

**INSTRUCTIONAL PROGRAMS AND AREAS
PROGRAM REVIEW/PLANNING AND EVALUATION PROCESS**

QUESTIONNAIRE FOR NON-INSTRUCTIONAL PROGRAMS

INSTRUCTIONS:

Complete all sections as instructed. Click the shaded sections to type your answer. When completed, please save your file and e-mail as an attachment to tanya_hanton@westvalley.edu.

A. INTRODUCTORY QUESTIONS:

1. Program Name: ***TV/AV - Multimedia, TV Studio & Audio Visual***

2. Person(s) completing the questionnaire: *Scott Ludwig*

3. Date of completion: *10/24/07*

4. What are the primary purposes of the program? Check all that apply.

- WVC Degrees and Certificates
- Transfer Courses
- WVC General Education
- Lifelong Learning/Life Enrichment
- Occupational / Vocational Courses
- Student Support Services
- Academic Support Services
- Administrative Functions

5. In one paragraph, how does the program further the College's mission and goals? (only new information need be added)

The TV/AV department helps further the college's mission and goals by striving to make instructional material more accessible, classrooms more conducive to collaborative learning and by practicing sound financial management. TV/AV provides services for both the instructional and student services areas in the form of production and distribution of educational media content as well as technological support for events and programs. On the instructional side TV/AV is working to find new and better ways of delivering information to our students and the rest of the campus using the latest technologies available. Examples include distribution of distance learning courses via local Comcast cable outlets, streaming video and/or audio over the internet using recently adopted flash technologies, which plays media in the most common browser applications. Installing more "Smart Classrooms" which include LCD projectors, instructor computers, sound systems, Internet access, and document cameras, which allows instructors to enhance delivery of instructional content in the classroom. On the student services side TV/AV is using some of the same flash video technologies in the form of informational videos to provide our students with information that will help them better understand services available on campus. The department also supports various events in the form of setup and operating a variety of audio/visual equipment

6. In one paragraph, what significant events have affected or impacted the program since the last program review?

In the last three years technological advances have provided a variety of options to improve the services of the department. The most recent adoption of "Flash Video" technology for the delivery of streaming content is the most significant event in that it appears the relevant inst tech staff have determined and chosen a simple and effective way of content delivery. "Flash Video" technology allows video streaming in a simple to use viewing platform, a video player already running in the browser application, which eliminates the need for our students to upload and operate a third party player (quicktime, windows media player, Real player). The reliability and widespread adoption of this technology by internet users makes flash a logical choice.

Another event is a new budget process with improved funding to support the department in the form of an approved permanent budget augmentation. The pending approval of a classroom technology specialist position in the department will greatly improve the service level of the department and free up more time for other department members to fulfill the increasing demand for multimedia production and delivery support.

B. DATA ELEMENT ANALYSIS SECTION (ANALYSIS AND RESPONSE)

1. In analyzing any available program data concerning student use of services:

- a) What significant trends are revealed in the data?
- b) What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

Using trends in classroom media equipment acquisitions, along with an increasing demand for digital and online multimedia production services, it's clear more and more educational media content will be produced and delivered using digital and online technologies. On the production side, the expanding distance learning program, with ANGEL as its engine, provides an online learning option for our students and generates a growing FTES. With ANGEL, the adopted districtwide eLearning/course management software, faculty are able to provide their students a variety of information and services to support their online or classroom based instruction. One component ANGEL can provide is digital media content including streaming video. To grow in this area staff will need to provide training and ongoing support to the users.

*This is a growing area and continued investment of resources would increase FTES and improve retention. This area will also provide a service that more students and faculty are demanding. According to an article in the Chronicle of Higher Education, "prospective students and new faculty members increasingly judge colleges and universities based on the educational technologies they offer."**

The recent approval of an "Instructional Technology Specialist" position, currently in hiring process, whose duty will be to provide distance learning support, is a step in the right direction. The addition of a "Classroom Technology Specialist" position will also be a benefit to growing the distance learning program by freeing up other staff to concentrate on production of Distance Learning instructional content. This area needs to be watched closely to determine if increased staffing will be necessary based on an anticipated growing demand and FTES potential.

