepares students for a challenging career path that integrates the disciplines of the photographic arts and digital technology. The graduate is prepared to perform a variety of technical photographic functions including working with both digital and film cameras; understanding contemporary studio lighting techniques; editing and outputting images with current software and with traditional materials; managing images with an appropriate workflow; and maintaining photographic equipment in a professional manner. Additionally, graduates will receive a strong foundation in the formal elements of design, as well as an understanding of the history of image making in the visual arts.

B. Adequacy of curriculum design and delivery to related learning outcomes:

1. Provide a list of courses with title, semester credit hours and course descriptions, along with a description of program requirements.

Within the categories of required and elective, sequence courses by discipline and number, asterisk those with prerequisites, double asterisk general education courses.

New	Course #	Course Title	Credits	
	ART-1505	Digital Photography I	3	
	ART-1200**	Two Dimensional Design	3	
	ART-1500	Basic Photography	3	
	ART-1210	Color Theory and Practice	3	
X	ART-1525*	Introduction to Lighting	3	
	ART-1510*	Intermediate Photography	3	
	ART-1035**	History of Photography	3	
	ART-1300*	Graphic Design I	3	
	ART-1515*	Digital Photography II	3	
Total Required			27	

Gen Ed				
New	Course #	Course Title	Credits	
	ENG-1010*	Composition and Rhetoric	3	Gen Ed English Composition 3 credits
	BIO/PHY Science	Select from BIO/PHY Gen Ed	3	Gen Ed BIO/PHY Science 3 credits
	Mathematics	Select from MTH Gen Ed	3	Mathematics Gen Ed 3 credits
	Social/Behavioral Science	Select from Social Science Gen Ed	3	Social/Behavioral Science Gen Ed 3 credits
	History	Select from HST Gen Ed	3	Humanities Gen Ed 3 credits
	ART-1010	History of Western	3	Arts Gen Ed

		Art		
	ART-1020	History of Western Art	3	Arts Gen Ed
	ITS-1015*	The Information Age: Emerging Technologies	3	Interdisciplinary/ Emerging Issues Gen Ed
Total Gen Ed			24	

Electives				
	ENG	Select from ENG-1020, ENG-1030	3	
	COM	Select from COM-1020, COM-2080	3	
	Elective	Select from any courses numbered 1001 or above	3	
Total Electives			9	

Summary

TOTAL REQUIRED COURSE CREDITS	27
TOTAL GEN ED COURSE CREDITS	24
TOTAL ELECTIVES	9
TOTAL PROGRAM COURSE CREDITS	60

Course Descriptions: Required Courses

***Only new courses are included here.*

**Photography: Introduction to Lighting
Course Description:**

Students will be introduced to the basic concepts of lighting for photography. Students will work individually and in teams to learn how to control both natural and studio light. Students will learn how to build various lighting scenarios both in a studio setting and on location. Students will be introduced to various types of lighting equipment including hot lights, strobe lighting kits and hand held meters.

Suggested Sequence for Program

Semester 1

ENG-1010	Composition and Rhetoric	3 credits*
	Biological/Physical Science	3 credits
	<i>Acceptable: See Gen Ed listing</i>	
ART-1505	Digital Photography I	3 credits
ART-1200	Two Dimensional Design	3 credits
ART		3 credits
	<i>Acceptable:</i>	
ART-1010	History of Western Art (3)	
ART-1020	History of Western Art (3)	
TOTAL		15 credits

Semester 2

	Mathematics	3 credits*
	<i>Acceptable: See Gen Ed listing</i>	
ART-1500	Basic Photography	3 credits
ENG		3 credits*
	<i>Acceptable:</i>	
ENG-1020	Composition and Literature*	
ENG-1030	Composition and Nonfiction Prose*	
ART-1210	Color Theory and Practice	3 credits
ART-1525	Introduction to Lighting	3 credits*
TOTAL		15 credits

Semester 3

	Social Science	3 credits
	<i>Acceptable: See Gen Ed listing</i>	
ART-1510	Intermediate Photography	3 credits*
ART-1035	History of Photography	3 credits
ART-1300	Graphic Design I	3 credits*
COM		3 credits
	<i>Acceptable:</i>	
COM-1020	Introduction to Mass Communication*	
COM-2080	Writing and Editing for the Web*	
TOTAL		15 credits

