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| **Digital Broadcast Arts** | **Date: 11/16/15** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review.)** |  |

**DEFINITION**

Program Review and Planning is the means by which faculty, staff, and/or administrators complete a self-evaluation of an academic discipline, program, or service.  The self-evaluation includes an analysis of both quantitative and qualitative data on how the academic discipline, program, or service is supporting the mission and strategic planning of Palomar College in meeting the educational and career interests of students.  Through the review of and reflection on key program elements, such as program data and student learning outcomes, Program Review and Planning defines the curriculum changes, staffing levels, activities, and/or strategies necessary to continue to improve the academic discipline, program, or service in support of student success.  The Program Review and Planning process also ensures short-term and long-term planning and identification of the resources necessary to implement identified goals and priorities.

**Purpose of Program Review and Planning:**

Program Review and Planning for Years 2 and 3 provides a “check-in” on the Year 1 Comprehensive PRP. The PRP documents the vision and planning for a program or discipline. It also provides information for the development of the College’s Strategic Plan goals and annual objectives, documents overarching themes/issues occurring across academic programs and instruction, identifies the needs for resource allocations, and identifies department needs for developing the annual Staffing Plan update.

[**Palomar College Mission**](http://www.palomar.edu/about/goals.aspx)

Our mission is to provide an engaging teaching and learning environment for students of diverse origins, experiences, needs, abilities, and goals. As a comprehensive community college, we support and encourage students who are pursuing transfer-readiness, general education, basic skills, career and technical training, aesthetic and cultural enrichment, and lifelong education. We are committed to helping our students achieve the learning outcomes necessary to contribute as individuals and global citizens living responsibly, effectively, and creatively in an interdependent and ever-changing world.

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| **List everyone who participated in completing this Program Review and Planning Document.****Lisa Carmichael, Pat Hahn, Gregg Baker** |

**STEP I. Evaluation of Program & SLOAC Data.** In this section, examine and analyze updated program data, the results of SLOACs, and other factors that could influence your program/discipline’s plans for the current year. Consider trends and any changes in the data as they relate to this year’s analysis.

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| 1. **Analysis of Program Data. Review and comment on any significant changes or noted concerns since last year’s PRP.**

**(For enrollment, WSCH, & FTEF data, use Fall term data only).** * + [Enrollment, Enrollment Load, WSCH, and FTEF](https://sharepoint2.palomar.edu/sites/IRPA/SitePages/Productivity%20Metric%20Summary.aspx)
	+ [Course Success and Retention Rates](https://sharepoint2.palomar.edu/sites/IRPA/SitePages/Success%20and%20Retention.aspx)
	+ [Degrees and Certifications](https://sharepoint2.palomar.edu/sites/IRPA/SitePages/Degrees%20and%20Certifications.aspx)

In Fall 2014 the overall enrollment in the Digital Broadcast Arts program was 553 students, consistent with Fall 2013 despite the class cuts made in the program. Student weekly contact hours were down from the previous year and have been reduced overall by 24% in the last 5 years because we have streamlined class offerings and made signficant class cuts. We continue to adjust our class offerings and have made significant class cuts to strive towards enrollment efficiency. Our program is unique and requires specialized classes that may not equal large enrollments. Our census load percentage was 78% and we have significantly increased our marketing efforts to try and fill EVERY seat available in all our classes. The DBA program was quite conservative during the recent ‘growth years’ and continued to focus on core course offerings needed for student graduation or transfer. We added only one section of our beginning video editing class, which has filled each semester. Now we are hearing firsthand from our students that they need classes and that cuts are hurting their ability to achieve student success and graduate or transfer to a university in a timely way. Specifically, the Broadcast Writing class cut for the upcoming Spring 2016 schedule has negatively impacted students who were planning to take the writing class in spring. Despite the challenges, the program still has a very high percentage, nearly 79%, in our overall student success rate. We continue to request a new faculty position for a full time Radio instructor. This would signficantly reduce the FTEF taught by part time faculty and likely increase the student retention and success of our radio students by increased certificate and/or degrees awarded.  |

