**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2012-13**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **Discipline: GC  - Multimedia and Web** | **09/12/2012** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2012)** |

**STEP I. ANALYSIS**

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|   |   |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2011 data are as of 1/31/2012 |   |
|   |   | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Fall 2011** | **Definitions** |
| **Enrollment at Census** | 300 | 349 | 462 | 450 | *Self Explanatory* |
| **Census Enrollment Load %** | 87.72% | 82.31% | 89.19% | 71.20% | Enrollment at Census Divided By Sum of Caps (aka "Seats") |
| **WSCH** | 1,800 | 1,864 | 1,411 | 1,395 | Weekly Student Contact Hours |
| **FTES** | 60.00 | 62.13 | 47.04 | 46.50 | One Full-Time Equivalent Student = 30 WSCH |
| **Total FTEF** | 4.33 | 4.60 | 3.67 | 4.07 | Total Full-Time Equivalent Faculty |
| **WSCH/FTEF** | 415 | 405 | 385 | 343 | WSCH Generated per Full-Time Equivalent Faculty Member |
| **Full-time FTEF** | 1.67 | 1.33 | 0.90 | 1.20 | FTEF from Contract Faculty |
| **Hourly FTEF** | 2.00 | 2.40 | 2.20 | 2.20 | FTEF from Hourly Faculty |
| **Overload FTEF** | 0.67 | 0.87 | 0.57 | 0.67 | FTEF from Contract Faculty Overload |
| **Part-Time FTEF** | 2.67 | 3.27 | 2.77 | 2.87 | Hourly FTEF + Overload FTEF |
| **Part-Time/(Total FTEF) %** | 61.54% | 71.01% | 75.45% | 70.49% | Percent of Total FTEF Taught By Part-Time Faculty |
| Student Achievement: **Non Distance Education Courses** |   |   | Those NOT taught via Distance Ed (see below) methods of instruction |
|  **● Retention Rate** | 95.80% | 93.46% | 94.07% | 91.87% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 75.63% | 79.74% | 79.66% | 78.86% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| Student Achievement: **Distance Education Courses** |   |   | Those taught via Internet, TV or non line-of-sight interactive methods |
|  **● Retention Rate** | 86.00% | 81.68% | 85.42% | 82.47% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 54.00% | 61.83% | 59.38% | 58.76% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| **Degrees Awarded** | 4 | 6 | 7 | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2011-12) |
| **Certificates Awarded:** | 7 | 14 | 19 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- Under 18 Units** | 1 | 4 | 7 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- 18 or More Units** | 6 | 10 | 12 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |

| **I. A. Reflect upon and provide an analysis of the four years of data above (for a sample analysis see** <http://www.palomar.edu/irp/11PRYear1/sampleforIA.pdf>) |
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| **The drastic rise in enrollment from 09-10 is actually due to the need to conform to state requirements from combined Lecture/Lab to separate Lecture and Lab sections for each course. The department takes issue with the Preliminary Fall 2011 data as we ran the numbers ourselves with online reports from the Office of Institutional Research & Planning. Our totals have enrollment at census for semester length and census of fast track courses in Fall 2011 of 517 with WSCH of 1654 and WSCH/FTEF of 406, all of which are increasing. The dip in Census Enrollment Load % from 10-11 is due to most class caps in GCMW rising about 35% when the department moved into the MD building from the GJ building. The data shows that retention rates are high and student success rates are above average at the college for Non DE. Part of the dip in retention for 2011 is due to students successfully becoming gainfully employed during the semester and reentering the workforce in the industry. Part Time instruction carries a sizable % of the load (61.5-75.5%) which is out of proportion compared to the ideal and is indicative of the need to hire an additional full time faculty member in a discipline with very diverse course offerings. Students are increasingly earning degrees and certificates in GCMW.**  |

| **I. B. Please summarize the findings of Course AND Program SLO assessments conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.B.1 Summarize Course SLO assessment results beginning on the next line.****Course SLO for GCMW 205: Be able to navigate the Final Cut Pro Software and create a finished digital video project synchronizing sound and video with the use of transitions.****Assessment Method: Project. The instructor evaluates each student project using established industry standards and criteria to insure that they have demonstrated the instructed skills.****Assessment was performed in September of 2011 with a 90% success rate.** **I.B.2 Summarize Program SLO assessment results beginning on the next line.****Our Program SLO assessment is still in process, and accurate trend analysis is not possible as of yet. Our faculty are having discussions to identify more than one SLO for a program (most programs currently only have one SLO) as it takes several SLOs to capture student learning at a broader level. We are working to finalize this in Fall 2012 so we can build on future assessments.**  |

| **I. C. Reflect upon the SLO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**  **(For examples of such analysis, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.C.1 Please reflect upon the Course SLO findings in Box B (above) beginning on the next line.****With a high success rate of the assessed SLO, no changes are anticipated at this time.** **I.C.2 And, please reflect upon the Program SLO findings in Box B beginning on the next line.****Significant communication is needed between the various instructors and disciplines in our diverse programs in order to properly assess the program SLOs. Ongoing discussion is needed to ensure that agreed upon assessments work for all disciplins involved and benefit our students.**  |

