Palomar College – Institutional Review and Planning
Instructional Programs

Purpose of Institutional 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.)

Discipline: GC - Multimedia and Web   _____

Instructional Discipline Reviewed   **2007-08**

1.   3-year trend of quantitative data

	Fall 2004	Fall 2005	Fall 2006	Definitions
Enrollment at Census	301	257	280	*Self Explanatory*
Census Enrollment Load %	74.32%	66.58%	70.18%	Enrollment at Census Divided By Sum of Caps (aka "Seats")
WSCH	1,695	1,497	1,680	Weekly Student Contact Hours
FTES	56.50	49.90	56.00	One Full-Time Equivalent Student = 30 WSCH
Total FTEF	5.10	4.52	4.50	Total Full-Time Equivalent Faculty
WSCH/FTEF	332	331	373	WSCH Generated per Full-Time Equivalent Faculty Member
Full-time FTEF	2.80	1.60	2.30	FTEF from Contract Faculty
Hourly FTEF	1.50	2.10	1.49	FTEF from Hourly Faculty
Overload FTEF	0.80	0.82	0.71	FTEF from Contract Faculty Overload
Part-Time FTEF	2.30	2.92	2.20	Hourly FTEF + Overload FTEF
Part-Time FTEF %	45.10%	64.60%	48.89%	Percent of Total FTEF Taught By Part-Time Faculty
Retention Rate	88.19%	92.98%	94.09%	Non-W Grades (A,B,C,CR,D,F,FW,NC) Divided By A,B,C,CR,D,F,FW,NC,W Grades
Success Rate	62.73%	63.16%	70.46%	A,B,C,CR Grades Divided By A,B,C,CR,D,F,FW,NC,W Grades
Degrees Awarded	-	-	-	Total number of Degrees awarded for the Full Academic Year
Certificates Awarded:	-	-	-	Total number of Certificates awarded for the Full Academic Year
** - Under 18 Units**	-	-	-	Total number of Certificates awarded for the Full Academic Year
** - 18 or More Units**	-	-	-	Total number of Certificates awarded for the Full Academic Year

2.   Reflect upon and analyze the above 3-year trend data. Briefly discuss overall observations and any areas of concern or noteworthy trends.

From 2004 to 2005 we had a less than 10% drop in student enrollment but rebounded with a less than 5% rise from 05 to 06. While the number of students has fluctuated we have seen a steady rise in our retention rate and our success rate. This leads us to conclude that while the amount of students decrease those who did attend were far more serious about finishing the classes. Overall it seems to be an indication that students are more serious and interested in the multimedia program for further education, and career choices.

3. Reflecting on the 3-year trend data, describe/discuss discipline planning related to the following:

PLAN – 2007-08	Progress – 2008-09
a. Curriculum, programs, certificates and degrees (consider changes due to CSU/UC transfer language updates, articulation, workforce and labor market projections, certificate or degree completions, etc.) The GCMW discipline needs to update current equipment in order to effectively prepare students for workforce changes due to technology advances in areas such as mobile devices, high definition content, streaming video and the various associated delivery methods. Students will increase in numbers as they strive to learn the new tools that will help them gain employment in the Graphic Communications industry. The GC department will need to be ready to meet those needs by having the proper equipment and software to train students. Since we have seen a dip in interest in the multimedia field we have compensated by investing in equipment to provide education in large format printing. To the best of our knowledge no other colleges are pursuing this avenue within our region. This should provide growth in a yet untapped area of the market for training. Also, Game design and development is on the horizon as a viable job market. Students are requesting classes in game design, audio design for games, game theory, game design for mobile media and communication devices. A full-time and part-time instructor in the department recently attended the Game Developers Conference and Trade Show as part of the Workforce and Economic Development Programs, Multimedia Entertainment Initiative training opportunity.	New video and audio equipment and software has been ordered in order to keep the discipline up to date, but more is needed. While students can currently create HD content, we do not have the capability to properly display it. Students can design for mobile devices (iPhone, Blackberry), however, they cannot deploy the content because there are no devices available. Game design and development is the next area that we need to pursue in collaboration with other Palomar College disciplines.
b. Class scheduling (consider enrollment trends, growth, course rotation, comprehensiveness, etc.) The multimedia program has embraced new computer programs such as Motion, Shake, and DVD studio Pro. Other courses like Final Cut Pro and After Effects are being offered as hybrid classes now that more students have the programs at home. The DVD Authoring class is offered once a year to help build enrollment. The department attempts to offer beginning level courses each semester, intermediate level once a year, and advanced classes every fourth semester.	Final cut pro will be offered as a hybrid class now that more students have the program at home. This will allow an on-line teaching component thus creating much needed lab time and flexibility in scheduling for students. Post-production video and audio software is currently being installed along with a 5.1 surround system. Once in place, the technology can be incorporate into current or new curriculum. Our Multimedia Advisory Board noted that the GC department needs to offer courses in audio and video post-production. It is becoming evident that a new course or courses will need to be developed in order to properly cover these topics.

