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 Services

Department Name: Academic Technology

Division Name: Social & Behavioral Sciences

Please list all participants in this Program Review :

Name	Position
Dr. Najib Manea	Academic Technology Manager
Dr. Lillian Payn	Academic Technology Coordinator(faculty on 60% release time)
David Gray	Academic Technology Systems Administrator
Chris Norcross	Academic Technology Systems Administrator
Shay Phillips	Academic Technology Systems Administrator
Myrna Valencia	Instructional Computer Lab/Help Desk Specialist
Brian Chan	Instructional Computer Lab/Help Desk Specialist
Kelly Helming	Web Coordinator
Hannah Collins-Macdonald	Student Worker (assist in the computer labs)
Jacqueline Sarasua	Short Term Hourly (assist in the computer labs)
Maricel Pagunsan	Short Term Hourly (assist in the computer labs)

Number of Full Time Staff: 8   **Number of Part Time Staff:** 3

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

David Gray – Academic Technology Systems Administrator -(1 FTE)
Chris Norcross – Academic Technology Systems Administrator -(1 FTE)
Shay Phillips – Academic Technology Systems Administrator -(1 FTE)
Myrna Valencia – Instructional Computer Lab/Help Desk Specialist -(1 FTE)
Brian Chan — Instructional Computer Lab/Help Desk Specialist -(1 FTE)
Kelly Helming-Web Coordinator -(1 FTE)

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

Hannah Collins-Macdonald -Student Worker (assist in the computer labs)
Jacqueline Sarasua -Short Term Hourly (assist in the computer labs)
Maricel Pagunsan -Short Term Hourly (assist in the computer labs)

What are your Service Area Outcomes (SAO)?

Websites and Web Servers

Usage Data:
As of March 8, 2017, the Academic Technology Resource Center (ATRC) is supporting 1,090 websites on the district web servers compared with 1,214 the previous year. The decrease can be attributed to the removal of obsolete sites. In 2016 there were 5,408,091 page views of the Palomar College homepage compared with 5,978,880 in 2015 for a year over year decrease of 10%.

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The percentage of websites using WordPress increased 29% and currently comprises 89% of all college sites. The large increase in the percentage of sites using WordPress shows the need to continue shifting our training focus away from traditional "static" websites and towards WordPress. The fast growth of WordPress utilization on campus also shows the need to ensure that the infrastructure WordPress depends on and remains fully functional at all times.

Website Accessibility:
Website accessibility was a major focus of the ATRC for the last year. The Compliance Sheriff accessibility scanning service offered for free by the California Community Colleges Technology Center was used initially. However, due to limitations and performance problems of Compliance Sheriff the decision was made to switch to a paid service named Siteimprove. Siteimprove has similar accessibility scanning capabilities and offers more robust reporting, management, and many other additional features. ATRC is currently developing training resources and improved messaging with the intention of encouraging all web content developers to focus on improving website accessibility. We are establishing the service and the culture of accessibility and we are using the results at the end of this year as the baseline year. When we first started the scanning using Compliance Sheriff the errors and warning numbers were around 70,000 but with Siteimprove the numbers are exceeding 607,000 and that is not accurate. Our license is allowing us to scan only 10,000 out of more than 15,000 pages and any numbers that we share will not be accurate. We are planning to increase our license next year to cover the 15000 pages and then we will be able to have a baseline.

Web Server Cluster:
ATRC is working on the implementation of a new Red Hat Enterprise Linux server cluster that will replace the existing web and database servers running most district websites. The server cluster is currently in testing phase awaiting additional resources. Once the additional resources are made available the servers will be moved to the production phase. Once fully implemented, improved website performance and stability is expected. The Linux cluster migration scheduled to be completed by the end of academic year 2017-2018.

My Class Finder (https://www2.palomar.edu/myclassfinder):
The My Class Finder (MCF) open class search website launched July 2016. New features are under constant development and released frequently. As of March 8, 2017, MCF has been used 186,420 times since launch. We can track and report the annual stats but we cannot control the results. So we think that our goals should be enhancing the reach out and the visibility of the tool.

Academic Spotlight (https://www2.palomar.edu/pages/academicspotlight)
The Academic Spotlight website and newsletter was launched in Fall 2016. Academic Spotlight is a website calendar of academic program related events that are open to the public. In addition, an email newsletter is sent to subscribers twice per month with recently added and upcoming events from the calendar. As of March 9, 2017 there are 105 confirmed subscribers. We can track and report the annual stats but we cannot control the results. So we think that our goals should be enhancing the reach out and the visibility of the tool.