| **I. D. For Career Technical disciplines only, please provide a brief summary of the labor market outlook. This data can be found at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/) **Please include job projections and trends that may influence major curriculum revisions.** |
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| **GCMW encompasses a wide variety of disciplines and career paths that can lead to a myriad of jobs. GCMW students are being prepared for nearly 2800 job openings in San Diego by 2020. And since many of the positions are in greater demand in other parts of the state, our graduates will carry their skill sets and expertise gained from the GCMW program to other regions and spread Palomar's good reputation at the same time. Detailed data follows with both California and San Diego estimated current and projected numbers.****Occupation Est. - Projected Year Est. Employment Proj. Employment %****Graphic Designers CA 2010 - 2020 37,300 43,300 16.1****Graphic Designers SD 2008 - 2018 3,210 3,410 6.2****Film and Video Editors CA 2010 - 2020 9,200 10,600 15.2****Film and Video Editors SD 2008 - 2018 340 360 5.9****Art and Design Workers CA 2010 - 2020 125,700 144,000 14.6****Art and Design Workers SD 2008 - 2018 8,980 9,560 6.5****Arts Design Entertainment Media CA 2010 - 2020 407,400 461,800 13.4****Arts Design Entertainment Media SD 2008 - 2018 26,220 28,190 7.5****Sound Engineering Technicians CA 2010 - 2020 4,200 4,700 11.9****Sound Engineering Technicians SD 2008 - 2018 150 160 6.7****Multi-Media Artists & Animators CA 2010 - 2020 21,400 23,300 8.9****Multi-Media Artists & Animators SD 2008 - 2018 960 970 1.0** |

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| **STEP II. PLANNING****Reflecting on the 4-year trend data, the SLO assessment results, and the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**, describe/discuss the discipline planning related to the following: (For sample reflections, see** <http://www.palomar.edu/irp/11PRYear1/samplesforII.pdf>) |

| **II. A. Curriculum, programs, certificates and degrees (consider changes due to Title 5 or other regulations, CSU/UC transfer language updates, articulation updates, student retention or success rates, workforce and labor market projections, certificate or degree completions, etc.)** |
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| **GCMW has always been proactive in ensuring that courses taught have real world application and are relevant. The department strives to be ahead of the curve and prepared for the rapid industry changes due to technology and increasing international competition. We are an Apple Authorized Training Center for Education and are in the process of becoming an Adobe Authorized Training Center as well. The certifications we offer our students help them compete in the job market and the addition of the Adobe certification will help drive enrollment.****The visual effects and animation industry has taken a huge hit as of late with many companies shutting down, leaving the state to take up operations in foreign markets, or downsizing their CA operations. Yet at the same time, 3D stereoscopic production is booming. As such, the GCMW program needs to update its equipment to prepare students with the right skills and training to be successful in the changing job market. Basic setups will be incorporated in introductory classes, but a second high-end HD camera is needed for proper training of stereo 3D production and workflow. Advisory Board recommendations state that we need to develop courses that incorporate new technology. In addition, there is growing demand for online learning and we are increasingly offering Web focused courses online. Our Multimedia sections are often face to face due to their use of expensive equipment and specialized labs like the green screen room in MD-119A. Having classrooms that are equipped with the latest technology will increase demands.** **A new E-Marketing degree/certificate was launched with Business in Fall 11 in response to industry needs combining technology and business.** |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
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| **This semester we had IS install statistical analysis software (SPSS) on one of our workstations so we could do data analysis and better schedule courses based on current trends. We plan to implement adjustments to scheduling based on our findings and industry recommendations from Advisory Committees.****We continue to offer sections to meet the needs of our student population including day classes heavily attended by full time students, as well as evening sections that cater to working professionals getting retrained in new GCMW technology.** |

| **II. C. Faculty (Briefly discuss the faculty hiring needs for this discipline. This discussion does not replace the requirement to submit a Rationale Form for Faculty Hiring to IPC.)** |
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| **Courses in GCMW incorporate vastly diverse subjects including Motion Graphics, Web Design, Audio for Internet, Sound for Video, Digital Imaging and Illustration, Video Editing, Animation, Visual Effects and Compositing, E-Commerce, Game Design, Mobile App design and more. Over 70% (just about opposite of optimum full-time/part-time ratio) are taught by part-time faculty who often specialize in only a few of these areas. Current faculty already have to keep up with rapid technology changes and don't always have time to devote to learning a new area. As such, a new hire in GCMW would strengthen the program and provide the leadership to bring it back into a better balance.**  |

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| **STEP III. RESOURCE REQUESTS FOR DISCIPLINE:**  |
| **III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SLO assessment results in Step I and/or to any other evidence not apparent in the data or SLO Assessment** results. NOTE: Do **NOT** include Resource Requests that duplicate requests from other disciplines In your department. Place requests common to two or more disciplines on the form: ACADEMIC DEPARTMENT RESOURCE REQUESTS. |