Semester 4

ART-1515	Digital Photography II	3 credits*
History		3 credits
<i>Acceptable: See Gen Ed listing</i>		
ITS-1015	The Information Age: Emerging Technologies	3 credits*
ART		3 credits
<i>Acceptable:</i>		
ART-1010	History of Western Art (3)	
ART-1020	History of Western Art (3)	
Elective		3 credits
Take 3 credits from any course numbered 1001 or above		
TOTAL		3 credits
Program Total		60 credits

2. Describe the educational objectives and intended student learning outcomes.

Through the curriculum and engagement activities, graduates of the College of Southern Maryland's AAS in Photography Degree will achieve the following educational objectives:

- a. Demonstrate an understanding of applied photographic techniques, including emerging materials and technologies.
- b. Demonstrate the capability of solving conceptual and technical problems in the photographic field.
- c. Prepare graduates who are capable of accepting leadership roles through real life experiences, real world applications and classroom instruction.
- d. Acquire the skills needed to find employment or enter trainee programs in commercial photography including portrait, wedding, product and architectural fields.

Through the curriculum and engagement activities, graduates of the College of Southern Maryland's AAS in Photography degree will achieve the following intended student learning outcomes:

- a. Students will have an understanding of camera operations, both digital and analog.
- b. Students will be competent with photographic developing and printing processes.
- c. Students will complete projects that demonstrate their knowledge and understanding of the fundamental elements of visual

communication, with an emphasis on the design elements common to all media.

- d. Students will assemble, organize, and present a fully developed portfolio of communication materials.
- e. Students will demonstrate effective oral communication skills when discussing, describing, critiquing, and analyzing works of photography.

3. Discuss how general education requirements will be met, if applicable.

General education courses are listed above, see section B.1.

4. Identify any specialized accreditation or graduate certification requirements for this program and its students.

N/A

5. If contracting with another institution or non-collegiate organization, provide a copy of the written contract.

N/A

C. Critical and compelling regional or statewide need as identified in the State Plan:

1. Demonstrate demand and need for the program in terms of meeting present and future needs of the region and the State in general based on one or more of the following:

- o The need for the advancement and evolution of knowledge;
- o Societal needs, including expanding educational opportunities and choices for minority and educationally disadvantaged students at institutions of higher education;
- o The need to strengthen and expand the capacity of historically black institutions to provide high quality and unique educational programs.

The Maryland State Plan for Postsecondary Education places a strong emphasis on economic growth for the region. Data from the Bureau of labor statistics indicate an availability of well paying jobs for photographers in the greater Washington, D.C. area, including Maryland. *Goal 5: Economic Growth and Vitality*, includes the observation that “the changing demographics of Maryland’s population and workforce require

new skills, new opportunities to gain credentials,” with a further suggestion for institutions to allow for attainment of “credentials that are stackable, allowing students to earn credentials as they progress through educational and training programs.” The Photography AAS program will address these issues by providing career training in a field that combines technology and creativity, and can build off of an already established certificate program at the College of Southern Maryland. *Goal 5* also states “Postsecondary institutions must provide support for many types of workers ... Workers, including many who have already earned postsecondary degrees, must have the ability to reenter postsecondary education training and credentials that will allow them to maintain or upgrade their skills.” The Photography AAS program will provide up-to-date technical training, which will allow workers who were trained in older photographic processes to transition to the new, digital-based work environment. As new photographic technologies emerge, the proposed program will help workers in the photographic field develop appropriate workflows, and learn fluency with contemporary materials.

2. Provide evidence that the perceived need is consistent with the Maryland State Plan for Postsecondary Education.

The new Photography AAS degree option at CSM is consistent with the elements of the *2013-2017 Maryland State Plan for Postsecondary Education*. Much of our focus in curriculum development addressed the advisories cited in this document. All the goals were utilized as required criteria, but considerable attention was given to the issue of college completion, which is listed as both a “Significant Issue” and as an element of *Goal 2, Access, Affordability and Completion*. Significant attention was also given to *Goal 5, Economic Growth and Vitality*.

As noted in the *MSPPE*, “for the past several years, college completion has been a primary focus of postsecondary education in Maryland.” Additionally “it is critical that the State continue to offer a diverse array of high-quality postsecondary opportunities for Maryland residents.” The College of Southern Maryland is a fundamentally important degree granting institution for the Southern Maryland region, and offers many potential pathways for completion. The Photography AAS enhances the possibilities for College of Southern Maryland and its students by creating a career oriented program for visual artists. Currently no AAS degree in

the visual arts is granted in the tri-county area. The Photography AAS degree will include significant training of a highly technical nature, and will therefore combine elements of the creative arts with STEM instruction.

