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Photography

2022

Decision Balance Tool - PHT1 Planned Improvement Strategies

Fanshawe College

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Decision Balance Tool – Planned Improvement Strategies

Due: August 31, 2022

Program Name – Photography

Prog. No. – PHT1

PHT 19-20				PHT 20-21				DBT Score (2022)
ESLE	EM	OUR	Ttl	ESLE	EM	OUR	Ttl	
1.3	2.12	2.75	2.21	1.5	1.4	2	1.66	0

(ESLE: Exceptional Student Learning Experience, EM: Enrolment Management, OUR: Optimize Use of Resources)

1. Identify planned improvement strategies for each PHT assessment area.

(These strategies should improve your next PHT score. The effectiveness of these strategies will be assessed in summer of 2023 to support best practices for all programs.)

a. Exceptional Student Learning Experience

Graduate Related Employment is difficult to address because students in the program are entrepreneurs. Very few will find full-time work related to their areas of study because few organizations employ Photographers directly. Photographers are hired on contract by assignment. The majority of grads from this program start their own businesses and market themselves according to their specialty, be it portrait, commercial, landscape, architectural, sports journalism, etc.

The SFS score was actually up slightly in 20/21, and is not far off the College Median. To some extent, dissatisfaction has been attributed to outdated facilities by students in the program. I have submitted a capital budget request for upgrading of the lighting systems, which is particularly of concern due to failure and safety concerns.

b. Enrolment Management

Enrolments are up 20% this year, suggesting that the dip from excellent to unsatisfactory in domestic, and from marginal in international can largely be explained by students putting off studies for such a hands-on program during the pandemic, as well as the inability of international students to attend in person.

Progression remains a challenge in this program, and changes to curriculum are taking place this year to address those concerns.

c. Optimize Use of Resources

Total revenue is still exceptional for this program, suggesting the drop in the other categories from marginal to unsatisfactory is also the result of low enrolment during the pandemic, and will resolve this year.

d. Other Strategies

As always, I adjust marketing priorities in response to enrolment issues, and Photography has been prioritised in this year's promotion plan.