Web Page Development Guidelines:
As a follow-up to the 2015 Web Revamp of Palomar.edu, and at the request of then Interim President and Superintendent Adrian Gonzalez, a comprehensive set of guidelines was developed that establishes the parameters and processes for the development and maintenance of all Palomar.edu web pages (http://www2.palomar.edu/pages/about/website). Developed throughout most of 2016, the guidelines are now public and provide important guiding principles to all content managers for Palomar College web pages. The development team included three members from the ATRC, the dean of Social and Behavioral Sciences, the director of Communications and Marketing, and the director of Information Services.

Palomar.edu Web Redesign:
At the request of President/Superintendent Blake, ATRC staff are currently engaged in and leading the Palomar.edu WOW project, which is a complete redesign of Palomar.edu from the ground-up. Under the jurisdiction of President Blake and managed by ATRC staff, the WOW project consists of four phases: discovery, design, development, and deployment. The discovery and design team consists of members from the following departments: ATRC, Creative Services, Disability Resource Center, and Outreach. The development and deployment team consists of ATRC staff. We anticipate that phase 2 of the WOW project to be done by the end of May 2017.

Blackboard Learn & Canvas Learning Management Systems:
The latest Blackboard adoption rate is 56.8% (fall 2016) down from 61.3% (fall 2015) because we introduced a new LMS (Canvas) and we are in a transition period. In 2016 Blackboard course availability averaged 56.8%, while the Canvas published course rate in Fall 2016 was 3%. As of March 24, 2017, Canvas LMS is serving around 6000 students attending 260 published courses by 151 faculty members. Based on this our LMS adoption rate is 62% (Blackboard 51.3% + Canvas 10.7%). Over 9 days of work was clocked in the helpdesk system and that is down from 68.44 days last year, with most LMS support queries relating to Blackboard. The

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reduction of the LMS clocked helpdesk hours from 68.44 to 9 days is an indication that the systems were well maintained. In a satisfaction survey conducted during Fall 2016, the student Blackboard satisfaction rate is 97.76%, and the student Canvas satisfaction rate is 91.4%. The surveys were conducted during the fall 2016 Canvas pilot. Students are more familiar with Blackboard than Canvas because it has been under use within Palomar college for more than 18 years while Canvas was in its second pilot semester.

Communications & Training:
We continue to provide high-quality, customized training primarily to faculty members, but also in some areas to staff and students. We do this through in-person workshops (see our training schedule at http://www2.palomar.edu/pages/atrc/workshops/) but in a broader and more long-lasting measure through our communications media: our website and blog (http://www.palomar.edu/atrc/) with 1,174,134 views in 2016; our YouTube channel (http://www.youtube.com/palomaratrc/) where we upload our training videos (with over 209,403 minutes of video for a cumulative watch time of 420,672 minutes played in 2016); our Twitter feed (http://twitter.com/palomaratrc); and our Facebook group with encourages faculty contribution and interaction more than our other communication initiatives.

Help Desk Tickets:
We provide technical support to faculty and students through an online helpdesk system, email support, direct telephone calls and in-person drop-ins. Using the online helpdesk system, we handled 2,397 help requests during 2016. 30.3% of help requests were related to Blackboard or Canvas, 39.7% were related to web site-related issues, and the remainder on a variety of other educational technology issues. Nearly 73.5 days (24-hour day) of work was clocked in the helpdesk system during 2016. Our ongoing satisfaction survey during 2016 shows the Help Desk services satisfaction rate is 95%.

POET program:
POET was moved to Canvas from Blackboard over Winter Break so that instructors would have an opportunity to take a course in Canvas, since many had never seen a Canvas course. This is a strategy for the Canvas Transition. After two face-to-face orientations in January and February, 2017, 43 faculty enrolled in the POET training in Canvas. Since January 2012, 139 faculty members completed the POET training. This includes the 32 faculty members who completed POET during 2016, and 2 who already completed POET in Spring Semester, 2017. We shall continue to offer 2 formal training orientations every semester as well as one-on-one sessions as requested or needed.

Streaming Media:
Everything worked according to the plan. We finished the setup and preparations of the new system. By the beginning of Spring 2016, the new streaming server was in place. The new streaming server is allowing us to support all the needs including mobile devices that legacy system did not support adequately. The SPC council approved AP 3750 Use of Copyrighted Material policy that implied approval of the Streaming Server process. The new process is allowing us to be in compliance with the TEACH Act.
The successful implementation of the new system is the result of a collaboration with the Library and DRC. This implementation allows the faculty to submit their media requests to ATRC Helpdesk that will be handled by the three Palomar Departments. The Library vets the media request, ATRC digitizes the media, DRC handles the closed captioning, and at the end, faculty allows students access from within the LMS. Using the new Streaming Services Process, we received and processed 244 Streaming Media Submissions last year with a total time of 12770 minutes. Since January, 2016, 667 media entries were played 33921 times for more than 13952 hours. This new service allows the students to access from very diverse geographical areas within the USA and overseas.

