

1. **Development of the Photography Major**, begun formally in Fall, 2005, was slowly stalled by Fall, 2007, a consequence of diminishing administrative and managerial support.
2. **Replacement of the Photography Department Manager**, a full time position vacated January 18, 2008, required complete review and update of PDQ #493, Grade A/P 9. The new Position Description is attached.
3. **The Position Description was finished on April 8, 2008.** Interviews were conducted June 9 -12, 2008. The position was offered to Mr. Kevin Bowman, who accepted and was hired July 1, 2008.
4. **Work on the proposal for the Photography Major** began again in Spring Semester, 2008, when market research was resumed. The proposal was completed October 15, 2008. The Curriculum Committee approved the proposal on October 20, 2008. The Undergraduate Academic Policies Committee approved the proposal on November 14, 2008. Faculty Senate approved the proposal on December 1, 2008. The Faculty Assembly approved the proposal on December 8, 2009. The Photography Major is included in the 2009-2010 Catalog.
5. Four threats were cited in the proposal for the Photography Major:
 - A. **Reliance on adjunct faculty.** There is only one tenured faculty member in the Photography Department, Gary S. Colby. The services of at least two, most often three adjunct faculty members will continue each semester unless and until the program grows to support an additional faculty member. Given recent budget constraints and proposals to increase class sizes and reduce the numbers of contracts written for adjunct faculty, this is an increasingly significant threat.

Action considered: Not much can be done about this, except work to recruit students to validate the major in the curriculum of Arts and Sciences.

- B. **Minimal secretarial support.** From the beginning, the Photography Department secretarial services have been provided by the single faculty member or occasionally the Photography Department Manager. While the services of the Humanities Secretary, a position presently held by Melanie Brown, have been helpful, the arrangement is not convenient or efficient.

Action considered: While the current arrangement is working, we could use a review of our office procedures and an opportunity to negotiate a few new responsibilities for the Humanities Secretary.

C. **Current budget environment.** Until the beginning of the 2008-2009 academic year, the Photography Department had been adequately funded. With reduced enrollments and expected budget reductions there may be problems upgrading software, repairing and replacing equipment, hiring outside services and procuring laboratory consumables for a growing population.

Action considered: Not much can be done about this. Our 2009-2010 budget is inadequate in many categories, most dangerously, line 6102, Adjunct Faculty Salaries. The document is preceded by a memorandum from the Associate VP & Treasurer who wrote, "...It's important to note that these budget reports...could very well change. A number of restructuring and reorganizational changes are underway and could impact the final budget."

D. **Faculty professional growth and development.** Presently working a basic weekday schedule of 9:00 a.m. to 5:30 p.m., the existing tenured faculty member is already overwhelmed. Beyond the usual teaching and laboratory load, the administrative duties of the chair, the relationships with the Departments of Art and Communications, the expectations of the College of Arts and Sciences in collegial and governance enterprises, the expectations of the greater University of La Verne for academic advising and outreach and attention to curatorial responsibilities for the Irene Carlson Gallery of Photography preclude opportunities for personal and professional development activities.

Action considered: That's the way life is. As long as the College of Arts and Sciences remains supportive, the full-time faculty member will...

1. Teach classes and advise students.
2. Serve as required on committee assignments and participate in official University of La Verne functions.
3. Work on all aspects of development of the major in photography, with the goal of about 5 new students added to the enrollment within the major each year from Fall, 2010 until Fall, 2015. See the "Addendum to the Proposal to offer the degree of Bachelor of Arts in Photography", page 8, "Assessment of Development."
4. Experiment with equipment and materials within concepts and adventures commensurate with the Entertainment offered by life. This may or may not include making photographs.

A fifth threat exists, not cited in the proposal:

E. **The Photography Department is receiving an increasing number of requests for photographic services to the institution.** The academic department has no means to provide for these requests, but is distracted by its efforts to serve legitimate institutional needs for photographic services.

Action considered: We have submitted a suggestion to hire recent graduates of the Photography Department by putting them on retainer at their hourly rate, guaranteeing one-half day of work for each of a prescribed set of days within a week. For example, the photographer would come to campus Monday, Wednesday and Friday from 9:00 until 12:00, and bill the institution for 3 hours each day, a total of 9 hours each week. During this time the photographer would make new exposures, edit existing work, scan archival images and work on the picture archives. Weekends and special events, particularly athletic events, would be added to the retainer contract at the photographer's regular rate. The result would be a comprehensive and predictable schedule, with reduced costs and higher productivity. The institution would enjoy the services of a well-trained, young, energetic and ambitious photographer without the costs associated with a full-time position, including benefits. The proposal has yet to be accepted (or acknowledged).

6. **Revitalize Photography courses.** With the proposal for the major came the opportunity to review the curriculum map and rewrite the photography course outlines. This effort is ongoing and is undertaken with the support of adjunct faculty and the Photography Advisory Board members.