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| 1. **SLOACs. Using the comprehensive SLOAC reports and faculty discussions as a guide, summarize your planned SLOAC activities for courses and programs for the current academic year. Link to SLOAC resources:** <http://www2.palomar.edu/pages/sloresources/programreview/>

.The DBA program continues to work on the Student Learning Outcomes assessments for courses offered in the program. In addition, the DBA program has an overall program assessment in place to evaluate the effectiveness of our students' audio and visual acuity. Faculty in the Media Studies Department meet and discuss the SLOAC process and continue to focus on improvements in the process to better track our student assessments. Full time faculty are meeting with part-time faculty to integrate assessments. For instance, during Spring 2015, we met with the editing faculty to review course SLO and assessments and came away with recommendations and future goals for our editing students. During the Fall 2015 semester, new SLO results have been entered into the Trackdat. Faculty will determine if additional SLOs and/or changes are needed in the Digital Broadcast Arts courses and/or program on a regular basis. New tools in Trackdat are being utilized to help faculty better track assessment results and timelines. The DBA 120 class and DBA 170 class are just two of the classes that have results that show how equipment or lack thereof impacts the success of our students. We are asking for a major overhaul of our Q-1 TV studio as a result of this assessment, as well as new editing computers in MD235 in the Media Studies Department PRP. The DBA program is a recognized leader in broadcast industry training for nearly 40 years and our students are consistently awarded top honors in international, national, state and local competitions. It is crucial to upgrade our facilities, computers and equipment in order to continue to offer our students exceptionally training and education in the media industry.  |

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| 1. **Other Relevant Data and Information.**
2. **Review other data and/or information that you included in last year’s assessment of your program (see Step II.C). (Examples of other data and factors include, but are not limited to: external accreditation requirements, State and Federal legislation, four-year institution directions, technology, equipment, budget, professional development opportunities). Describe other data and/or information that you have considered as part of the assessment of your program. If there is additional information you are using to assess your program this year, also describe that information here.**

DBA faculty attend and participate in major industry conventions and conferences each year, many times at their own expense. These include the National Association of Broadcasters (NAB) Convention and Broadcast Educators Association (BEA) and National Association of Television Arts and Sciences Pacific Southwest to assess industry changes and impacts of new technology on our programs. Our students are consistently awarded high honors, such as the #1 College Radio Station Intercollegiate award and Best of Festival Award in the international BEA student news competition and over 40 student Emmys. DBA students also win regional and national scholarships, in addition to getting jobs in the industry both on-air and behind-the-scenes as Anchors, Reporters, Producers, Writers, Editors, Video Journalists, etc. Each year we hold an advisory meeting to gain insights from professionals working in the industry to assess our program and equipment needs. Recommendations for computers in MD 235 is a direct result of industry input to address the minimum standards for Avid and ProTools training and certification. The facility/equipment upgrade in Q-1 is also based on the necessity to meet industry standards. DBA students must receive relevant hands-on training to succeed in transfer, graduation and employment in this competitive industry. Additonally, a full-time Radio faculty position has been a strong recommendation each year for the past ten years. Students would signficantly benefit from a full-time radio faculty position. It is difficult to increase student success, retention and graduation without the leadership that a full-time radio position would provide. 1. **Given this updated information, how are your current and future students impacted by your program and planning activities? Note: Analysis of data is based on both quantitative (e.g., numbers, rates, estimates, results from classroom surveys) and qualitative (e.g., advisory group minutes, observations, changes in legislation, focus groups, expert opinion) information.**

The Digital Broadcast Arts progam was renamed from Radio and TV just two years ago and we are still experiencing some growing pains with the new name change. We have created a program brochure, hold open houses and work with district high school counselors to get the word out about our program. In the spring 2015 semester, DBA sent marketing packets to all high school counselors in our district. We are an active participant in the very successful Media Days and Open House events to increase our visibility to students on campus and in the region. The DBA program also works with district high schools to articulate classes such as broadcast writing and beginning TV production. In some cases, like Carlsbad High School, the equipment new students work with in Q-1 is substandard to what they have worked on at their high school. This is one reason why our equipment requests such as the upgrade needed to the Q-1 TV studio is such a high priority. |

