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# Instructional Program Review

## General Information

1. Name of department (program) under review.

Media

2. Who is the person(s) submitting the Program Review form?

Kath Christensen

3. What is the current academic year (i.e. 2022-23)?

2022-23

4. Please describe the department/program, its staff and faculty, etc.

Media teaches software and design skills. There are currently two faculty that teach Media courses: Kathy Schultz and Kath Christensen, the former of which is retiring.

5. Please describe how this department's/program's mission relates to the college's [mission](#) and [strategic goals](#).

- The Media department supports the college mission by providing foundational software and design skills to local and at a distance students through our fully online course offerings. In addition, the department is continually working to reduce barriers to completion and equity gaps by providing loaned laptops with necessary software for those students who otherwise would not have access. The curriculum focuses on helping students focus on workforce readiness in addition to becoming independent, life-long learners.

## Department Data Sheet

1. Review the Department Summary Data Table. What are the strengths? What are the challenges or areas of improvement? What is the impact on students? Respond to a minimum of three trends such as census enrollment, FTES/FTEF, course success rate, course retention rate, etc.

With the Media offerings fully online, our courses have reached students beyond our local service area. That trend continues to impact our enrollment positively. I am unsure how to measure our FTES/FTEF (22-2023 6.27). The Media Department will only have one faculty assigned to the Media courses for 2023-2024. Our Media course success rates and retention rates for online courses need to be greater. To that end, faculty office hours are offered on demand throughout the day, Monday through Friday to assist students in understanding the course material and to demonstrate tools in the course software. Students are encouraged to reach out as often as needed.

2. Review the Department Student Equity – Success Rates Data Table. What are the strengths? What are the challenges or areas of improvement? What is the impact on students?

Our most successful students are our older students taking classes to improve their work environment skills. Few students taking Media courses opt to go on to a four-year college and a degree in Design. We are seeing more students that identify as non-binary. As instructors, we can make efforts to make non-binary students feel safe and welcome. As a college, support groups and activities should also reflect the college's commitment to LGBTQ+ issues and support.

3. Review the Program (Department) SLO Data Table. How does your department support ISLOs? What are the strengths and challenges? What is the impact on the college mission?

We have mapped our CSLOs to ISLOs to reflect (Knowledge) knowledge of the course concepts, (Critical Thinking) ability to think critically and analyze the effectiveness of digital communication, and (Communication) clear communication in our creation of digital documents. Course projects are designed to address the above. Challenges remain in all three areas as online course instructions are edited continually to make sure course material is easily accessible and understandable. Examples are placed in the online environment so that students can see how other students have dealt with similar assignments. Students are supported to research, create, and submit thoughtful work.

## Award Data Sheet

1. Review both tables on the Award Data Sheet. What are the strengths? What are the challenges or areas of improvement? What is the impact on students?

The number of students pursuing an AS degree in Media and Design rose sharply during 2021-22, which may simply be a result of offering classes fully online. That said, awards for the AS Degree in Media and Design remain extremely low. That phenomenon may be due to students' desire to capture the skills necessary to be freelancers as opposed to obtaining a degree. In that regard, we may never see high awards in this discipline. Due to the changing design industry, the Introduction to Digital Media course will be rewritten to include a focus on current industry issues. The COA awards are nil. To address that, the COA courses will be edited to nest into the AS Degree.

## Course Data Sheet

1. Review the Course Summary Data Table for each course. What are the trends for enrollment, retention, and success rates? What are the strengths? What are the challenges or areas of improvement? What is the impact on students?

Overall enrollment in the spring of 2023 has dropped somewhat from previous highs, although not nearly as low as it had been prior to the pandemic. Students are looking for those skills that can impact finding employment or creating a business. Consequently, courses like Computer Graphics enrollment remains high. A key to maintaining and increasing enrollments, is to continue to offer courses fully online so that all kinds of students have access. The industry trend is toward motion graphics. We offered Media 24, an advanced course, for the first time in the Fall of 2022, with good success rates. AI will challenge the industry and our course contents. To that end, the instructor should continue to attend industry wide conferences, like Adobe Max that have their focus on the pulse and trends of the industry.

2. Review the Student Learning Outcomes Data Table for each course. What are the strengths and challenges? What is the impact on the college mission?

Course Student Learning Outcomes were not available for all Media courses. Percentage rates vary from course to course with Photo Editing having the lowest percentage (50%). Texts are being reviewed for the next time the course is offered (fall, 2023) as the current text has a publication date of 2017, and while the information is still relevant, the students perceive the text content as out of date.

## Curriculum Analysis

1. What courses and awards are due for 5-year review? To find this information, go to the [Curriculum Committee webpage](#) and click on the following links in the left menu bar: Course 5 Year Review Tracker link and Award 5 Year Review Tracker link.

Currently, none of the Media courses are due for a 5 Year Review. However, Media 1 will be modified to reflect changes in the industry.

## Goal Setting

On the following pages, please establish goals for your department. Keep in mind the purpose of the Program Review to drive continuous improvement, as well as to help establish a need for funding or other support to achieve improved outcomes. **What sorts of things will the department be doing, or would like to be doing, to maintain, expand, or improve excellent instructional delivery?**

This template has space to establish up to three goals. If you wish to add more goals, additional forms are available in the Teams folder.

