

Background

Gary Colby began rewriting the photography curriculum about 1974. Then established the photography program in the late 1970's, serving principally Art and Journalism. When the College of Arts and Sciences was formed, about 1987, the Department was formalized in a loose division association with the departments of Art, Music and Theater Arts. Two concentrations in photography followed immediately. The first was the Bachelor of Arts in Journalism, Concentration in Photojournalism. The Journalism Department was in the College of Graduate and Professional Studies at the time. The second was the Bachelor of Arts in Art, Concentration in Photography. Shortly afterward the Photography Minor was approved. Along with the Photography Major, the Photography Department maintains these three undergraduate tracks today.

The Photography Department was rededicated to the mission in January, 2008, coinciding with the hiring of Kevin Bowman as Photography Department Manager.

Today

The program update for 2008-2009 cited 21 categories for action. Each of these will be addressed here and released.

1. **Development of the Photography Major.** Completed: The Photography Major, which had been proposed in Fall 2005, was finally approved and published in the catalog for 2009-2010.
2. **Replacement of the Photography Department Manager.** Completed
3. **The Position Description Revised April 8, 2008.** Completed: 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:** Completed.
5. Four threats were cited in the proposal for the Photography Major:
 - A. **Reliance on adjunct faculty.** Unresolved: There remains only one tenured faculty member in the Photography Department, Gary Colby. The services of at least two adjunct faculty members will continue each semester. Meanwhile, it is difficult to attract technically adept part-time teachers, given the low level of current part-time wages. These problems are being addressed in four ways.
 1. Continual part-time faculty interviews.

2. Slight increase in part-time pay for 2010-2011.
3. Reorganization of the photography courses into class and lab sections, to better account for contact hours.
4. Investigation of the Department Associate position.

B. **Minimal secretarial support.** Resolved: Melanie Brown, Humanities Secretary, offered to accept tasks from the Photography Department.

C. **Current budget environment (excluding adjunct faculty wages).** Resolved: Although the Photography Department endured significant budget cuts in 2008-2009, especially in equipment, resources were adequate to bring the laboratory up to date for 2010-2011. Materials and supplies have been adequate. The Department has confidence in the Dean's office with respect to College resource allocation.

D. **Faculty professional growth and development.** Unresolved, but with gratitude for the opportunity: The existing tenured faculty member maintains a full-time 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. The workload is high, but worthwhile.

As long as the College of Arts and Sciences remains supportive, the full-time faculty member will...

1. Resolved: Teach classes and advise students.
2. Resolved: Serve as required on committee assignments and participate in official University of La Verne functions.
3. Resolved: Continue development of the Photography Major, adding 5 new students to the Department as majors each year beginning Fall, 2010 until Fall, 2015. See "Addendum to the Proposal to offer the degree of Bachelor of Arts in Photography", page 8, "Assessment of Development."
4. Resolved: Experiment with equipment and materials within concepts and adventures commensurate with the Entertainment offered by life. This may or may not include making photographs, but it's consistent with development of the Major embedded in the Arts and Sciences.

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. Resolved: The Photography Department, with support of the Dean, will turn away all requests for photographic services to the institution.

The action proposed: "...We have submitted a suggestion to hire recent graduates of the Photography Department by putting them on retainer at their hourly rate..." was heard and considered, but dismissed by University Advancement.

6. Revitalize Photography courses. Resolved: Some Photography Course Outlines are undergoing revision, with completion anticipated by May, 2011.

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. The camera inventory is completed.

B. Photo 230, Documentary Photography. Completed

C. Photo 299, Independent Study.

D. Photo 305, Magic Box Revolutions, A Social History of Photography – Taught by the renowned Ed Beardsley, this course is new in Fall, 2010 and will be offered each Fall Semester. Completed

E. Photo 310, Photoshop. Continually updated.

F. Photo 321, Portrait Photography and Photo 322, Digital Photo Retouching. Completed.

G. Photo 327, Staff Photography – This course is dependent on curriculum developments in Journalism for *Campus Times* and *La Verne Magazine*. Continually updated.

H. Photo 350, Color Photography – This course will be reconfigured as field photography, including interior, exterior architecture and landscape.

I. Photo 356, Digital Portfolio – This course has been reconfigured as a professional portfolio course. Completed.

J. Photo 399, Independent Study

K. Photo 450, Special Topics in Photography. Completed.

L. Photo 497, Internship. In rewrite.

M. Photo 499, Senior Project. In rewrite.

One new course in small product photography is being prepared for the Curriculum Committee, Fall, 2010.