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| 1. **Labor Market Data. For Career/Technical disciplines only, review and comment on any significant changes or concerns since last year’s PRP. (See Step II.D). This data is be found on the CA Employment Development website at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/)**. Go here and search on Labor Market Information for Educators and Trainers (http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=112). Click on summary data profile on right side of page to search by occupation. (Check other reliable industry or government sources on Labor Market Data websites that support findings and are relevant to Region Ten – San Diego/Imperial Counties. Include job projections and trends that may influence major curriculum revisions.)**

Trends and data analysis from the California Labor Market indicate that jobs in the media industry continue to be strong. Growth in Writers, Camera Operators, Producers, Actors, Editors and related Media jobs are increasing in demand. Over 2,000 Television and Radio broadcasters are active in the labor market data and job trends are positive for student graduates with an AA degree or transfer to university. This is an increase over the previous year and highlights important growth in new channel opportunities through the internet and digital broadcast. Students in the DBA program who take classes in on-air work such as News, Sports or our new morning talk show, are gaining hands-on skills that lead them to jobs in the industry, often times as anchors and reporters on-air for TV stations in smaller markets. This is testament to the history of Palomar's outstanding program in Media Studies and the broadcast industry. Broadcasters in San Diego, Palm Springs, and Yuma, Arizona actively recruit our DBA students for jobs and internships. The DBA program is recognized for providing students with the knowlegde and up-to-date skills necessary to sucessfully work in the media business. This is why it is critical to upgrade computers in MD 235 and also significantly upgrade Q-1 TV studio to maintain educational excellence for our students.  |

**STEP II. Progress on Previous Year’s Goals and Plans** (See ”Step III - Updated Goals and Plans” in your completed 2014-15 PRP at <http://www.palomar.edu/irp/PRPCollection.htm>).

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| **Discuss/Summarize progress on last year’s goals. Include** 1. **the impact on resources allocated and utilized;**
2. **any new developments or concerns that are affecting the program;**
3. **any new goals for the program; and**
4. **other information you would like to share.**

The items received from our last PRP have been implemented and fully utilized in classroom instruction. Previous goals:\* We were able to install new set walls for our news (DBA 240) and talk show programs (DBA 220) broadcast live from the PCTV studios each semester. The new set areas give our student programs a more polished, professional look but are still in need of a digital wall backdrop. DBA students gain recognition and receive awards in the industry for quality student produced programming.\* DBA students can now access their digital files through the IT based server system. We are able to create a push for that media to a playback server at PCTV studio. This is the accepted workflow of TV Stations and our students can now gain knowledge and skills in server based video delivery.Through Perkins funding, we were also able to upgrade digital cameras, audio and Mac computers in the Q-9 labs. This equipment is used extensively by all DBA students thoughout the various production classes. New goals:Our overall goal is to provide the finest and most current industry training possible. Technology is constantly evolving and competitive schools have upgraded to meet the challenge. An upgrade to Q-1 TV studio is critical for teaching our beginning students. The upgrade of computers in MD235 will greatly impact the ability of our students to gain skills on high-end Avid editing and ProTools software. Also, working with PCTV, the DBA classes produce several Live programs each year. North County News, Palomar Live and Prep Sports Live are all live programs that give students hands-on industry training. The look of the set must be professional and we are still in need of a high-tech Digital Wall (not funded in last years PRP.) As mentioned previously, the demand for media content is high but it must look professional. The DBA program is recognized for high-quality training and we continue to have students hired right out of the classroom, sometimes before completing the program.\* An area of instruction we were not providing students was how to perform live-on-location live shots. This past year, students for were able to perform and practice this essential element of TV News and Sports.. However, the live equipment has not been reliable and the live shots frequently 'freeze' on-air. New live shot equipment or upgrades will be necessary to consistently rely on this technology. \* In the future, we would like to explore the possibilty of producing live-cable sports programming. Sports TV is huge. One initiative is to explore a possible partnership with The Lake Elsinore Storm Minor League baseball team to do a live cablecast of their games. This allows students real hands-on expereince/education in the field of sports broadcasting.  |