A. Photo 210, Elementary Photography – As the Photography Major evolves, the old, original basic photography class needs to be revised. We plan to reduce the intensive classic black-and-white silver halide laboratory units, replacing them with selected historic alternative processes. Additionally, we shall begin to accumulate laboratory equipment, including cameras, for each student enrolled, to eliminate the need for students to purchase or borrow equipment of their own.

B. Photo 321, Portrait Photography and Photo 322, Digital Photo Retouching are new offerings for Fall, 2009. This is the first of a series of matched techniques courses to be offered each semester for majors. The techniques courses will be rotated through a complete set each three years.

C. Photo 327, Staff Photography – This course is dependent on the curriculum developments in Journalism for *Campus Times* and *La Verne Magazine*. The future of this course is uncertain, but it could be re-cast as a portfolio development course or a yearbook production course.

- D. Photo 350, Color Photography – This course will be reconfigured as field photography, including interior, exterior architecture and landscape.
- E. Photo 450, Special Topics in Photography – This course has been used in part to develop thematic or conceptual continuity exercises. A strong Art Department senior project class makes this no longer necessary, so we hope to add additional techniques, alternatively in aerial, wildlife or public camera obscura installations.
7. **Report to the Advisory Board.** A synopsis of the year's accomplishments was delivered by email to the Advisory Board at the end of May, 2009. The Program Review Update will be revised for the benefit of the Board, to be delivered at the end of September, 2009.
8. **Refine the Advisory Board makeup.** We shall ask two members to resign, Christopher Northup and Carla Rhea, and invite two new members to join. We may invite one of the high school teachers with whom we've been talking about the new major. We shall invite Marcus Lewis, the customer service manager at Crush Creative, a Burbank corporate large format visual media bureau serving publishing, advertising, entertainment and defense contracts.
9. **Begin development of a placement service.** We hope to eventually offer a clearinghouse for photographic services, and possibly the nexus of an agency populated by La Verne graduates. People seeking photographers and photography editors call us regularly. We should like to support our recent graduates with opportunities to work and resources for advancement to graduate school.
10. **Continue to cultivate interest in ULV with visits high schools and community colleges.** This will include campus visits and may result in new programs such as photography competitions, portfolio reviews and festivals. We should like to offer a financial or equipment incentive to exceptional students who choose La Verne for their undergraduate career.
11. **Continue to participate in Communications Day.** A primary recruitment tool for the Communications Department, Photography has participated in the workshops since its inception. Communications Day is scheduled for October 23, 2009.
12. **Develop and cultivate the lists of enrolled major and minor students into a cohesive group with which classmates can identify.** This may involve encouragement to join local chapters of NPPA or SPE.
13. **Maintain the existing list of supportive alumni.** Virtually all the restricted account consists of donations from faculty colleagues or loyal alumni. We

- need to revitalize our relationship with our alumni base, and give the restricted account a purpose, such as a scholarship, with which they can identify.
14. **Reconfigure the equipment check-out procedure.** Our equipment database, albeit in better shape than it was in January, 2008, remains troublesome. We need to establish an easier means of marking equipment indelibly, continually inspecting and recording the condition of equipment, and assessing damages when equipment is lost or damaged.
 15. **Archive and catalog existing and newly generated Staff Photography assignments.** This essential work was neglected for a decade prior to January, 2008. Negatives, slides and proof sheets are inadequately stored and cataloged. Discussions about how to approach this began in Fall, 2008.
 16. **Begin to catalog and archive student project portfolios.** This is needed for assessment purposes. At the end of Spring, 2009, the Department acquired a RAID hard disk enclosure for this purpose. A technique was developed for student workers, to be implemented in Fall, 2009.
 17. **Continue to work with the new Director of Galleries, Dion Johnson.** We need to facilitate effective use of the Irene Carlson Gallery of Photography to the ends established by the mission statement of the Photography Department, reduce the effort and resources required by the photography faculty, and negotiate responsibilities in the gallery clearly.
 18. **Reconfigure certain Photography Department courses to meet the new General Education requirements.** We need to bring relevant courses to the General Education Committee for review for Breadth Requirement, University Values Requirement and/or Interdisciplinary Requirement. Several opportunities have been identified and discussed with Zandra Wagoner. All that remains is proposal writing.
 19. **Investigate interdisciplinary opportunities.** We have been informally discussing ideas with faculty in Art, Biology, Physics and Chemistry. We are interested in travel alternatives, particularly January term.
 20. **Investigate ideas and opportunities for summer workshops.** Techniques workshops and field excursions in photography are well served by the summer climate in Southern California. To begin we propose a revival of the popular "snapshooter's workshop."
 21. **Prepare for WASC.**