



September 22, 2020

Dr. James D. Fielder
Secretary of Higher Education
Maryland Higher Education Commission
6 N. Liberty Street
Baltimore, MD 21201

Dear Dr. Fielder:

Enclosed for the Commission's review is a proposed substantial modification for an existing Lower Division Certificate offered by Cecil College:

**LCD Visual Communications – Professional Photography
HEGIS Code 5007.08; CIP Code 50.0406**

We have enclosed a check for \$50 to cover the Commission's fee for this review.

Should you have any questions or require additional information, please contact Dr. Colleen Flewelling, Associate Dean for Academic Assessment and Development, at 443-674-1948 or cflewelling@cecil.edu.

Sincerely,

Christy Dryer, DNP
Vice President of Academic Programs



Cover Sheet for In-State Institutions

New Program or Substantial Modification to Existing Program

Institution Submitting Proposal	
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Each action below requires a separate proposal and cover sheet.

New Academic Program	Substantial Change to a Degree Program
New Area of Concentration	Substantial Change to an Area of Concentration
New Degree Level Approval	Substantial Change to a Certificate Program
New Stand-Alone Certificate	Cooperative Degree Program
Off Campus Program	Offer Program at Regional Higher Education Center

Payment Submitted:	Yes No	Payment Type:	R*STARS Check	Payment Amount:	Date Submitted:
Department Proposing Program					
Degree Level and Degree Type					
Title of Proposed Program					
Total Number of Credits					
Suggested Codes			HEGIS:	CIP:	
Program Modality			On-campus	Distance Education (<i>fully online</i>)	
Program Resources			Using Existing Resources	Requiring New Resources	
Projected Implementation Date			Fall	Spring	Summer Year:
Provide Link to Most Recent Academic Catalog			URL:		
Preferred Contact for this Proposal			Name:		
			Title:		
			Phone:		
			Email:		
President/Chief Executive			Type Name:		
			Signature: <i>Mary Way Bolt</i>		Date:
			Date of Approval/Endorsement by Governing Board:		

Revised 3/2019

**CECIL COLLEGE
SUBSTANTIAL MODIFICATION PROPOSAL
LDC VISUAL COMMUNICATIONS – PROFESSIONAL PHOTOGRAPHY
HEGIS 5007.08 CIP 50.0406**

A. Centrality to institutional mission statement and planning priorities:

Cecil College’s Lower Division Certificate in Visual Communications – Professional Photography prepares students to initial employment in photography. Job titles include commercial photographer, portrait photographer, industrial photographer, and photojournalist. The certificate program courses can be used in satisfying degree requirements.

This program directly supports Cecil College’s mission to provide a supportive learning environment to students as they build the skills and knowledge to achieve academic success, prepare to transfer, and enter the workforce.

B. Critical and compelling regional or Statewide need as identified in the State Plan:

The lower division certificate in Visual Communications – Professional Photography prepares students for employment or for further study in a Visual Arts program at a four-year institution. Students’ expenses for their degree are greatly reduced when they complete two years of their degree at Cecil College. The chart below compares tuition at 4-year state institutions which have Visual Arts programs with the cost of attending Cecil College. Decreased expenses allow many students to complete a degree they would otherwise be unable to complete, supporting goal 2 (Success) of the Maryland State Plan for Education.

Institution	Rate	Cost per credit 2020-21	Cost for 60 credits	Savings over 2 years
Cecil College	In-county	\$125	\$7,500	-
Morgan State University	In-state	\$250	\$15,000	\$7,500
Frostburg State University	In-state	\$276	\$16,560	\$9,060
Towson University	In-state	\$299	\$17,940	\$10,440
University of Maryland Baltimore County	In-state	\$361	\$21,660	\$14,160

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

A Visual Communications – Professional Photography certificate prepares students for employment as photographers. While Maryland’s Department of Labor projects a decrease from 2016-2026 in the number of openings for these types of positions,¹ the US Department of Labor notes that the number of

¹ <http://dllr.maryland.gov/lmi/iandoproj/maryland.shtml>

self-employed photographers is expected to grow 10% between 2018 and 2028, as demands for drone photography, commercial photography, and portrait photography continue to be strong.²

D. Reasonableness of program duplication:

A search of the Maryland Higher Education Commission’s Academic Program Inventory database reveals three other institutions offer lower division certificates in this field in Maryland.