**STEP III. Resources Requested for FY 2014-15:** Now that you have completed Steps I and II, Step III requires you to identify all additional resources you will need to achieve goals, plans and strategies for Step II. First, identify all resource needs in each budget category. You may have up to five (5) requests per budget category. Provide a meaningful rationale for each request and how it links to your Goals, Plans, and Strategies. Resource requests to simply replace budget cuts from previous years will not be considered. Negotiated items should not be included in any resources requested. PLEASE NOTE THAT ALL FUNDING ALLOCATED BY IPC IS ONE-TIME AND MUST BE SPENT WITHIN THE DEFINED TIMELINE. Requests that support more than one discipline should be included on the “Academic Department Resource Requests” PRP form only. Click here for examples of [*Budget Category*](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)*.*

Prioritize within each category and then prioritize across categories in Step IV.

\*Refer to Strategic Plan 2016 Objectives at http://www.palomar.edu/strategicplanning/StrategicPlan2016-Year2.pdf

**Budget category a. Equipment (acct 600010 and per unit cost is >$500). Enter requests on lines below. Click here for examples of equipment:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **a1.**  | **Upgrade Q-1 TV studio** | **600010** | **1** | **1** | **We are in desperate need of critical upgrades in the Q-1 TV studio. The facility is still standard-definition and does not provide current equipment and technology for our Digital Broadcast Arts students to train and create high-definition programming. We have done our research and have found an alternative to expensive Sony technology that would require over $250,000 to upgrade cameras, video switchers and related processing equipment. DBA students must have access to HD equipment in all facilities and Q-1 is the last space on campus requiring this essential upgrade. The space was originally built as a classroom and still needs professional set areas and acoustic upgrades. It's not unusual to be working on a video program and hear a movie playing in the classroom next door. Additionally, new LED lights are needed and will save district funds and reduce the heat while recording in the studio.** | **$88,000** |
| **a2.**  | **Wireless Comm. kit** | **600010** | **1** | **1** | **A wireless communication kit with lavaliers and IFB module is critical to provide guests with wireless mics and on-air hosts with direct feedback for on-location live and in-studio performances for the DBA 220 and DBA 240 classes. Students produce live half-hour shows on PCTV and must have wireless capabilities for multiple guests and live show requirements. The wireless communication package will also be available for students in the DBA/ENTT 120 and will strengthen curriculum in audio production.**  | **8,200** |
| **a3.**  | **Cyclorama TV backdrop** | **600010** | **1** | **5** | **The current cyclorama in the PCTV studio available for DBA student use is over 20 years old and is faded and falling apart. A new black backdrop is needed for studio demonstrations and performances in the news and live morning show productions.** | **4,500** |
| **a4.**  |  | **600010** |  |  |  |  |
| **a5.** |  | **600010** |  |  |  |  |

**Budget category b. Technology (acct 600010, examples: computers, data projectors, document readers). Enter requests on lines below. Click here for examples of technology:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
| --- | --- | --- | --- | --- | --- | --- |
| **b1.**  | **Digital Video Wall** | **600010** | **1** | **5** | **For the student set area in the PCTV studio we are requesting a large video display; 90 inches wide and 53 inches high. It consists of four screens and the images can appear in a wide variety of ways because of a sophisticated controller unit. We do three live student-produced television shows. The wall will provide each production with a unique look. It is far more practical and far more economical than building more sets, which we don’t have the space or the storage facilities for. Video walls are employed by most local television stations. Training students using this technology will help prepare them for the workplace.** | **$12,000** |
| **b2.**  | **Computer hard drive video storage** | **600010** | **1** | **5** | **DBA students produce high-definition Live TV shows aired on PCTV and then streamed via Vimeo. We are in need of hard drive storage to keep digital archives of all of our shows.** | **3500** |
| **b3.**  |  | **600010** |  |  |  |  |
| **b4.**  |  | **600010** |  |  |  |  |
| **b5.** |  | **600010** |  |  |  |  |