On the equipment side the trend is to provide more instructors with "smart classroom" technologies, mentioned earlier in the question #A2 response. With so much information on the web, with the use of streaming technologies, multiple titles on DVD, and digital recording of lectures, classrooms need to be "multimedia ready." Converting classrooms to multimedia ready spaces will require increased funding for equipment, installation, maintenance and support. The recent augmentation to the TV/AV budget along with funding with IELM enhancement should continue proportionately to the expanding growth and demands.

** Chronicle of Higher Education, Edward J. Maloney, What Web 2.0 Can Teach Us About Learning, January 5, 2007.*

2. In analyzing any available program data concerning student demographics (e.g. gender, age, ethnicity):

- a) What significant trends are revealed in the data?
- b) What factors might contribute to any program differences compared to college-wide data? See attachment for college-wide statistics.
- c) What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

The students supported by the TV/AV department are college wide.

3. In analyzing any available program data concerning program "satisfaction" (e.g. extent of services available, timeliness of appointments, effectiveness of service, follow-up opportunities, referral process to other services, contribution to personal or academic development):
- What significant trends are revealed in the data?
 - What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

No survey or data exists specific to this question but overall the TV/AV department is in a state of constant success and failure in addressing the needs of the college. Success for the items or duties that are prioritized and completed vs. failure in not completing the tasks and requests that fall through the cracks due to a lack of staff availability and resources

4. In analyzing available program data concerning success measures (e.g. transfer rates or AA degrees, retention rates for students, course completion, and/or contribution to student learning):
- What significant trends are revealed in the data?
 - What factors might contribute to any significant differences from the College averages? See attachment.

n/a

5. Are there any data or factors (e.g. integration of technology; college, district, or state expectation or mandates) concerning staffing in the program, that suggest a need for increasing or decreasing program staff (e.g. permanent and associate FTE, permanent and hourly classified staffing or administrative staffing)?

See response to questions A2, B1 and specifically B3.

The TVAV department has only one classified staff supporting multimedia development, TV Studio operations and Audio Visual. At the same time there is a significant growth in the number of "smart classrooms" and the demands to delivery multimedia content. The recent approval for 1/2 a position to support audio visual will help, but it still not on par with Mission who has two full-time people supporting a small college. In the near future, the new Campus Technology Center will be constructed with a significant amount of audio visual equipment, putting more demands on this department.

C. STUDENT LEARNING OUTCOMES (ANALYSIS AND RESPONSE)

1. Considering any program level Student Learning Outcomes that have been developed:
- What relevant findings have been derived through the SLO assessment process?
 - What changes have been implemented, or are planned, based on the findings since the last program review?
 - What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

NOTE: Please contact LeAnn McGinley (741-2402), Assessment Coordinator, with any questions concerning SLOs.

Click once here and type your response

D. EXTERNAL INFLUENCES SECTION (ANALYSIS AND RESPONSE)

1. If applicable, considering the effect of external influences on the program's purposes and goals:
 - a) How do accreditation requirements, government regulations, advisory boards, labor market demand, transfer institution articulations or other external factors affect the program?
 - b) How might these influences form the basis for an action, objective, or request for resources?

The program is affected significantly by the increased demand on the services of the TV/AV department combined with inadequate staffing levels and non-permanent funding.

E. STUDENT FACTORS SECTION (ANALYSIS AND RESPONSE)

1. What program changes or initiatives has the program implemented since the last program review to meet the needs of its student population?

*

Approval of budget augmentation to increase TV/AV funds.

** Research and testing of a variety of online multimedia delivery platforms.*

** Push to install more "smart classrooms."*

** Stretching each dollar to impact as many classrooms and students as possible.*

** Hire students to assist in TV/AV duties which helps the college in its' mission and provides income and experience for the students.*

** Modernization of the TV telecourse delivery system in the broadcast area which provides a more stable and reliable viewing experience for the students.*

F. SUMMARY AND CONCLUSIONS SECTION:

1. General conclusions and summary statement.

With adequate funding and staffing levels the TV/AV department can provide the evolving services that are in demand at a community college. At this time, there is so much potential, yet not enough resources to provide adequate services that students and faculty want and need.