Institution	Field	Program
College of Southern Maryland	Photography	Lower Division Certificate
Montgomery College	Photography (5 types)	Lower Division Certificate
Harford Community College	Photography	Lower Division Certificate

While Harford and Cecil both have photography programs, the two programs focus on different outcomes. Harford’s Photography certificate program includes courses on black and white photography and alternate processes, focusing on the interests of the amateur photographer. Cecil’s program, on the other hand, includes two studio photography courses and includes several options for professional specialization. Lastly, Cecil’s certificate program is a stackable credential, fulfilling nearly half of the requirements for the Associate of Applied Science in Visual Communications (Professional Photography concentration).

E. Relevance to high-demand programs at Historically Black Institutions (HBIs)

We anticipate there will be no impact on the implementation or maintenance of high-demand programs at HBI’s.

F. Relevance to the identity of Historically Black Institutions (HBIs)

Bachelor’s degree programs in the arts are offered at University of Maryland Eastern Shore, Morgan State University, and Bowie State University. Because Cecil’s lower division certificate program in Visual Communications – Professional Photography may be used for transfer, graduates could choose to attend any of these institutions.

G. Adequacy of curriculum design and delivery to related learning outcomes consistent with Regulation .10 of this chapter:

The following information on degree requirements, learning outcomes, and course descriptions will be made available to students in the college catalog, which is available on the Cecil College website. Students may also consult with advisors and faculty members to learn about these programs.

Information about new programs is clearly and accurately represented in advertising, recruiting, and admissions materials. The College’s Academic Programs unit widely shares information about the requirements for new or changed degrees in MHEC-approved programs. The Admissions and Marketing

² <https://www.bls.gov/ooh/media-and-communication/photographers.htm#tab-6>

departments use this information to update application and inquiry forms, internal recruitment products, and other marketing materials.

Faculty at Cecil College design all courses and programs, which are then presented to the Academic Affairs Committee, a committee comprised primarily of faculty, for approval.

Changes Made to Lower Division Certificate in Visual Communications – Professional Photography
(changes are italicized)

OLD Program Requirements		NEW Program Requirements	
Course Number and Title	Cr	Course Number and Title	Cr
VCP 101 Photography I	4	VCP 101 Photography I	4
VCP 111 Studio Photography I	4	VCP 111 Studio Photography I	4
VCP 116 Digital Imaging I	2	VCP 116 Digital Imaging I	2
VCP 117 Digital Imaging II	2	VCP 117 Digital Imaging II	2
<i>VCP 118 Digital Imaging III</i>	4		
<i>VCP 210 Video Production I</i>	4		
VCP 211 Studio Photography II	4	VCP 211 Studio Photography II	4
<i>VCP 212 Video Production II</i>	4		
<i>VCP 279 Professional Portfolio Production</i> <i>OR</i> <i>VCP 289 Internship I</i>	4		
Select 8 credits from the following: VCP 110 Portrait Photography <i>VCP 119 Digital Imaging IV</i> VCP 222 Photojournalism I VCP 233 Fictional Photography VCP 224 Nature and Wildlife Photography	8	Select 8 credits from the following: VCP 110 Portrait Photography VCP 222 Photojournalism I VCP 233 Fictional Photography VCP 224 Nature and Wildlife Photography	8
Total Credits	40	Total Credits	24

The revised certificate in Visual Communications – Professional Photography requires the following courses:

Course Code	Courses (24 Credits)	Credits
VCP 101	Photograph I	4
VCP 111	Studio Photography I	4
VCP 116	Digital Imaging I	2
VCP 117	Digital Imaging II	2
VCP 211	Studio Photography II	4
Electives	Select 8 credits from the following	
VCP 110	Portrait Photography	8
VCP 222	Photojournalism I	
VCP 233	Fictional Photography	
VCP 224	Nature and Wildlife Photography	

COURSE DESCRIPTIONS

VCP 101 Photography I introduces the art and craft of photography. Students learn digital camera operation, digital scanning, and print production. Emphasis is placed on visual thinking and visual communication. Students complete weekly lab assignments in addition to class activities, to produce a portfolio of fine black and white and color photographs. Credits: 4