**Budget category c. Supplies (acct 400010 and per unit cost is <$500). Enter requests on lines below. Click here for examples of supplies:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **c1.**  | **Video cell phone cards****6 x 500 ea** | **400010** |  |  | **These consumable cards are used with the backpack equipment we have to transmit media. Without these cards, it is like having a smartphone without service - the phone is useless. We are using a system for live shots within our TV news productions North County News and Prep Sports Live. It is called a “bonded cellular” system in which high definition video is transmitted via multiple cellular phone lines back to the TV station for live reporting.** **Live shots are a staple of television news operations and a critical skill students need to acquire in order to find employment. The majority of TV News operations and now networks use this type of system. Students are required to know this type of system for employment. We need ongoing support to pay for the cellular service subscriptions used to operate the live shots system.** | **$3,000** |
| **c2.**  |  | **400010** |  |  |  |  |
| **c3.**  |  | **400010** |  |  |  |  |
| **c4.**  |  | **400010** |  |  |  |  |
| **c5.** |  | **400010** |  |  |  |  |

**Budget category d. Operating Expenses (acct 500010; examples: printing, maintenance agreements, software license) Enter requests on lines below. Click here for examples of operating expense:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already partially funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **d1.**  | **CG Interface Software** | **500010** | **1** | **1** | **Computer interface from TV news scripting system to television character generator. This software component is what is used in TV stations around the country to integrate the two key machines in their digital workflow. This creates the name graphics used in news stories as well as full-screen graphics like weather, sports and other important information. This trains students in the practices used in the TV news industry, preparing them for the work place and giving them an advantage over students who do not have this real world opportunity. It also gives students access to more work stations and expands the times when they can work, assuring them of success on their projects. It also allows for more training opportunities.** | **5,600** |
| **d2.**  | **Student Award Competitions & Professional memberships** | **500010** | **1** | **1** | **Awards such as Emmy's give students and the college huge recognition. An Emmy award on a resume separates our students from the competition. The broadcast industry is extremely competitive. Entering and winning the awards verifies what we are teaching, and the tools we use to teach, is correct. Faculty and institution memberships allow students to enter competitions, apply for national scholarships, (we have won two national BEA scholorships and over 50 NATAS Emmy awards), and apply for professional-level internships. These organizations also hold professional development seminars.** | **2,400** |
| **d3.**  | **MIsc. Production Equipment Repair and Parts** | **500010** | **1** | **1** | **This is to replace a variety of parts for the student production equipment, which breaks or wears out over time. Examples are mic clips, headsets, camera or tripod repairs, etc.** | **2,500** |
| **d4.**  | **DBA website domains** | **500010** | **1** | **1** | **The DBA TV and Radio programs have website domains which must be renewed on an annual basis. The websites display our student's work to potential employers and the general public. Their primary purpose now is an outreach device to attract students.** | **500** |
| **d5.** |  |  |  |  |  |  |

**Budget category e. Travel Expenses for Faculty (acct 500010: faculty travel only)**

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
| --- | --- | --- | --- | --- | --- | --- |
| **e1.**  | **Faculty travel for professional conferences** | **500010** | **1** | **3** | **Faculty need to attend a variety of educational seminars to stay current in our profession. Perkins funds will not cover out of state travel and NAB/BEA conferences are held in Las Vegas. The broadcast field is constantly changing. It is of utmost importance that we attend conferences such as the National Association of Broadcasters and Broadcast Educators Association.** | **2,500** |
| **e2.**  |  | **500010** |  |  |  |  |
| **e3.**  |  | **500010** |  |  |  |  |
| **e4.**  |  | **500010** |  |  |  |  |
| **e5.** |  | **500010** |  |  |  |  |

