

ANNUAL PROGRAM REVIEW AND PLANNING: 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.



Program Review & Planning (PRP)

PART 1: 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:	Educational Television
Division Name:	Arts, Media, and Business Administration

Please list all participants in this Program Review:

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

Number of Full Time Staff	4	Number of Part Time Staff	1
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Please list the Classified positions (and their FTE) that support this discipline:

Educational Television Producer, Educational Television Broadcast Specialist, Educational Television Broadcast Assistant, Educational Television Engineer

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

Associate Producer, Edit Assistant, Production Assistant, Contract Editor, Contract Motion Graphics Designer

PART 2: PROGRAM REFLECTION

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Describe your proudest moments or achievements related to student success and outcomes.

In relation to student success and outcomes, ETV directly supports the academic programs of the Media Studies Department. Most specifically, the ETV staff works weekly in support of the Digital Broadcast Arts program, providing professional studio space and technical support for weekly live television broadcasts. "Prep Sports Live," "North County News," and "Palomar Live" are all produced with ETV support. All of these programs have been recognized by broadcast education organizations as being among the best in the region and the country. The ETV staff takes great pride in assisting the DBA students to produce these quality programs.

What areas or activities are you working on this year to improve your program/service area? Please respond to new data as well as feedback from last year's program review.

A primary focus of ETV this year has been the development of a better framework for assisting faculty in the creation of elements for online courses. Discussions have been ongoing about creating a template model for course introductions. The recent hiring of an Instructional Designer is a step that will greatly assist this discussion in moving forward. In the immediate future, the ETV staff plan to meet with this designer, ATRC, and faculty representatives to develop this framework. The ETV production staff is working closely with faculty to develop several new instructional video projects, including a full video course and supplemental video materials. This has always been a focus of the department, but recently it has been given a renewed emphasis.

ETV is in the process of upgrading the streaming feed for Palomar College Television to include more high definition (HD) content. The equipment upgrades necessary for this transition have been purchased and installed. During the coming months, the process of encoding more programming to feed in HD will be completed. Once completed, ETV believes the HD content will attract more viewers to its live stream.

A new documentary on the subject of human trafficking is being developed for PCTV. This documentary project was being discussed as a possibility when Dr. Blake mentioned an interest in the topic at a meeting with the Manager of ETV. This documentary will generate great interest in the San Diego region and probable national interest.

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

The Supplemental Early Retirement Program offered to Palomar employees two years ago had a negative impact on the willingness of faculty to devote time to the development of new instructional video projects. Faculty members who have been approached have more often than in the past said that their schedules didn't allow the time for these projects.

What are your Service Area Outcomes (SAO)?

SAO #1:

Video Support for Palomar College: The ETV staff is consistently successful in providing high-quality, professional video production support for Instructional Services and institutional video production support for Palomar College.

SAO #2:

Support for the Media Studies Department: The ETV staff consistently provides operational and technical support for the television production needs of the Media Studies Department.

SAO #3:

Support for the Operation of Palomar College Television: The ETV staff consistently produces high-quality, professional video for broadcast on Palomar College Television (PCTV) and provides the operational and technical support to ensure PCTV maintains a consistent on-air presence in San Diego County.

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

Educational Television successfully met its goals in meeting the SAOs. A few examples of this success are:

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SAO #1:

- Multiple video segments for Fall 2017 Plenary session.
- Video support provided for the Foundation Gala in September 2017.
- Recorded multiple campus events for distribution and archival (i.e. candidate forums, college forums).
- Remote production and distribution of Education Forum.
- Video loops for new college website background.
- Began "Where's the Comet" video series with Dr. Blake, producing one segment each month.
- Production of promotional videos for the Library Information Technology program. This project is scheduled to be completed by the end of the Fall 2017 semester.
- Production of new campus "tour" video. This project was initiated at the request of Dean Sivert, to be used in some upcoming high school visits. The project has grown into a more extensive video that can be used on the college web site and in multiple promotional settings. It will be updated as new facilities and centers are completed and opened.
- Pre-production planning for production of Campus Security Training video for Palomar Police Department. This will be shot in-studio in November 2017 and completed in December 2017.
- Darwin Days remote production and archival for class use.
- Political Economy Days remote production and archival for class use.
- Counseling video for Patrick O'Brien (mandatory presentation for students on probation) is in planning stages.
- Working on new graphic presentation block for campus and instructional announcements on PCTV.