2. Program Strengths:

- * *Program staff understand the needs of the college.*
- * *Program staff know how to do more with less on a daily basis.*
- * *A supportive faculty, staff and administration that recognizes the value of the TV/AV department.*
- * *Talented, creative, hard-working students willing to work for near minimum wage.*

3. Program Challenges:

- * *Keeping up with rapidly evolving multimedia and audio visual technologies*
- * *Prioritizing responsibilities knowing some duties and requests will not be addressed*
- * *The continuing struggle working in an under funded and under staffed environment*
- * *Staff must use resources wisely and invest in long-lasting equipment and technology*

G. ACTIONS AND OBJECTIVES SECTION

Based on the foregoing analyses and findings in Sections A. through F., what are the program's intended actions or objectives for the next three years?

Over the next three years TV/AV will continue to research and implement multimedia production and delivery systems that will provide for the needs of the students, faculty and campus. It will be important to fully document the process for multimedia production and delivery and train the end users utilizing the fully documented process. TV/AV will also continue to expand the design, installation and support of more "smart classrooms." The department will also research new equipment and classroom technologies as they evolve in order to be able to recommend equipment changes for the campus and in particular the new technology building (Fox Center), and other buildings undergoing Measure H and state funded renovations and/or additions.

Timelines

Over the next three years, what are the program's timelines (in terms of predicted initiation and completion dates) for the stated actions or objectives?

This will be an ongoing process. Deadlines would coincide with construction of new buildings as well as renovated existing buildings.

Which of these actions or objectives would be initiated and completed within the coming year, given adequate resources?

One of the plans discussed is to create a prototype classroom that hosts the latest in educational technology equipment in order for our faculty to use and develop curriculum utilizing the new equipment. The other purpose for this experimental classroom is to help make purchase decisions as the campus is renovated/expanded via Measure H and state funded projects.

H. RESOURCE REQUESTS 2006-2007

1. Please indicate if any of the resource requests identified in the previous program review were funded through one or more of the various WVMCCD resource allocation processes that were available in 06 – 07 (e.g. FTE allocation, classified staff, one time funding, budget augmentation, facilities, Land Corporation):

Please complete the following table (leave blank if the answer is not applicable):

	FUNDED by WVMCCD?
Full-time faculty FTE: <i>Click once here and type your response</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Associate faculty FTE: <i>Click once here and type your response</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Classified Staff FTE: .5	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Classified Hourly (in dollars): 19,174	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Administrative Staff FTE: <i>Click once here and type your response</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Facilities (brief narrative description): Complete TV Studio with video editing suites.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Equipment (brief narrative description with estimated total cost): extensive equipment with significant costs - shared with the KSAR15 Saratoga Community Access TV.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Supplies (brief narrative description with estimated total cost): \$23,000 equipment/supply account, \$7,500 maint. and repair	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Staff Development (brief narrative description): <i>Click once here and type your response</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Other (please specify): <i>Click once here and type your response</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially

2. What have you been able to accomplish as a result of the resource obtained?
(e.g. improved retention success and persistence, improved equity, new SLOs, higher enrollment, new online or satellite campus classes....)

NOTE: The Program Review Committee realizes that in some cases, accomplishments and changes resulting from resource acquisition are too recent to be measurable. The current Program Review process is only one year old. Future reviews of funding requests will focus on accomplishments and change occurring over a two-year period.

Classified staff position currently under recruitment.

I. RESOURCE REQUESTS 2007-2008

Please complete the following table (leave blank if the answer is zero or none):

Full-time faculty FTE *Click once here and type your response*

Associate faculty FTE *Click once here and type your response*

Classified Staff FTE: *Click once here and type your response*

Classified Hourly (in dollars): *Click once here and type your response*

Administrative Staff FTE: *Click once here and type your response*

Facilities (brief narrative description): *Click once here and type your response*

Equipment (brief narrative description with estimated total cost): *There is the potential of the need to purchase TV Studio Cameras, since they belong to KSAR, and there is a chance that KSAR might be relocating in the future.*

Supplies (brief narrative description with estimated total cost): *Click once here and type your response*

Staff Development (brief narrative description): *Click once here and type your response*

Other: *Click once here and type your response*

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