4. Discuss/identify the resources necessary to successfully implement the planning described:

PLAN – 2007-08	Progress – 2008-09
a. Equipment/Technology – block grant funds, VTEA, other resources, etc. VTEA grants have been used to purchase large format and book binding printing equipment. Our Advisory Boards suggests the equipment, software, and hardware needed in order to stay current in the industry	The department requests the equipment, software, and hardware recommended by the Advisory Boards. Future needs are upgrades to GJ 6a computer lab, Escondido computer lab, and appropriate upgraded software. The anticipated new facility (MIB) will include several new spaces including sound-proof recording room to create voice-overs for web delivery, additional area for the screen printing labs, large-format printing area, and enough space for the bindery equipment (folders, cutters, stitcher and perfect-bind machine).
b. Budget – budget development process, one-time funds, grants, etc. 230010 and 240010 -- short term and student hourly: $8,461 400010 and 500010 -- supplies / maintenance, postage and mailing $8,448 600010 – capital (equipment): n/a	230010 and 240010 -- short term and student hourly: $8,461. 400010 and 500010 -- supplies / maintenance, postage and mailing $8,448. 600010 – capital (equipment): n/a.
c. Facilities – schedule maintenance needs, additional classrooms/labs due to growth, remodeling, etc. The department requested updated and new learning spaces, and this has been approved. The department will be part of the new Multidisciplinary Building, scheduled to open fall 2010 or spring 2011.	The department continues to meet with other Division faculty and the Dean to coordinate space usage and resource sharing. The architects and engineers on the project collaborate with the faculty to be responsive to learning and industry needs.
d. Faculty position(s) – faculty priority process and projected full-time needs for 1 – 3 years The department requested two (2) department positions; one was approved.	The new position for Graphic Communications faculty was opened Spring, 2008. There is considerable interest in the position, and it will most like be filled, with the projected start date of Fall, 2008. A new position will likely be requested in order to best address the audio and video post-production needs.
e. Staff position(s) – changes in instructional or support needs due to program growth, new technology, etc. The technical specialist position for the department has been centralized. The department will need to formalize the work order procedures to interface with the college at large and the help desk.	
f. Other	

5. Discuss one discipline goal linked to Palomar's Strategic Plan 2009 and how it will support the success of students.

STUDENT SUCCESS: Facilitate student learning and goal attainment by providing comprehensive educational programs and services in diverse, accessible formats and locations.

The Graphic Communications Department strives to **address different learning styles and diverse learner needs** through offering courses in a variety of delivery formats. The courses are offered in various locations (San Marcos Campus, Escondido Center), face-to-face, online, Television, hybrid online, and Telnet combinations (online/TV). Within each class, the content is available in many different formats. Students are encouraged to learn more about themselves and how they learn better, and then to take advantage of the alternatives for learning, such as face-to-face demos, hands-on tutorials, online and CD-Rom videos, written tutorials, reports, across-the-curriculum skill development, field trips, collaborative learning, podcasts, and online instruction.

6. Student Learning Outcome progress:
   a. Describe a learning outcome at the course or program level and the assessment used to measure student learning of that outcome.

The highest interest in the multimedia program is in video editing so upon completion the students will be able to capture, edit, and output video for a variety of devices including but not limited to podcasting (iPods, iPhones or other communication devices), internet broadcasting (computers), Broadcasting (television) and high definition output.

This is assessed through the creation of student projects designed to output to the above described devices.

   b. Discuss a learning outcome that is observable yet difficult to measure.

Creativity in design is inherent part of the multimedia design process. While students often understand the processes by which they create a project they sometimes lack the creativity to make it aesthetically pleasing.

7. Describe a discipline accomplishment that you want to share with the college community.

Our students and faculty continue to win awards and recognition at the local county level (for county fair and industry contests), at the state level (Multimedia Entertainment Initiative and State Fair contests), and national industry contests (International Corrugated Packaging Institute).

8. Are there other resources (including data) that you need to complete your discipline review and planning?

NO

9. For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.

NA

10. Other comments, recommendations:

The GCMW department division is rapidly moving into High Definition broadcast, webcasting and podcasting. We predict more growth as students train for positions in this field. We also see future growth in the Game Design market. Each of these markets will use a sound component that is in the infant stage of development within our department. We see a growing need for equipment and software as we enter these new areas of training. In the future we will need a full time instructor as these markets develop.

Please identify faculty and staff who participated in the development of the reviewer's planning:

Gracie Fowler   Wade Rollins   Mark Bealo   Lillian Payn

Department Chair/Designee Discipline Review and Signature   Date

Division Dean Review and Signature   Date

* By no later than 2/14/08, forward a hard copy to Instructional Services for review by IPC.

* Also, by no later than 2/14/08, forward an electronic copy to Institutional Research and Planning.