7. Report to the Advisory Board. Continual.

8. **Refine the Advisory Board makeup.** "...We shall ask two members to resign, Christopher Northup and Carla Rhea..." These individuals remain on the board. Ms. Rhea was active in selection of the Performance Scholarship recipients. "...We shall invite Marcus Lewis, the customer service manager at Crush Creative..." Mr. Lewis accepted our invitation and is now a board member. Still, some members are inactive and should be replaced or removed.
9. **Begin development of a placement service.** Tabled. We are discussing opportunities for memberships in SPE, NPPA and WPPA, as well as beginning to explore alumni association opportunities.
10. **Continue to cultivate interest in ULV with visits to high schools and community colleges.** Tabled. We now participate in Communications Day and Performance Scholarship day.
11. **Continue to participate in Communications Day.** Continual.
12. **Develop and cultivate the lists of enrolled major and minor students into a cohesive group with which classmates can identify.** A continuing problem: Although if resolved this may include local chapters of NPPA or SPE. Alas, this is harder than it seems. There appears to be no accurate updated list of majors and minors, other than the advisers' lists.
13. **Maintain the existing list of supportive alumni.** Stalled: 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.** Recurring migraine: 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. Recently a student worker began to reconfigure the computer database. Still, negatives, slides and proof sheets are inadequately stored and cataloged. Discussions about how to approach this began in Fall, 2008. Discussions are beginning about how to preserve and protect the archive.
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. The RAID enclosure is adequate for approximately two years. Ultimately, institutional server space should be acquired.
17. **Continue to work with the new Director of Galleries, Dion Johnson.** Resolved.
 18. **Reconfigure certain Photography Department courses to meet the new General Education requirements.** Resolved, for Photo 210, Elementary Photography and Photo 230, Documentary Photography.
 19. **Investigate interdisciplinary opportunities.** Resolved: Discussions continue but there is no time to develop proposals beyond discussion.
 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 "snapshotter's workshop."
 21. **Prepare for WASC.** Resolved (for now).

Tomorrow

1. Outreach. The Photography Department is adequately staffed and funded. Research for the Major proposal created enduring contacts among the teachers at 24 high school classes in photography, art, graphic arts and journalism. The Department participates in Communications Day and Performance Scholarships. No other institution within our market offers a Photography Major.
2. Enrollment. According to the University Fact Book as of the November 15th census date there are 15 major, as noted in the Banner system, a dozen Minors, one Photojournalism Concentration and two or three Photography Concentration students. This exceeds expectations for the first year. Students come from both the traditional age population and CAPA. Many are double majors.
3. Facilities. If growth continues at double the estimated rate of 5 each year, we'll soon need more space. Already we need a print preparation room, storage for the archives and gallery equipment and supplies, locker space for majors and a student work and lounge facility. Nevertheless, students will be well served by existing facilities.
 - A. Computer Laboratory – Tables and chairs are new. Monitors are new. CPUs are 1 year old. Ambient lighting will be replaced before Fall Semester,

2010. Adobe CS5 and Lightroom 3 need to be procured and installed, but it's a first-rate lab.
- B. Studio – Lighting equipment will need to be replaced for 2011-2012.
- C. Darkrooms – Darkroom equipment is old, but serviceable. Darkroom plumbing is beginning to reach the end of its service life. The facility needs patching and painting. We need dedicated space for fixer and bleach storage. We shall need to add minor equipment for alternative processes.
- D. Service Bureau – We shall replace existing computers with the retired equipment from the lab. We should find a permanent home for the flat-bed scanner. The large-format film scanner and 24-inch printer are performing well. This room includes the students' lockers, which are now occupied by the Photo Staff archives.
4. Internships. We hope to develop long-term relationships with studios and publications that will employ our interns. Some opportunities have been lost as older newspapers have reduced staffing or closed altogether. But new opportunities are showing up in community news, niche market publications and Internet sites. Additionally, we are negotiating to open opportunities at retail and industrial enterprises. Not every student will choose the internship from among the major electives.
5. Senior Projects. We anticipate our first Senior Projects in Spring, 2011. Senior Projects will be documentary works, focused on narrow components of community and University life related to the students' second major or minor.
6. Carlson Gallery. Although the Director of Galleries has assumed responsibility for production, exhibition development and curatorial work still falls to the Photography Department Chair. This relationship is working well, and is essential as the Department matures. We plan four exhibitions each year, plus two student exhibitions.
7. Equipment Crib. We shall replace as many as five 35mm cameras annually. We shall need to add lenses, flash equipment, studio lighting equipment and tools as the major population grows. Students will be expected to provide their own basic camera kit, including cameras, lenses, flash, tripod, laptop computer and software.
8. Summer Workshops. Potentially, summer workshops are revenue generating. They could be Adobe Certified or planned excursions for well-heeled alumni. The only restraint against this application is the need to repair and refurbish the Department after an academic year's wear and tear.