The *MSPPE* states, "Postsecondary education is an engine of economic growth and vitality" and that students in Maryland "must have access to high-caliber and effective training that meets the evolving needs of the workplace." The Photography AAS degree is designed to combine student-centered and experiential learning with training on the most current software and hardware used in the photographic trade. To measure efficacy, formative and summative evaluations will be an important component of the new program.

In summary, the new Photography AAS degree at the College of Southern Maryland as proposed is consistent with and reflective of the *2013-2017 Maryland State Plan for Postsecondary Education*.

D. Quantifiable & reliable evidence and documentation of market supply & demand in the region and State:

1. Present data and analysis projecting market demand and the availability of openings in a job market to be served by the new program.
2. Discuss and provide evidence of market surveys that clearly provide quantifiable and reliable data on the educational and training needs and the anticipated number of vacancies expected over the next 5 years.
3. Data showing the current and projected supply of prospective graduates.

D. Quantifiable and reliable evidence and documentation of market supply and demand in the region and State:

1. Present data and analysis projecting market demand and the availability of openings in a job market to be served by the new program.
2. Discuss and provide evidence of market surveys that clearly provide quantifiable and reliable data on the educational and training needs and the anticipated number of vacancies expected over the next 5 years.

According to the Bureau of Labor, the mean annual wage for photographers in the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division is \$50,600, with a mean hourly wage of \$24.31, and a median hourly wage of

\$22.10. The lowest 10 percent earned \$18,120, and the highest 10 percent earned nearly \$69,000. Nationally, employment of photographers is expected to increase by 4 percent from 2012-2022. The Maryland Occupational Projections for 2014-2016 indicate that there will be 3,453 photography jobs in 2016, with an expected 365 replacement openings in the 2012-2022 period.

The following are examples of types of photographic careers:

- Portrait photographers
- Product and industrial photographers
- Aerial photographers
- Scientific photographers
- Architectural photographers
- News photographers, also called photojournalists
- Fine art photographers
- Wedding photographers

3. Data showing the current and projected supply of prospective graduates.

Since fall 2010, 1,290 students completed one or more of CSM's five photography courses. Currently (data taken on 4/29/15), 197 students are registered for one or more of CSM's five photography courses.

With the 1,290 students who have completed one or more of the five photography courses from fall 2010 to the present, it is very likely that the AAS in Photography will appeal to students interested in reverse transfer. Because over 197 students are currently enrolled in one or more of the five photography courses, in addition to past enrollments, significant graduation rates seem very promising. It seems realistic to expect approximately ten graduates in May 2017, with 10% growth in subsequent May graduations.

E. Reasonableness of program duplication:

1. Photography courses are common to most of the community colleges regionally, with three offering associate degrees in the Washington, DC metropolitan area. Currently Montgomery College and Northern Virginia Community College offer the Associate of Applied Science degree in Photography, while Anne Arundel Community College offers the Associate of Art degree in Photography. The course of study is similar among the two AAS degree programs, with students receiving education in technical and creative photographic techniques, general art theory, and art history. The AAS in Photography program at the College of Southern Maryland would be the only serving the Southern Maryland region directly.

2. Provide justification for the proposed program:

The Photography AAS program will use entirely existing resources to create a meaningful employment pathway in the visual arts. Using the existing Photography Certificate program as a steppingstone, the AAS degree will allow for a stackable completion process, and will add economic value in the Southern Maryland region. As noted above, the program will be consistent with goals established by the Maryland Higher Education Commission, and articulated in the *2013-2017 Maryland State Plan for Postsecondary Education*. This program is ideally situated to “turn STEM into TEAM” by combining technical photographic skills with creative imaging techniques.

F. Relevance to Historically Black Institutions (HBIs)

1. Discuss the program’s potential impact on the implementation or maintenance of high-demand programs at HBI’s.

There is no impact to high-demand programs at HBIs. The only other college in the tri- county area is St. Mary's College.

2. Discuss the program’s potential impact on the uniqueness and institutional identities and missions of HBIs.

There is no impact to the uniqueness, identities and missions of HBIs. The only other college in the tri-county area is St. Mary’s College.