**Budget category f. Short-term hourly (temporary and student worker). Enter requests on lines below.**

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
| --- | --- | --- | --- | --- | --- | --- |
| **f1.**  | **Temp and Student Workers for various lab and classroom needs** | **230010** | **1** | **3** | **DBA has several high-end technical teaching labs which require knowledgeable workers to assist students during class and open lab time. There are safety issues with multiple rooms occupied at the same time and being taught by only one instructor. These temp/student personnel need specific skills and knowledge.** | **18,000 – need specific costs** |
| **f2.**  |  | **230010** |  |  |  |  |
| **f3.**  |  | **230010** |  |  |  |  |
| **f4.**  |  | **230010** |  |  |  |  |
| **f5.** |  | **230010** |  |  |  |  |

 **STEP IV. Prioritize Resource Requests.** Now that you have completed Step III, prioritize all of your resource requests as one group; not prioritized within each budget category. This means you could have your #1 priority in technology, your #2 priority in short-term hourly, and your #3 priority in equipment, etc. If you actually have five (5) requests in each of the six (6) budget categories, you would end up with 30 prioritized requests**. IPC will not consider requests that are not prioritized.** Note that all funding allocated by IPC is one-time and must be spent within the defined timeline.

| **Priority Number for all Resource Requests in Step III** | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, benefits, etc.)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1.**  | **Upgrade Q-1 TV Studio** | **600010** | **1** | **1** | **We are in desperate need of critical upgrades in the Q-1 TV studio. The facility is still standard-definition and does not provide current equipment and technology for our Digital Broadcast Arts students to train and create high-definition programming. We have done our research and have found an alternative to expensive Sony technology that would require over $250,000 to upgrade cameras, video switchers and related processing equipment. DBA students must have access to HD equipment in all facilities and Q-1 is the last space on campus requiring this essential upgrade. The space was originally built as a classroom and still needs professional set areas and acoustic upgrades. It's not unusual to be working on a video program and hear a movie playing in the classroom next door. Additionally, new LED lights are needed and will save district funds and reduce the heat while recording in the studio.** | **88,000** |
| **2.**  | **Digital Video Wall** | **600010** | **1** | **5** | **The video wall is a large video display; 90 inches wide and 53 inches high. It consists of four screens and the images can appear in a wide variety of ways because of a sophisticated controller unit. We do three live student-produced television shows in the PCTV studios. The wall will provide each production with a unique look. It is far more practical and far more economical than building more sets, which we don’t have the space or the storage facilities for. Video walls are employed by most local television stations. Training students using this technology will help prepare them for the workplace.** | **12,800** |
| **3.**  | **CG Interface Software** | **500010** | **1** | **1** | **Computer interface from TV news scripting system to television character generator. This software component is what is used in TV stations around the country to integrate the two key machines in their digital workflow. This creates the name graphics used in news stories as well as full screen graphics like weather, sports and other important information. This trains students in the practices used in the TV news industry preparing them for the work place and giving them an advantage over students who do not have this real world opportunity. It also gives students access to more work stations and expands the times when they can work, assuring them of success on their projects. It also allows for more training opportunities.** | **5,600** |
| **4.**  | **Computer Hard Drive video storage** | **600010** | **1** | **5** | **DBA students produce high-definition Live TV shows aired on PCTV and then streamed via Vimeo. We are in need of hard drive storage to keep digital archives of all of our shows.** | **3,500** |
| **5.** | **Wireless comm. kit** | **600010** | **1** | **5** | **A wireless communication kit including lavaliers and IFB module is critical to provide guests with wireless mics and on-air hosts with direct feedback for on-location live and in-studio performances for the DBA 220 and DBA 240 classes. Students produce live half-hour shows on PCTV and must have wireless capabilities for multiple guests and live show requirements. The wireless communication package will also be available for students in the DBA/ENTT 120 and will strengthen curriculum in audio production.**  | **8,200** |