## Goal 1

1. State the status of this goal (new, in-progress, or completed):

Instructional Designer for Online Learning (new)

2. State this goal in one or two sentences?

Those of us teaching in Online Learning need the College to employ an instructional designer to help with course compliance and the OEI Course Rubric.

3. What is a short name for this goal?

Instructional Designer

4. In what ways will achieving the goal support the college's mission and/or core values?

Student equity is served when issues of accessibility in Online Learning are met in course deliverance.

5. List the college-wide strategic goals that will be addressed by this goal (include all that apply and remove any that do not apply).

- X Increase award completion
- X Reduce barriers to completion
- X Reduce equity gaps
- Increase transfer readiness
- X Increase workforce readiness
- X Maintain institutional stability

6. What steps are you going to take to achieve this goal?

Continue to advocate for an Instructional Designer position.

7. How are you going to measure completion of this goal?

When an Instructional Designer is hired, we will have completed this goal.

8. If this goal was completed or is in progress, please provide an update and summarize efforts.

N/A

9. Briefly describe or list the types of resources (staffing, equipment, technology, facilities, etc.) that are needed to support and achieve this goal. Then enter all resource requests through the Resource Allocation Requests link below.

This is a staffing request, and as such, the College must allocate resources to hire this position.

## Resource Allocation Requests

- Enter requests in the Program Review Resource Allocations Request Form (Secured – YCCD Login Required) located on the [Program Review webpage](#) under the Resource Allocation Requests heading.



## Goal 2

1. State the status of this goal (new, in-progress, or completed):

Realign the Media awards (new).

2. State this goal in one or two sentences?

Media awards need to discontinue a few courses and nest the Certificates into the AA.

3. What is a short name for this goal?

Update Media Awards

4. In what ways will achieving the goal support the college's mission and/or core values?

Courses will reflect the state of the Industry so that students can pursue career and transfer pathways.

5. List the college-wide strategic goals that will be addressed by this goal (include all that apply and remove any that do not apply).

- X Increase award completion
- X Reduce barriers to completion
- Reduce equity gaps
- X Increase transfer readiness
- X Increase workforce readiness
- Maintain institutional stability

6. What steps are you going to take to achieve this goal?

Will be working with Elissa Creighton during the Summer of 2023 to have Awards addressed in the opening session of next fall's Curriculum Committee.

7. How are you going to measure completion of this goal?

Curriculum Committee approval

8. If this goal was completed or is in progress, please provide an update and summarize efforts.

N/A

9. Briefly describe or list the types of resources (staffing, equipment, technology, facilities, etc.) that are needed to support and achieve this goal. Then enter all resource requests through the Resource Allocation Requests link below.

None

## Resource Allocation Requests

- Enter requests in the Program Review Resource Allocations Request Form (Secured – YCCD Login Required) located on the [Program Review webpage](#) under the Resource Allocation Requests heading.

### Goal 3

1. State the status of this goal (new, in-progress, or completed):

Additional laptop computers (in-progress)

2. State this goal in one or two sentences?

Additional laptop computers loaded with the Adobe Creative Cloud for loan to students in fall of 2023

3. What is a short name for this goal?

New laptops to loan

4. In what ways will achieving the goal support the college's mission and/or core values?

Students will have the ability to explore interests in Media and achieve certificates and degrees.

5. List the college-wide strategic goals that will be addressed by this goal (include all that apply and remove any that do not apply).

- X Increase award completion
- X Reduce barriers to completion
- X Reduce equity gaps
- X Increase transfer readiness
- X Increase workforce readiness
- Maintain institutional stability

6. What steps are you going to take to achieve this goal?

These computers have already been requested via the Tech Committee. Four have been authorized.

7. How are you going to measure completion of this goal?

Receipt of the computers.

8. If this goal was completed or is in progress, please provide an update and summarize efforts.

This request has been confirmed by local IT.

9. Briefly describe or list the types of resources (staffing, equipment, technology, facilities, etc.) that are needed to support and achieve this goal. Then enter all resource requests through the Resource Allocation Requests link below.

These laptops will be paid for by Covid funds according to Trevor.

### Resource Allocation Requests

- Enter requests in the Program Review Resource Allocations Request Form (Secured – YCCD Login

Required) located on the [Program Review webpage](#) under the Resource Allocation Requests heading.

## Submit

- When you have completed all areas of the Program Review as outlined above, notify your dean by typing the @ symbol and your dean's name in the box below (e.g. @Sean Osborn, @Steve Amador, etc.).

## Dean's Review and Feedback

Deans: Please review the form above and place any thoughts or feedback that you have in the space below. Feedback from AAC, counseling, industry, etc. can be included. When completed, please put the @ symbol and the faculty member name(s) at the end so that they will get notified when your review is completed.

@Steve Amador @Brandon Price

I agree that "Media needs to discontinue a few courses and nest the Certificates into the AA."  
Let's work on that this year.

@Kath Christensen