VCP 110 Portrait Photography introduces light techniques for studio and location portraiture along with posing techniques for individual and group shots. Professional software application techniques for post processing and retouching are covered. Business principles and practices for running a portrait studio are introduced. The class includes demonstrations and hands-on activities. In addition to classroom instruction, students reserve three to four hours weekly in the VCP studios and lab to complete the course. Credits: 4 Prerequisite(s): VCP 101

VCP 111 Studio Photography I introduces light techniques for studio and location portraiture along with posing techniques for individual and group shots. Professional software application techniques for post processing and retouching are covered. Business principles and practices for running a portrait studio are introduced. The class includes demonstrations and hands-on activities. In addition to classroom instruction, students reserve three to four hours weekly in the VCP studios and lab to complete the course. Credits: 4 Prerequisite(s): VCP 101

VCP 116 Digital Imaging I introduces the student to the creation and manipulation of electronic imagery. Students learn to import digital images; scan film, prints, and artwork; create and manipulate images; prepare images for print, and use in many other applications. Credits: 2

VCP 117 Digital Imaging II introduces students to basic graphic design concepts and intermediate digital imaging techniques. Students produce a portfolio of work including: a retouched image, a special effects image, a magazine cover, business cards, letterhead, high dynamic range (HDR), panoramic and personal project prints. Credits: 2 Prerequisite(s): VCP 116

VCP 211 Studio Photography II introduces light techniques for studio and location portraiture along with posing techniques for individual and group shots. Professional software application techniques for post processing and retouching are covered. Business principles and practices for running a portrait studio are introduced. The class includes demonstrations and hands-on activities. In addition to classroom instruction, students reserve three to four hours weekly in the VCP studios and lab to complete the course. Credits: 4 Prerequisite(s): VCP 101

VCP 222 Photojournalism I studies the approaches and techniques of photographic reportage. Topics include news, features, issue reporting, journalistic portraits, sports, photo essay, documentary photography, and ethics and law. Emphasis is placed on visual interpretation and communication, composition, and photo editing. Students complete weekly shooting and lab assignments, participate in class discussions and critiques, create a picture story layout, plan and photograph a group project, and produce a strong photojournalism portfolio. Credits: 4 Prerequisite(s): VCP 101 or VCP 180 and ART 180

VCP 224 Nature and Wildlife Photography introduces the student to the fundamentals of professional nature and wildlife photography: equipment, processes, aesthetics, portfolio preparation, and marketing. The course includes extensive field trips to photograph with the instructor. Credits: 4 Prerequisite(s): VCP 101

VCP 233 Fictional Photography introduces and advances students through the convergence of visual, cinematic storytelling, combined with the impact of still photography. This course is centered on location-based strobe lighting, conceptual thinking, pre-visualization, location scouting, directing actors and assistants, and advanced post-production techniques. Credits: 4 Prerequisite(s): VCP 111, VCP 116

Upon successful completion of this program, students will be able to:

- Interpret contemporary theory and forms and the contextualization of photography within the larger world of the arts
- Critically analyze and evaluate examples of photographic art
- Execute efficient lighting techniques for both natural and constructed scenes on location or in a studio setting
- Utilize industry standard equipment, techniques, and workflows specific to the practice of photography
- Develop a branding identity package and a professional photography portfolio that showcases technical skills and individual vision

Cecil College does not contract with another institution or non-collegiate organization in providing this program.

H. Adequacy of articulation

Cecil College is does not currently have formal articulation agreements for this certificate.

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

Faculty Member	Credentials	Status	Courses Taught
Adam Jacono, Assistant Professor	M.F.A. East Carolina University (Photography)	Full-time	VCP 101 Photography I
Daniel Krukosky, Assistant Professor	M.S. Wilmington University (Internet and Network Design and Technology)	Full-time	VCP 116 Digital Imaging I VCP 117 Digital Imaging II
Jennie Campbell	A.A.S. Cecil College (Visual Communication – Professional Photography)	Part-time	VCP 111 Studio Photography I VCP 110 Portrait Photography
Floyd Dean	A.A. Art Institute of Pittsburgh (Photography)	Part-time	VCP 211 Studio Photography II