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **a1.**  | **2nd camera to enable 3D Stereo filming** | **1** | **2.4** | **With the explosion of 3D stereoscopic content, a 2nd identical camera is needed to be able to train students for industry. The hi-end multimedia lab MD-119 is geared up to view 3D stereo images, but without a 2nd camera we would not be able to create content for 3D stereo projects. Directly relates to Interactive Media Design program SLO "Integrate digital motion graphic skills into a final 3D and animation production" that has courses in GCMW, DT, and ARTI. Satisfies Teaching and Learning Excellence goal as it will "Provide up-to-date technology and related technical and equipment support for instructional purposes."**  | **$14,000** | **One-Time** | **No.** |
| **a2.**  | **2 identical lens kits for 3D Stereo cameras**  | **2** | **2.4** | **The cameras for 3D Stereo production need lenses to be usable. Each kit contains 5 lenses, so a partial kit would be acceptable as we know funds are scarce. The lenses vary in price, and the first 2 identical preferred lenses would be $7000. The next 2 preferred would be an additional $4000. So the request is for a minimum of $7000, followed by $11000, $13500, $15500 and an optimal $18500 for the full kits. These lenses will not need replacement for many years.**  | **$18,500** | **One-Time** | **No.** |
| **a3.**  | **Electronic Lens Control System** | **3** | **2.4** | **Both lenses in a 3D stereoscopic camera setup have to maintain focus, zoom, and iris sync. This device makes that possible and provides students with real-world experience.** | **$5,500** | **One-Time** | **No.** |
| **a4.**  | **3D LCD Monitor** | **4** | **2.4** | **For 3D Stereo calibration and monitoring on location.** | **$6,250** | **One-Time** | **No.** |
| **a5.**  | **10TB Desktop Hard Drive Enclosure** | **5** | **2.4** | **To capture and store 3D Stereo files for use in editing, compositing, motion graphics and effects.** | **$2,000** | **One-Time** | **No.** |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **b1.**  | **Lectrosonics Wireless mic kit** | **1** | **6** | **The FCC changed its regulations on all wireless microphone equipment used in Audio and Video production. As such, this kit will replace outdated and now illegal wireless mics.** | **$2,700.00** | **One-Time** | **No** |
| **b2.**  |  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |  |
| **b5.**  |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500 supplies) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **c1.**  | **Microphone kits (various - prices range from $100/kit to $499/kit.)** | **1** | **2, 5, 6** | **For recording sound applications. Used for voice overs, narration, foley, location recording, and music/vocals for multimedia projects.**  | **$6,000** | **One-Time** | **No.** |
| **c2.**  | **Headphones (24)** | **2** | **2, 5, 6** | **For use while editing, monitoring, on location and in studio multimedia projects.** | **$2,000** | **One-Time** | **No** |
| **c3.**  |  |  |  |  |  |  |  |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

|  **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **d1.**  | **Software licenses, maintenance and agreements for technology.** | **1** | **6** | **The GCMW division must maintain existing software, licenses and maintenance agreements for technology. Part of the cost is for 3 year maintenance, which will lower the request to $7500 for the next 2 years.**  | **$11,000** | **On-going** | **No.** |
| **d2.**  | **Waves Platinum Audio Plugin Bundle** | **2** | **6** | **Allows us to teach industry standard plug-ins in audio for video sections of our courses.** | **$2,000** | **One-Time** | **No** |
| **d3.**  |  |  |  |  |  |  |  |
| **d4.**  |  |  |  |  |  |  |  |
| **d5.**  |  |  |  |  |  |  |  |

|  **e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **e1.**  | **See Department PRP.** |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

| **f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **f1.**  | **See Department PRP.** |  |  |  |  |  |  |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

| **III. B. Are there other resources (including data) that you need to complete your discipline review and planning?** |
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| **In past years institution wide analysis data was available. It would be nice to use it for comparison purposes and to gage enrollment trends at the district level.** |

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| **STEP IV. SHARE YOUR ACCOMPLISHMENTS (AKA Brag, Toot your horn) Please include at least one discipline accomplishment that you’d like to share with the college community.** |
| **Student Successes: Fourteen Best of Class or Best of Show winners at San Diego County Fair.****GC Alumni Nick Gibeault's reel that included his student projects landed him an internship with Silver Pictures (Sherlock Holmes, Matrix, Die Hard).****Outreach: Provided tours and program information to over 1,000 students during tech prep day at Palomar College.****Had an overwhelmingly positive response to Johnny Cupcakes as he shared his story with an overflow crowd and then did an interview at ETV with our own Mark Bealo and Mary Cassoni from Business.** |

| **STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.** |
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| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Mark Bealo*Name*** | **Wade Rollins*Name*** | ***Name*** |

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| ***Name*** | ***Name*** | ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than September 14, 2012**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by September 28, 2012**
* **Email an electronic copy to** **jdecker@palomar.edu** **by September 28, 2012**