| **6.** | **Student Award Competitions & Professional memberships** | **500010** | **1** | **1** | **Awards such as Emmy's give students and the college huge recognition. An Emmy award on a resume separates our students from the competition. The broadcast industry is extremely competitive. Entering and winning the awards verifies what we are teaching, and the tools we use to teach, is correct. Faculty and institution memberships allow students to enter competitions, apply for national scholarships, (we have won two national BEA scholorships and over 50 NATAS Emmy awards), and apply for professional-level internships. These organizations also hold professional development seminars** | **2,400** |
| **7.** | **Video cell phone cards****6 x 500 ea** | **400010** | **1** | **5** | **These consumable cards are used with the backpack equipment we have to transmit media. Without these cards, it is like having a smartphone without service - the phone is useless. We are using a system for live shots within our TV news productions North County News and Prep Sports Live. It is called a “bonded cellular” system in which high definition video is transmitted via multiple cellular phone lines back to the TV station for live reporting.** **Live shots are a staple of television news operations and a critical skill students need to acquire in order to find employment. The majority of TV News operations and now networks use this type of system. Students are required to know this type of system for employment. We need ongoing support to pay for the cellular service subscriptions used to operate the live shots system.** | **3,000** |
| **8.** | **Cyclorama TV backdrop** | **600010** | **1** | **1** | **The current cyc in the PCTV studio available for DBA student use is over 20 years old and is faded and falling apart. A new black backdrop is needed for studio demonstrations and performances in the news and live morning show productions.** | **4,500** |
| **9.** | **Temp and Student Workers for various lab and classroom needs** | **230010** | **1** | **3** | **DBA has several high-end technical teaching labs which require knowledgeable workers to assist students during class and open lab time. There are safety issues with multiple rooms occupied at the same time and being taught by only one instructor. These temp/student personnel need specific skills and knowledge.** | **18,000** |
| **10.** | **Faculty travel for professional conferences** | **500010** | **1** | **3** | **Faculty need to attend a variety of educational seminars to stay current in our profession. The broadcast field is constantly changing. It is of utmost importance that we attend these conferences such as the National Association of Broadcasters and Broadcast Educators Association.**  | **2,000** |
| **11.** | **MIsc. Production Equipment Repair and Parts** | **500010** | **1** | **1** | **This is to replace a variety of parts for the student production equipment, which breaks or wears out over time. Examples are mic clips, headsets, camera or tripod repairs, etc.** | **2,500** |
| **12.** | **DBA website domains** | **500010** | **1** | **1** | **The DBA TV and Radio programs have website domains which must be renewed on an annual basis. The websites display our student's work to potential employers and the general public. Their primary purpose now is an outreach device to attract students.** | **500** |
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**STEP V. Contract Position Requests.** Prioritize all contract positions you feel are needed to achieve goals, plans and strategies identified in Step II. Include all requests for Classified, CAST, and Administrator positions that either replace a vacancy due to retirements, resignations, lateral transfers, etc., or any new positions. You may request up to ten (10) positions and they must be prioritized to be considered by IPC. Please note that only these position requests will be prioritized by IPC when developing the annual Staffing Plan for Instruction.   (Do not include faculty positions.)

| **Priority Number for Contract Position Requests**  | **Position Title/Category****Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide a detailed rationale for the each position. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If position is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1.**  | **Instructional Support Assistant 1 45%**  |  | **1** | **1** | **The DBA program has needed a night ISA to work in the equipment and editing facilities. This position has been a part-time hourly position for many years. We need the specialized knowledge and skills working with various equipment and studio systems. The position needs to be made permanent with benefits to encourage quality applicants for the position. Students rely on this instructional support for the editing, production and live studio classes.**  | **$ 48,196.02**  |
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 **Department Chair/Designee Signature Date**



 **Division Dean Signature Date**