Faculty Member	Credentials	Status	Courses Taught
Laura Marziano	A.A.S. Cecil College (Visual Communication – Professional Photography)	Part-time	VCP 224 Nature and Wildlife Photography VCP 233 Fictional Photography
Charles Weiss	B.S. Loyola College of Baltimore (Political Science)	Part-time	VCP 222 Photojournalism I

Faculty have several opportunities for ongoing professional development in pedagogy. Cecil College’s instructional technologist offers regular workshops on using technologies to improve both face-to-face and online teaching. In addition, each semester she offers the Quality Matters-based Professional Development for Online Teaching (PDOT) course on best practices in online teaching. The College also funds faculty participation in academic conferences, including conferences focused on pedagogical topics. In 2018-19, Cecil College also piloted the Faculty Guild professional development program with selected full-time and part-time faculty; six additional faculty members participated in this program in 2019-20.

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

Cecil College’s Cecil County Veterans Memorial Library is a member of Maryland Digital Library (MDL) and the Maryland Community College Library Consortium (MCCLC). CCVM Library has reciprocal borrowing privileges with other community college libraries within the state of Maryland. CCVM Library also subscribes to Inter-Library Loan, where students and faculty can request physical books, eBooks, and scholarly articles from institutions in other states.

Professional Photography students can make an appointment to meet one-on-one or in groups with the Instructional Librarian for assistance with the following: narrowing down a research topic, finding articles in the library databases, finding books and eBooks, evaluating resources, and crafting citations. The Instructional Librarian also visits classes upon request to teach library information sessions tailored to class projects and curricula.

The library subscribes to approximately 84 online databases that cover most disciplines offered at Cecil College. The following databases may help most with varying aspects of the Professional Photography Certificate: Academic Search Complete, ProQuest Computer Science, ProQuest Arts and Humanities, ProQuest Business Market Research Collection, Business Source Premier, ProQuest Career and Technical Education, JSTOR, and ProQuest Social Science.

CCVM Library offers both a physical book collection and an online eBook collection for student use related to computer science, as well as a list of open resources on its Open Educational Resources (OER) LibGuide that both students and faculty can utilize. The library also has a number of program required textbooks on reserve for students to use in the library. CCVM Library staff welcomes and encourages faculty to submit requests for books, multi-media resources, and databases to support student projects and teacher instruction throughout the academic year.

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

All students have the opportunity to utilize all physical facilities on campus including the Library; the Arts and Sciences Building; the Engineering and Math Building; Physical Education Complex; and the Technology/Conference Center, housing the computer lab, a student lounge / dining area and a Conference Center.

The department has sufficient dedicated office space for program faculty, staff, and students. Faculty offices include a desk and multiple chairs available for private conferences with students and/or faculty, bookshelves for department resources, and a locked file cabinet to secure program materials.

There is also dedicated office space for adjunct faculty. The adjunct offices are equipped with computers, desks, chairs, and telephones.

Multiple conference rooms are available for faculty meetings and or private conferences with students in the Engineering and Math Building, the Arts and Science Building, and the Physical Education Complex.

Available technology includes state-of-the-art smart classrooms with interactive white boards, projection systems, immediate capture and documentation cameras, wireless internet access, and the College-wide course management system, Blackboard, which can provide on-line learning to supplement courses.

The North East campus computer lab, housed in the Technology Center, provides 28 computers and technology resource staff, during regular lab hours, to assist students. The Writing Center is a free service to all Cecil College students. Tutors are available during a variety of day and evening hours to assist students with reading and writing assignments in any subject. Free subject matter tutoring is also available to all students upon request.

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




1. Complete  [Table 1: Resources \(pdf\)](#) and  [Table 2: Expenditure\(pdf\)](#).  [Finance data\(pdf\)](#) for the first five years of program implementation are to be entered. Figures should be presented for five years and then totaled by category for each year.

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)	\$5,000	\$9,399	\$12,333	\$15,435	\$20,541
a.	Number of F/T students	0	1	1	1	2
b.	Annualized Tuition/Fee Rate ³	\$4,125	\$4,249	\$4,376	\$4,507	\$4,643
c.	Total F/T Revenue (a x b)	\$0	\$4,249	\$4,376	\$4,507	\$9,285
d.	Number of P/T students	2	2	3	4	4
e.	Credit Hour Rate	\$125	\$129	\$133	\$137	\$141
f.	Annualized Credit Hour Rate ⁴	\$2,500	\$2,575	\$2,652	\$2,732	\$2,814

³ Assumes Cecil County resident taking 35 credits per year.

