

Program Review & Planning (PRP)

PART 1: BASIC PROGRAM INFORMATION

Program Review is a self-study of your discipline. It is about documenting the plans you have for improving student success in your program and sharing that information with the college community. Through the review of and reflection on key program elements, program review and planning identifies program strengths as well as strategies necessary to improve the academic discipline, program, or service to support student success. With that in mind, please answer the following questions:

Discipline Name:	Cinema
Department Name:	Media Studies
Division Name:	AMBA: Arts, Media and Business Administration

Please list all participants in this Program Review:

Name	Position
Lisa Cecere	Professor
Candace Rose	Assistant Professor

Number of Full Time faculty	2	Number of Part Time Faculty	9
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Please list the Classified positions (and their FTE) that support this discipline:

Rita Walther (ADA) and Gregg Baker (ISA IV)

ADA supports entire division; ISA supports the disciplines of Cinema and DBA.

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

Discipline mission statement ([click here for information on how to create a mission statement](#)):

It is the mission of Palomar College's Cinema Program to educate and inform our students on the art and business of film and its importance in understanding the world. Film provides us with a universal language in which to understand other cultures and diverse populations. Our program fosters critical thinking through the analysis of film and these transfer courses prepare students for university studies in a variety of disciplines. We teach future film artists the craft of filmmaking and through

hands-on training students will be prepared to work in the film industry and succeed in university film programs.

List any new degrees and certificates offered within this discipline since your last comprehensive review:

Discipline Level Data: <https://sharepoint2.palomar.edu/sites/IRPA/SitePages/PRP%20Summary%20Source.aspx>

PART 2: PROGRAM REFLECTION

1. Program Analysis:

Reflect upon and provide an analysis of your summary data.

As we reflect on the data up to the fall of 2016, the Cinema program is gratified to see that our efforts to increase enrollment while maintaining student success have proven fruitful. We pay attention to the external factors that affect Palomar College as well as internal ones: changes in the economy, employment shifts, curriculum developments, transfer requirements and industry standards are just a few of the areas we look to that reflect our high percentage rates for student retention and fill, as well as a steady success rate. The numbers speak to this attention, seen with an increase in Census enrollment and enrollment caps from 2015 to 2016. In the Fall Semester of 2015, 657 students were enrolled at Census to 874 in the fall of 2016. The number of seats during the same period grew from 767 to 1007 with WSCH and FTES also significantly increased: from 1972.31 to 2798.32 and 65.74 to 89.01, respectively.

If we look to the past five years, the retention rates have remained over 90%, a testament to the many improvements we have utilized to make this possible. Full and part-time faculty use a variety of tools to connect with students as well as incorporate varied teaching methods that ensure student success. While success rates are lower than retention, we strive to keep course success above the college's institutional standard of 70%. This is particularly relevant as since the Fall Semester of 2016, most of our added courses were through Distance Education, a method of study that demands a particular level of participation. In addition, all of our courses transfer in some way to either the University of California or California State University systems so the rigorousness of these classes is paramount to us.

This component of our program, the transferring of classes, is at the core of our success. We have worked on our curriculum diligently to keep the requirements solid so that our Distance Education sections reflect the high standards of our on-campus classes. We acknowledge that the data shows greater success and retention rates of Non-Distance Education sections versus those of Distance Education. From informal surveys, students comment on how studying film is made clearer when viewing films in a greater scale, on a large screen, and how direct interaction with the professor and classmates provides a clearer understanding of the material. This is certainly reflected in the numbers: a success rate of 72.5% for Non-Distance Education classes versus 61.3% for Distance Education, and 92.5% retention for ND-Ed vs 85.6 for DE in the Fall of 2016. We continue to work on ways to narrow the gap in both of these areas.

2. Standards:

ACCJC requires that colleges establish institutional and program level standards in the area of course success rates. These standards represent the lowest success rate (% A, B, C, or Credit) deemed acceptable by the College. In other words, if you were to notice a drop below the rate, you would seek further information to examine why the drop occurred and strategies to address the rate.

Discipline Level Course Success Rate:

- A. The College's institutional standard for course success rate is 70%.**
- B. Review your discipline's course success rates over the past five years.**
- C. Identify the minimum acceptable course success rate for your discipline. When setting this rate, consider the level of curriculum (e.g., basic skills, AA, Transfer) and other factors that influence success**

Standard for Discipline Course Success Rate:	70%
Why?	
Cinema has adopted the College's institutional standard for course success rate, which is 70%, as we feel this is the lowest success rate deemed acceptable for students to successfully master the skills needed to work in the film industry, earn Associate of Arts (AA) degrees and certificates or transfer to 4-year universities.	