Lab Technical Support:
Our computer labs continue to be utilized at 100% capacity during prime times and at very high capacity at most other times. In a satisfaction survey conducted recently, students and faculty computer labs satisfaction rate is 94%.

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

Last Year's Goals Progress
ATRC Goal 1
Our goal is to increase Blackboard adoption rate to 65% by enhancing Blackboard training workshops, increasing customer satisfaction, more exposure to the use of Blackboard during Plenaries and other campus gatherings….
1. The latest Blackboard adoption rate is 56.8% (fall 2016) down from 61.3% (fall 2015) because we introduced a new LMS Canvas and we are in a transition period. In 2016 Blackboard course availability averaged 56.8%, while the Canvas published course rate in Fall 2016 was 3%. As of March 24, 2017, Canvas LMS is serving around 6000 students attending 260 published courses by 151 faculty members. Based on this our LMS adoption rate is 62% (Blackboard 51.3% + Canvas 10.7%).
2. In a satisfaction survey conducted during Fall 2016, the student Blackboard satisfaction rate is 97.76%, and the student Canvas satisfaction rate is 91.4%. The surveys were conducted during the fall 2016 Canvas pilot. Students are more familiar with

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Blackboard than Canvas because it has been under use within Palomar college for more than 18 years while Canvas was in its second pilot semester.
3. We administered and maintained the Blackboard/Canvas Learning Management Systems in a regular basis,
4. We provided technical support directly to students and faculty both Online and in-person. Over 9 days of work was clocked in the helpdesk system and that is down from 68.44 days last year, with most LMS support queries relating to Blackboard. The reduction of the LMS clocked help-desk hours from 68.44 to 9 days is an indication that the systems were well maintained.
5. We trained instructors in the use of Canvas/Blackboard and other technology tools,

ATRC Goal 2
Increase WordPress adoption rate to 70% by enhancing training, customer satisfaction, and adopting the Revamp Project recommendations…
We did achieve our goal and as of March 8, 2017, we have been supporting 1,090 websites on the district web servers. In 2016, the percentage of websites using WordPress increased 29% and currently comprises 89% of all college sites. This increase is the result of adopting the College Website Revamp Project recommendations. We hope that the results of the Website Revamp project will continue to increase the percentage of websites using WordPress.

ATRC Goal 3
Increase faculty POET adoption rate by 5% by enhancing faculty and staff training in the use of technology for teaching and learning.
POET was moved to Canvas from Blackboard over Winter Break so that instructors would have an opportunity to take a course in Canvas, since many had never seen a Canvas course. This is a strategy for the Canvas Transition.
After two face-to-face orientations in January and February, 2017, 43 faculty enrolled in the POET training in Canvas. Since January 2012, 139 faculty members completed the POET training with 34% increase. This includes the 32 faculty members who completed POET during 2016, and 2 who already completed POET in Spring Semester, 2017. We shall continue to offer 2 formal training orientations every semester as well as one-on-one sessions as requested or needed.

ATRC Goal 4
Increase students and faculty satisfaction using ATRC computer labs.
In a satisfaction survey conducted recently, students and faculty computer labs satisfaction rate is 94%.

ATRC Goal 5
Increase faculty and students satisfaction using our streaming media by enhancing Streaming Services and establishing a new Streaming Server Environment that will support Smooth-Streaming and allow us to be in compliance of the Teach Act.
In a satisfaction survey conducted recently, the HelpDesk services satisfaction rate is 95% and that includes the streaming services.

ATRC Goal 6
We also provide various technical services for use by faculty and staff, such as the creation of digital media, creation of graphical materials for web and print, individualized training, and faculty and student assistance. Our goal is to increase students and faculty satisfaction.
In a satisfaction survey conducted recently, the HelpDesk services satisfaction rate is 95% and that includes the various technical services. Although the multimedia specialist position that used to do most of these various technical services already dissolved, we will continue to provide these services. We are in the process of hiring a Web Coordinator that will continue to provide these services.

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

ATRC New Goals
Our new goals are based on our functions.

ATRC Goal 1
Our goal is to finish the transition to Canvas Learning Management System and phase out Blackboard by the end of 2017.
1. We are enhancing LMS training workshops to reflect the transition.
2. Increasing the number of training workshops
3. Offering faculty Canvas Boot camp days throughout the year 2017.
4. Offering one-on-one training sessions for faculty members
5. Increasing customer satisfaction,
6. Offering more exposure to the use of Canvas during Plenaries and other campus gatherings….

