Photo Survey: A Digital Assessment of El Camino College

Spring 2013

Institutional Research & Planning
Why conduct a Photo Survey?

1. Photos can help to identify things that can’t be captured with a traditional survey.¹
2. Photos have the ability to capture attention.²
3. Photos provide an accurate and detailed record that can be accessed, maintained, and used over time.³
4. Photos can inform delivery of College services.

Photo Survey details

• 52 students were invited to participate, 15 students accepted.
• Participants must own a smartphone.
• Students who wanted to participate were invited to an in-person orientation or sent instructions via email.
Photo Survey Instructions

1 - Take photo

5 photos of things that you like about ECC
5 photos of things that you dislike about ECC

Photos must be on campus.
Photo Survey Instructions

2 - Share photo

After taking each photo, share the photo by attaching it to an email from your smartphone.
3 - Compose email

Category of photo (like or dislike)

- Where on campus was the photo taken?
- What are we looking at?
- Why did you choose this photo?

To: mmyers@elcamino.edu
Cc/Bcc:
Subject: like

Outside of Admin. Building
Bike Rack
It is nice to see students using bikes to commute
THE GOOD
“Like” Photos

• 61 “Like” Photos were submitted
• “Like” Photos were divided into six themes:
  ▪ Functional Campus Features - 19
  ▪ Campus Setting/Environment - 18
  ▪ Extracurricular/Student Activities - 8
  ▪ Student Services - 7
  ▪ Food/Food Services - 5
  ▪ Academic/Technical Courses - 4
FUNCTIONAL CAMPUS FEATURES
Functional Campus Features

Subject: Like

Where: Inside the Library Media Technology Center

What: Free computers for students to work on/print assignments from

Why: The media center provides many computers for those who can work/print at school.
CAMPUS SETTING/ENVIRONMENT
Like

Where: Outside of Math Building

What: The new Math & Business Building

Why: The new building was constructed very well and provides a more professional environment for El Camino’s campus.
EXTRACURRICULAR/STUDENT ACTIVITIES
Extracurricular/Student Activities

Subject: Like

Where: Shop 400
What:
Why: Programs like girls in the garage
Student Services

Where: Student Services Building

What: Career and Transfer Center

Why: This is where the magic happens: counselors work with students to create plans to graduate, improve employment situations, and/or transfer to universities
FOOD/FOOD SERVICES
Food/Food Services

Where: Inside the Crepe Café (by Students Activities Center)

What: Crepe Menu

Why: It is unique that El Camino has its own crepe café with a variety of choices.
ACADEMIC/TECHNICAL COURSES
Academic/Technical Courses

Subject: Like

Where: ARTB basement
What: Bronze casting demonstration
Why: I think it’s great that ECC has the unique equipment for this.
THE BAD
“Dislike” Photos

• 50 “Dislike” Photos were submitted
• “Dislike” Photos were divided into five themes:
  ▪ Dysfunctional Campus Features - 21
  ▪ Campus Setting/Environment - 18
  ▪ Food/Food Services - 5
  ▪ Lack of Recycling - 4
  ▪ Student Services - 2
DYSFUNCTIONAL CAMPUS FEATURES
Dysfunctional Campus Features

Subject: Dislike

Where: Outside of music building/Parking Lot J

What:

Why: For many students, a bike is their sole transportation. Threatening to impound their bike because they didn’t (couldn’t) park at the rack is unacceptable.
CAMPUS SETTING/ENVIRONMENT
Subject: Dislike

Where: Records window

What: Graffiti

Why: I would have more school pride if this wasn’t everywhere.
Food/Food Services

Where: Campus Deli

What: Promotion of unhealthy foods.

Why: Students need healthful foods to stay alert and function during class. There is plenty of junk food available outside campus, how about some healthier food choices on campus?
Lack of Recycling

Subject: Dislike

Where:
What: Full trashbins, no recycle bins!!!!
Why: Some of them could’ve been recycled :( 

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STUDENT SERVICES
Where:

What: MyECC Website

Why: It’s great that ECC is trying to use more technology, but there is no consistency. Some classes use team site and others use Etudes. Some use grade book, and some do not. Everyone should be on the same page.
Major Findings

1. Participants mostly focused on campus features and environment (good and bad) in their photos.

2. New features to the campus environment (example: MBA Building) were appreciated.

3. Participants mentioned their “pride” being positively/negatively effected by good/bad images on campus.

4. Graffiti, litter, and lack of recycling on campus were things that participants disliked.

5. Participants like the variety of food options on campus, but wish there were healthier or less expensive options.
Future Research Considerations

1. A larger-scale photo survey with more participants can be conducted in the future.
2. This photo survey can also be conducted at Compton Center.
3. Participants might need more of a focus/topic for the pictures they submit.

To access this and other reports, visit:
http://www.elcamino.edu/administration/ir/surveys.asp