3. Program Update:

Describe your proudest moments or achievements related to student success and outcomes.
<p>We are honored to have hired three new part-time faculty who have impressive credentials: Brian Hu, Denise McKenna and John McMurria. They bring with them many years of successful teaching at the university level, strong academic backgrounds, publishing in film trades and industry ties.</p> <p>Extensive curriculum development was done to improve and update course requirements. This has led to finalizing of the AAT Degree.</p> <p>Continued success of our production students whose films have gone on to win awards at festivals and top honors at the Pacific Southwest Chapter of NATAS with an Emmy award in the student category.</p>

4. Program Improvement:

What areas or activities are you working on this year to improve your program? Please respond to new data as well as feedback from last year's program review.
<p>Strategies to improve our Cinema program include:</p> <ul style="list-style-type: none"> Increasing enrollment in courses that have been historically low, and in our program overall Creating an AAT degree in Film, Television and Electronic Media Providing students with state-of-the-art technology and film equipment to make them competitive in the film industry Providing our instructors with professional development opportunities to stay current in the film industry Expanding our online library of films for use in our Distance Education courses Acquiring a new, surround sound speaker system for the P32 classroom Hiring a new full-time faculty member and additional part-time faculty members <p>To increase enrollment this last year, we utilized a social media campaign that proved to be successful. Our goal is to acquire the funds to continue to use social media to market our program and our individual courses.</p> <p>Outreach is another approach we are utilizing to grow enrollment in our program. For example, our faculty serve on the Carlsbad High School Film Academy Advisory Board, and have created an articulation agreement with the Cine/DBA 115 class with the San Marcos High School, giving local high school students incentives to come to Palomar and enroll in our Cinema courses. Our goal is to continue to develop these relationships with the High Schools and look for future dual enrollment opportunities as well. Also, our faculty attend local film festivals and speak at industry events to market the Cinema program at Palomar to the community.</p> <p>Another strategy to increase enrollment is to invite professionals in the film industry to visit Palomar and speak to our classes, giving students a real-world perspective on what the industry has to offer. Our goal is to acquire additional funds to bring speakers into our classrooms and to speak on panels at our Media Studies Open House and Media Studies Day events in the fall and spring semesters. These events are attended by both Palomar College students and local High School students.</p> <p>We continue to provide opportunities for our students to transfer to 4-year Universities, with all of our courses being transferable to either Cal State or the University of California systems. The Cinema and Digital Broadcast Arts (DBA) programs are working together to form a new Associate of Arts (AA) degree that will compliment both programs and more effectively meet the needs of our production students. It will combine practical application with theory to thoroughly prepare students to work in the film and television industries and to integrate successfully into university film and television programs. We plan to include a thorough complement of courses across both curriculums, incorporating related courses from other programs in our department</p>

and across campus. By doing so we expect enrollments to increase as well as the number of degrees awarded in both disciplines.

Working towards offering the AAT degree has also given us the opportunity to review and improve our CORs and SLOs to make sure that they reflect the rigors of our program, which is crucial for sustaining the transferability of our courses, and providing students with the skills necessary to work in the film industry.

We also strive to prepare our students for integration into university film programs and readiness for working in the film industry. To do this, we try to maintain up-to-date, industry-standard film equipment. Our goal is to continue to improve our inventory of equipment, and give our students access to the latest technology so that they can be competitive in the industry.

Along these same lines, we want our faculty to remain current in the methodology and technology of the ever-changing film industry, and our goal is to secure the funds to provide our instructors with opportunities to attend film festivals, workshops and conferences for professional development in these areas.

Our production courses offer unique challenges for our faculty and students, in that students require much more one-on-one assistance to learn to use equipment and technology. Also, students in these courses work on individual and group projects, which again require more individual and small-group mentoring. For this reason, our goal this year is to hire an instructional aid that can assist instructors with helping students achieve their student learning outcomes.

As part of our effort to provide equitable and affordable access to our courses, Cinema instructors include links to required movies in their online classes. This has created an added financial burden to our program, and has forced instructors to choose from a limited selection of movies currently available through the Palomar Library databases and Kaltura. Our goal is to purchase more DVDs and increase the number of films offered through Kaltura to provide faculty with more academic freedom, and to keep the costs low for our students.

While improvements have been made, we continue to recognize the need for a state-of-the-art surround speaker system that matches the upgraded Christie video projector that was installed in the fall of 2015 in P32. This new speaker system is the next step in a much needed upgrade to the classroom in order to maintain the quality of instruction needed to help our students successfully complete their learning outcomes.

With the continuous growth of our program, our goal is to hire a 3rd full-time faculty member and to have a pool of part-time faculty as well so we can meet the demands of our students and provide them with excellence in education.

5. Unanticipated Factors:

Have there been any unanticipated factors that have affected the progress of your previous plan?

Challenges in student enrollment in our distance education courses have left students unsure of how to participate in an online course, either not getting important information provided by our faculty or confusion on how to proceed in the course. Enrollment Services is looking to improve this situation and provide us with ways that waitlisted students can be readily added to our courses. We also are looking at ways to include those students who are would normally “crash” an on-campus course but cannot do so with the current structure of distance education.