7. We are in the process to establish and hire a dedicated Instructional Designer to help faculty design high quality course contents.
8. Overhaul of data integration to introduce new services within Canvas to increase LMS adoption rate.
ATRC Goal 2

Migrating the web server cluster to Red-Hat Linux cluster and retiring the legacy servers to ensure reliability and required redundancy. This goal can be achieved by:
1. Enhancing training,
2. Customer satisfaction,
3. Adopting the Revamp Project recommendations…
4. Removing all the unnecessary sub-domains and helping staff and faculty migrate their contents to the new environment.
5. At the request of President/Superintendent Blake, ATRC staff are currently engaged in and leading the Palomar.edu WOW project, which is a complete redesign of Palomar.edu from the ground-up. The WOW project consists of four phases: discovery, design, development, and deployment. The discovery and design team consists of members from the following departments: ATRC, Creative Services, Disability Resource Center, and Outreach. The development and deployment team consists of ATRC staff. We anticipate that phase 2 of the WOW project to be done by the end of May 2017. The Linux cluster migration scheduled to be completed by the end of academic year 2017-2018.

ATRC Goal 3
Increasing website accessibility and quality is a major ATRC goal. To accomplish this task, we established a new paid service named Siteimprove. Siteimprove has accessibility scanning and quality assurance capabilities. It offers more robust reporting, management, and many other additional features. ATRC is currently developing training resources and improved messaging with the intention of encouraging all web content developers to focus on improving website accessibility.

ATRC Goal 4
Increase faculty POET adoption rate by 5% by enhancing faculty and staff training in the use of technology for teaching and learning.

ATRC Goal 5
Maintain students and faculty satisfaction using ATRC computer labs.

ATRC Goal 6
Maintain faculty and students' satisfaction using our streaming media by enhancing Streaming Services process.

ATRC Goal 7
We also provide various technical services for use by faculty and staff, such as the creation of digital media, creation of graphical materials for web and print, individualized training, and faculty and student assistance. Our goal is to maintain students and faculty satisfaction.

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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
Increase LMS adoption rate to 65%	○	◉	○
Increase WordPress adoption rate to 70%	○	◉	○
Increase students/faculty satisfaction using ATRC computer labs	○	◉	○
Establishing a Streaming Services using TEACH Act	◉	○	○
Increase faculty POET adoption rate by 5%	○	◉	○

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

GOAL #1	
Goal	Complete Canvas Learning Management System Transition at Palomar College.
Strategies for implementation	1. We are enhancing LMS training workshops to reflect the transition. 2. Increasing the number of training workshops 3. Offering faculty Canvas Boot camp days throughout the year 2017. 4. Offering one-on-one training sessions for faculty members 5. Increasing customer satisfaction, 6. Offering more exposure to the use of Canvas during Plenaries and other campus gatherings…. 7. We are in the process to establish and hire a dedicated Instructional Designer to help faculty design high quality course contents. 8. Overhaul of data integration to introduce new services within Canvas to increase LMS adoption rate.
Timeline for Implementation	To be finished by the end of calendar year 2017.
Outcome(s) expected (qualitative/quantitative)	1. Increasing Canvas adoption rate to above 50% 2. Phasing out Blackboard.
GOAL #2	
Goal	Web Server Cluster Migration to Red-Hat Linux Environment
Strategies for implementation	1. Enhancing training, 2. Customer satisfaction, 3. Adopting the Revamp Project recommendations… 4. Removing all the unnecessary sub-domains and helping staff and faculty migrate their contents to the new environment. 5. At the request of President/Superintendent Blake, ATRC staff are currently engaged in and leading the Palomar.edu WOW project, which is a complete redesign of Palomar.edu from the ground-up. The WOW project consists of four phases: discovery, design, development, and deployment. The discovery and design team consists of members from the following departments: ATRC, Creative Services, Disability Resource Center, and Outreach. The development and deployment team consists of ATRC staff. We anticipate that phase 2 of the WOW project to be done by the end of May 2017.

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Timeline for Implementation	The Linux cluster migration scheduled to be completed by the end of academic year 2017-2018.
Outcome(s) expected (qualitative/quantitative)	All web servers (Cluster) will be using the Red Hat Cluster environment including databases.
GOAL #3	
Goal	Increasing website accessibility and quality.
Strategies for implementation	To accomplish this task, we established a new paid service named Siteimprove. Siteimprove has accessibility scanning and quality assurance capabilities. It offers more robust reporting, management, and many other additional features. ATRC is currently developing training resources and improved messaging with the intention of encouraging all web content developers to focus on improving website accessibility.
Timeline for Implementation	To finish implementation by end of Academic year 2017-2018 and then it is an ongoing goal.
Outcome(s) expected (qualitative/quantitative)	By by end of Academic year 2017-2018: 1. Send monthly accessibility reports to all users (websites content developers). 2. Offer at least four accessibility training sessions a year. 3.Esblishing an accessibility feedback channels.

**Department Chair/
Designee Signature:** _____   **Date:** _____

Division Dean Signature: _____   **Date:** _____

Vice President Signature: _____   **Date:** _____