⁴ Assumes Cecil County resident taking 20 credits per year.

g.	Total P/T Revenue (d x e x f)	\$5,000	\$5,150	\$7,957	\$10,927	\$11,255
3.	Grants, Contracts & other External Sources	\$0	\$0	\$0	\$0	\$0
4.	Other Sources	\$620	\$1,034	\$1,344	\$1,654	\$2,068
	Total (add 1-4)	\$5,620	\$10,433	\$13,677	\$17,089	\$22,609

Current enrollment in this program has average 2 per year over the past four years. Cecil College expects that this program will start with this enrollment and experience modest growth.

We are projecting tuition increases of 2% each year. Other sources of revenue include Student Development fees (\$8/credit) and Registration fees (\$75/semester). On average, full-time Cecil students take 33 credits per year; part-time students take 20 credits per year on average.

TABLE 2: EXPENDITURES

	Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1.	Faculty (b + c below)	\$2,368	\$2,409	\$2,449	\$2,490	\$2,532
a.	# FTE	0.02	0.02	0.02	0.02	0.02
b.	Total Salary	\$1,576	\$1,600	\$1,624	\$1,648	\$1,673
c.	Total Benefits	\$792	\$809	\$825	\$842	\$859
2.	Admin. Staff (b + c below)	\$0	\$0	\$0	\$0	\$0
a.	#FTE	0	0	0	0	0
b.	Total Salary	\$0	\$0	\$0	\$0	\$0
c.	Total Benefits	\$0	\$0	\$0	\$0	\$0
3.	Support Staff (b + c below)	\$0	\$0	\$0	\$0	\$0
a.	# FTE	0	0	0	0	0
b.	Total Salary	\$0	\$0	\$0	\$0	\$0
c.	Total Benefits	\$0	\$0	\$0	\$0	\$0
4.	Equipment	\$0	\$0	\$0	\$0	\$0
5.	Library	\$0	\$0	\$0	\$0	\$0
6.	New or Renovated Space	\$0	\$0	\$0	\$0	\$0
7.	Other Expenses	\$0	\$0	\$0	\$0	\$0
	Total (Add 1-7)	\$2,368	\$2,409	\$2,449	\$2,490	\$2,532

This program will be implemented with existing faculty resources and administrative staff, so there are no new expenses for personnel. Faculty FTE is based on the expected administrative load for the department chair. Because enrollment in the degree programs is significantly higher than in the certificate program, we estimate that 2% (.02 FTE) of the department chair's time will be devoted to this program.

Salaries are forecasted to increase 1.5% each year, while health benefits are forecasted to increase 2.5% each year. Library resources and equipment are budgeted within the general operating budget on an ongoing basis.

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

Faculty members are evaluated every semester by students enrolled in their courses. The College uses an electronic survey process (Evaluation Kit) and students are required to complete the evaluation within a specified time frame at the end of the semester or they are locked out of the learning management system (Blackboard) until they complete the survey. This has resulted in a very high response rate for all courses. In addition, faculty members are assessed in the classroom by the appropriate dean or designee each semester for their first year at Cecil College, annually for the next two years, and every three years thereafter. Student course evaluations are an important component in the College's process of monitoring student satisfaction.

All faculty members are contractually obligated to complete an annual report that includes assessment results. Faculty satisfaction is monitored through the Great Colleges to Work For Survey, which is administered every two years.

The College's Assessment Plan requires that each learning goal for an academic program be reviewed at least once every four years. These assessments are used to make improvements to the program. In addition, the College has an established Comprehensive Program Review process through which programs evaluate their strengths, opportunities, and cost effectiveness every eight years.


Student retention rates are regularly monitored by the division dean.

N. 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).

Cecil College embraces the value of diversity, and strives to continuously foster inclusiveness, and has identified "Graduates will illustrate knowledge of ...the Diversity of Human Cultures" as one of the institution's six General Education learning goals.

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

This program is not related to low productivity programs identified by the Commission.

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

Cecil College is a member of NC-SARA and follows C-RAC guidelines for distance education.