G. If proposing a distance education program, please provide evidence of the Principles of Good Practice (as outlined in COMAR 13B.02.03.22C).

N/A

H. Adequacy of faculty resources (as outlined in COMAR 13B.02.03.11).

The College of Southern Maryland currently employs two permanent, full-time faculty members who teach photography, both of whom hold the terminal degree in the field. Additionally, an adjunct faculty member, also holding the terminal degree in photography, teaches photography classes. Supporting classes in fine art are taught by three permanent faculty, as well as several adjunct faculty.

H. Adequacy of faculty resources (as outlined in COMAR 13B.02.03.11), cont'd.

Faculty	Full-time / adjunct	Area of Expertise
George Bedell, MFA	Full-time	Film and digital photography, history of photography
Katherine Sifers, MFA	Full-time	Film and digital photography, photographic lighting, graphic design
Evan Hume, MFA	Adjunct	Film and digital photography

I. Adequacy of library resources (as outlined in COMAR 13B.02.03.12).

The President assures that appropriate library resources are available to support the needs of this program. Specifically, students may borrow circulating materials from any of the three CSM library branches. Through the interlibrary loan program (ILL), students can order almost any book, periodical article, or ERIC document needed, generally available within one week of the request. Library resources also include audiovisual collections use in the library and classrooms only. Additionally, substantial material is available through online databases, including ProQuest and EBSCO. Currently, the library has significant holdings of titles on photographic technique, as well as photographic artist's monographs.

J. Adequacy of physical facilities, infrastructure and instructional equipment (as outlined in COMAR 13B.02.03.13)

The President assures that appropriate physical facilities, infrastructure, and instructional equipment are available to support the needs of this program. The College makes available state of the art facilities to accomplish its mission in support of our community's academic, professional, and self-enrichment pursuits. Specifically, photography students have access the FA 167 Macintosh computer lab, which houses 17 individual student workstations, four large format Epson printers, 17 Epson 3200 scanners, two Epson V700 scanners, and additional support hardware. Film photography classes are taught in the FA 157darkroom, which has 16 workstations equipped with Saunders LPL 6x7 enlargers, as well as two Saunders / LPL large format enlargers.

The new degree program in photography will be conducted primarily on the La Plata Campus, in the FA building. Facilities in both the computer lab and darkroom are adapted for disabled students.

K. Adequacy of financial resources with documentation (as outlined in COMAR 13B.02.03.14)

See appendix

L. Adequacy of provisions for evaluation of program (as outlined in COMAR 13B.02.03.15).

CSM has developed a Student Learning Outcomes Assessment Plan (SLOAP). The SLOAP's focus is the primary mission of the college: to provide quality opportunities for intellectual development that result in student learning. The SLOAP outlines the process of collecting information to determine whether CSM's academic offerings are having the appropriate educational impact on students. Student Learning Outcomes Assessment (SLOA) is defined as the systematic collection of information about academic offerings and analysis thereof, for the purpose of improving student learning.

Program Assessment at CSM is a cyclical process that includes:

1. Program Reviews conducted every five-six years, or more often as needed.
2. Program Monitoring conducted every other year (except in the year of a Program Review).
3. Program Assessments of Student Learning conducted on a cycle established by faculty.

In addition, CSM conducts course evaluations every semester or, more often when deemed necessary.

M. Consistency with the State's minority student achievement goals (as outlined in COMAR 13B.02.03.05 and in the State Plan for Postsecondary Education).

As is true of the College of Southern Maryland in general, the new AAS in Photography program is open to all students with no restrictions in reference to age, gender, or ethnic background. As such, any student meeting the eligibility requirements of the College admission process is entitled to enroll as a major in this discipline of study. Furthermore, CSM and the CAH Division both participate in events and programs that reach all students seeking information of the College's programs, and the professional opportunities that result from that education.

N. Relationship to low productivity programs identified by the Commission:

N/A.

Appendix B: Table 1 (answers question B.1.)