Also, the significant increase in our course offerings has added to the workload of our 2 full-time faculty. While we have opened a hiring pool of part-time faculty and have hired 3 from that pool, we cannot ask our adjuncts to go beyond the contract requirements. It is our hope that we will be able to hire a full-time faculty member to begin in the Fall 2018 semester.

6. SLOACs:

Describe your course and program SLO activities this past year. How have you used the results of your assessments to improve your courses and programs? Refer to the SLO/PRP report – <https://outcomes.palomar.edu:8443/tracdat/>

From last year to our current semester, we have continued to review our learning outcomes for the Cinema program’s courses to be certain that they provide effective ways to assess our students’ success and to increase retention.

We continued to assess whether or not students are able to identify, analyze and demonstrate through written analysis at least one significant film artist from each course topic and film screened in class, and to demonstrate the artist’s contribution to

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cinema. We also analyzed whether or not students were demonstrating an understanding of film terminology from a variety of areas in cinema, from preproduction, to production, to post-production. Other methods of assessment used include demonstrating knowledge through quizzes, exams, and group presentations and activities.

The results from these assessments show that our students are achieving a success rate of 70% or higher in all of our courses. Over this next year, we will continue to develop our SLOs and continue to engage our part-time faculty in the SLO planning and assessment process.

PART 3: PROGRAM GOALS

1. Progress on Previous Year’s Goals: Please list discipline goals from the previous year’s reviews and provide an update by placing an “X” the appropriate status box .

Goal	Completed	Ongoing	No longer a goal
Improve transfer readiness		X	
Maintain and continue smart growth in enrollment		X	
Hire a new full-time faculty member		X	

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

Goal #1	
Program or discipline goal	Improve transfer readiness
Strategies for implementation	Work with the Articulation Officer to create the AAT degree in Film, Television and Electronic Media. It currently is being reviewed in the Curriculum cycle.
Timeline for implementation	Fall 2018
Outcome(s) expected (qualitative/quantitative)	We expect higher enrollment numbers in our transfer courses and an increase in degree completions and transfers to CSU and UC universities. This will also improve student success.
Goal #2	
Program or discipline goal	Maintain and continue smart growth in enrollment.
Strategies for implementation	Social Media marketing, HS and community outreach, industry professional development opportunities, guest speakers from the film industry, state-of-the-art equipment and technology, online library of streaming movies.
Timeline for implementation	On-going.
Outcome(s) expected (qualitative/quantitative)	We expect to increase enrollment in our historically low-enrolled courses, bring back courses that have been cut over the years, and continue to add new sections to meet the demands of our students. With smart growth in enrollment we expect an increase in student success and retention.

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Goal #3	
Program or discipline goal	Hire a new full-time faculty member.
Strategies for implementation	We have submitted the faculty rationale form and have been put on a list in priority order.
Timeline for implementation	Begin Fall of 2018.
Outcome(s) expected (qualitative/quantitative)	An increase in the FTEF from Contract Faculty.

PART 4: FEEDBACK AND FOLLOW-UP

This section is for confirming completion and providing feedback.

Confirmation of Completion by Department Chair

Department Chair	Wendy Nelson
Date	11/30/17

*Please email your Dean to inform them that the PRP has been completed and is ready for their review

Reviewed by Dean

Reviewer(s)	Norma Miyamoto
Date	Nov. 27, 2017

1. Strengths and successes of the discipline as evidenced by the data and analysis:

The data speaks for itself! . . . very strong in enrollments and retention. Thank you for speaking to the differences in your face-to-face classes versus distance education. This is one of the most thorough, self-reflective annual PRPs submitted this year. Obviously, the strength and successes of the discipline are reflective of the full-time faculty members who lead the charge: Lisa Cecere and Candace Rose. Thank you for your dedication to excellence.

2. Areas of Concern, if any:

Growth in enrollments must not compromise quality . . . just something to watch.

3. Recommendations for improvement:

*Please email your VP to inform them that the PRP has been completed and is ready for their review

Reviewed by Vice President

Reviewer(s)	Jack S. Kahn Ph.D.
Date	1/12/2018

1. Strengths and successes of the discipline as evidenced by the data and analysis:

1. Program analysis is impressive both in the review and in the result- go cinema! Well done and inclusion of data.

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2. Great to hear about your new PT faculty—exciting!
3. Thank you for the thorough discussion of improving the program – of these strategies do you feel any are more fruitful- I think they all fulfill multiple needs (role modeling, promotion etc.)
4. For SLO section – on the right track! Could use one step more detailed- list the SLO's that were 70% higher etc.
5. Goals all make sense given the narrative above which is incredibly well done
6. The data does speak for itself!
7. This is an incredibly thoughtful, in-depth, critical, and honest annual review. It is easy to read and follow with a clear dedication to students and our faculty. Fantastic.

2. Areas of Concern, if any:

None.

3. Recommendations for improvement: