

**ANNUAL PROGRAM REVIEW TEMPLATE for 2016-2017
Instructional Support and Other Units**

Includes: Instructional Services Office, Division Dean's Offices, Occupational & Noncredit Administrative Office, Workforce and Community Development and Extended Education (Centers and Site Operations), KKSM, PCTV, Library, Telescope, Boehm Gallery, Academic Technology, Tutoring, Planetarium, Service Learning, Wellness Center, Women's Studies, STEM Center, Teaching & Learning Center, etc.

BASIC PROGRAM INFORMATION

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.

Service Area: Instructional Support

Department Name: Educational Television

Division Name: AMBCS

Please list all participants in this Program Review :

Name	Position
James Odom	Manager, ETV and KKSM Radio Operations
Bill Wisneski	Educational Television Producer
Mike Janak	Educational Television Engineer
Luke Bisagna	Educational Television Broadcast Specialist
Katherine Birmingham	Educational Television Broadcast Assistant

Number of Full Time Staff: 4 **Number of Part Time Staff:** 1

Please list the Classified positions (and their FTE) that support this discipline:

Educational Television Producer, Educational Television Technician, Educational Television Broadcast Specialist, Educational Television Broadcast Assistant

What additional hourly staff support this discipline and/or department:

Production Coordinator, Edit Assistant, Production Assistant, contract Video Editor

What are your Service Area Outcomes (SAO)?

SAOs have not been developed for Educational Television. This oversight has been discussed between the manager of ETV and the SLO/SAO coordinators and development of SAOs should be completed this year.

Summarize your Service Area Outcomes (SAO) results from last year and your implemented or planned follow-up:

Summarize your planned Service Area Outcomes (SAO) assessment activities for the current academic year:

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SECTION 2: PROGRAM GOALS

2A. Progress on Previous Year's Goals: Please list goals from the previous year's reviews and provide an update by checking the appropriate status box .

Goal	Completed	Ongoing	No Longer a Goal
Create broad supplemental academic video materials.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Increase the availability of PCTV programming on campus.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Produce a documentary focusing on water policy in the Southwest.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2B. New Goals: Please list all goals for this three-year planning cycle (including those continued from previous planning cycle):

GOAL #1	
Goal	Evaluate cost of video services and determine whether a rate chart should be developed for college projects, putting ETV in line with the model of Creative Services and Print Services.
Strategies for implementation	Evaluation of actual costs in current model; discussion with Dean and VPI concerning impact; development of rate chart; communication of services to college community.
Timeline for Implementation	Begin studying in May 2017, discussions in June 2017, decision by early in FY 2018.
Outcome(s) expected (qualitative/quantitative)	Determination of a fair model that will recoup some production costs for ETV and add value to production services for college.
GOAL #2	
Goal	Determine what equipment and studio upgrades are needed in coming five years that are directly involved in support of Digital Broadcast Arts academic program. Work with DBA program faculty to plan for these expenses.
Strategies for implementation	Educational Television Engineer will evaluate needs and develop specific information; these needs will be discussed with DBA program faculty; funding sources and timeline will be developed.
Timeline for Implementation	Begin evaluation in July 2017; discussions with DBA faculty in fall 2017; implementation of plan over five-year period.
Outcome(s) expected (qualitative/quantitative)	Development of a realistic, affordable equipment replacement plan for which funding is available.
GOAL #3	
Goal	Develop marketing plan for video-on-demand (VOD) offerings on Vimeo's pay-per-view platform.
Strategies for implementation	Broadcast Specialist and Manager will research similar offerings and determine best strategy to promote video offerings to large base.
Timeline for Implementation	Begin research in late spring of 2017 and develop strategies by early summer of 2017.
Outcome(s) expected (qualitative/quantitative)	Increase in revenue from sales of VOD offerings.

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**Department Chair/
Designee Signature:** _____

Date: _____

Division Dean Signature: _____

Date: _____

Vice President Signature: _____

Date: _____