(add/delete rows as needed)

REQUIRED COURSES			
Course #	Course Title	Category	Credits
ART-1505	Digital Photography I		3
ART-1200	Two Dimensional Design		3
ART-1500	Basic Photography		3
ART-1210	Color Theory and Practice		3
ART-1525	Introduction to Lighting		3
ART-1510	Intermediate Photography		3
ART-1035	History of Photography		3
ART-1300	Graphic Design I		3
ART-1515	Digital Photography II		3
ENG	Select from ENG-1020, ENG-1030		3
COM	Select from COM-1020, COM-2080		3
Elective	Select from any courses numbered 1001 or above		3
Subtotal Required Courses			36

GEN ED			
Course #	Course Title	Category	Credits
ENG-1010	Composition and Rhetoric	Gen Ed English Composition 3 credits	3
BIO/PHY Science	Select from BIO/PHY Gen Ed	Gen Ed BIO/PHY Science 3-4 credits	3
Mathematics	Select from MTH Gen Ed	Mathematics Gen Ed 3 credits	3
Social/Behavioral Science	Select from Social Science Gen Ed	Social/Behavioral Science Gen Ed 3 credits	3
History	Select from HST Gen Ed	Humanities Gen Ed 3 credits	3
ART-1010	History of Western Art	Arts Gen Ed	3
ART-1020	History of Western Art	Arts Gen Ed	3
ITS-1015	The Information Age: Emerging Technologies	Interdisciplinary/ Emerging Issues Gen Ed	3
Subtotal Gen Ed Courses			24
TOTAL CREDITS			60

Note: General Education Requirements

For students enrolling in an Associate of Arts (AA) or Associate of Science (AS) program, the general education portion of the program constitutes at least 30 to 36 credits in the following distribution:

- English composition (3)
- Arts/Humanities (6) (from 2 different disciplines)
- Biological/Physical sciences ¹ (7) (including 1 lab)
- Social/Behavioral sciences (6) (from 2 different disciplines)
- Mathematics (3)
- Electives (from above categories and/or Interdisciplinary/emerging issues) (3 - 11)

¹four credits must include a lecture with a corresponding lab (Some transfer institutions require students to take one science from biology and one from physical sciences.)

For students enrolling in an Associate of Applied Science (AAS) program, the general education portion of the program constitutes at least 20 credits in the following distribution:

- English composition (3)
- Arts/Humanities (3)
- Social/Behavioral sciences (3)
- Biological/Physical sciences (3 - 4)
- Mathematics (3)
- Electives (from above categories and/or Interdisciplinary/emerging issues) (5)

Appendix B: Table 2 (answers question K.1.)

TABLE 1: RESOURCES:					
Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	0	0	0	0	0
2. Tuition/Fee Revenue (c + g below)	\$9,864	\$27,948	\$39,456	\$42,924	\$65,760
a. Number of F/T Students	2	4	6	10	15
b. Annual Tuition/Fee Rate	\$1,644	\$1,644	\$1,644	\$1,644	\$1,644
c. Total F/T Revenue (a x b)	\$3,288	\$6,576	\$9,864	\$10,644	\$24,660
d. Number of P/T Students	4	13	18	20	25
e. Credit Hour Rate	\$137	\$137	\$137	\$137	\$137
f. Annual Credit Hours Rate	12	12	12	12	12
g. Total P/T Revenue (d x e x f)	\$6,576	\$21,372	\$29,592	\$32,280	\$41,100
3. Grants, Contracts & Other External Sources	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 – 4)	\$9,864	\$27,948	\$39,456	\$42,924	\$65,760

Standard Rate: 2e. Credit Hour Rate = \$137/credit

Appendix B: Table 3 (answers question K.1.)

TABLE 2: EXPENDITURES:*					
Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b + c below)	\$5,280	\$7,604	\$10,466	\$14,084	\$19,191
a. # FTE					
b. Total Salary	\$5,080	\$7,054	\$9,716	\$13,084	\$17,841
c. Total Benefits	\$200	\$550	\$750	\$1,000	\$1,350
2. Admin. Staff (b + c below)	\$750	\$759	\$768	\$777	\$786
a. # FTE					
b. Total Salary	\$600	\$606	\$612	\$618	\$624
c. Total Benefits	\$150	\$153	\$156	\$159	\$162
3. Support Staff (b + c below)					
a. # FTE					
b. Total Salary					
c. Total Benefits					
4. Equipment					
5. Library					
6. New or Renovated Space					
7. Other Expenses					
TOTAL (Add 1 – 7)	\$5,580	\$8,210	\$11,078	\$14,702	\$19,815

* The Photography AAS program is being built entirely around existing resources. No additional faculty or equipment resources are expected to be required.