SAO #2:

- Provided ongoing support for live broadcast of "North County News" program in Spring 2017 semester.
- Provided ongoing support for live broadcast of "Prep Sports Live" program in Fall 2017 semester.
- Provided professional internship opportunities for two Digital Broadcast Arts students during the year.

SAO #3:

- Produced documentary project on the topic of the water supply and policies in Southern California. This will be aired on PCTV and has the potential for broadcast on regional/national broadcast outlets.
- Multiple Concert Hour productions recorded, edited and placed into rotation on PCTV.

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

Assessment for the current academic year will be measured by successfully meeting goals and maintaining high-quality production output for the College..

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
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.	X		
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.	X		

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Develop marketing plan for video-on-demand (VOD) offerings on Vimeo's pay-per-view platform.		X	
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2. New Goals: Please list all goals for this three-year planning cycle (including those continued from previous planning cycle):

Goal #1	
Goal	Carryover of partially completed goal from previous year. Develop marketing plan for video-on-demand (VOD) offerings on Vimeo's pay-per-view platform.
Strategies for implementation	Broadcast Specialist and Manager have researched similar offerings and determined the pricing structure. The remaining part of this goal is to determine marketing strategies to promote these video offerings to a larger potential audience.
Timeline for implementation	Develop a marketing plan early in the Spring 2018 semester and implement by the end of that semester.
Outcome(s) expected (qualitative/quantitative)	The desired outcome is an increase in revenue from sales of VOD offerings.
Goal #2	
Goal	Develop new video materials for at least one online course with a Palomar faculty member.
Strategies for implementation	A primary strategy is to follow up with several faculty members who have expressed interest in development of video course modules in the past two years, but have been held back by increased workload. Contact has been maintained with these faculty members and the timing may be good in the near future to develop a project. If these contacts do not work out, then several new contacts will be made with faculty who teach courses that would lend themselves to good video supplementation.
Timeline for implementation	Reach out to faculty members who have already expressed interest by the end of the Fall 2017 semester. If none of these are ready to move forward, then reach out to additional faculty members early in the Spring 2018 semester. Production planning would take place in the early part of the Spring 2018 semester, with production commencing based upon the faculty member's availability - either later in the Spring 2018 semester, during the summer, or in the Fall 2018 semester.
Outcome(s) expected (qualitative/quantitative)	The desired outcome is at least a series of 8-12 video modules to be used in an online course or supplement a classroom course. An even better outcome would be the development of a larger series of video modules from which an entire online course could be offered.
Goal #3	
Goal	Working with all involved Palomar stakeholders, develop a strategy to enhance current online course offerings with a standardized video course introduction module.

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Strategies for implementation	Contact those stakeholders (ATRC, PD, Instructional Designer, etc.) and bring together thoughts that have been mentioned in several settings over the past year about this topic. Working with this group, determine what ETV could do to best help move this initiative forward with an efficient, template-driven video introduction module that would be simple to create and not demand a lot of time for faculty who teach online.
Timeline for implementation	Meet with stakeholders before end of Fall 2017 semester. Develop a strategy for these video introduction modules early in the Spring 2018 semester. Work with a faculty member to create an video example that can be shared with other faculty to generate interest and excitement. Begin production of these video modules during the Spring 2018 semester and establish a production timeline for those faculty who express an interest.
Outcome(s) expected (qualitative/quantitative)	The desired outcome is to establish a template for production of an online course introduction module that can be produced in one studio session with a faculty and a quick post-production time frame. This module should successfully introduce the course, the course requirements, and the course instructor. This module should make any online course more effective and efficient.

PART 4: FEEDBACK AND FOLLOW-UP

This section is for confirming completing and providing feedback.

Confirmation of Completion by Department Chair

Department Chair	James Odom, Manager ETV and KKSM Radio Operations
Date	11/08/17

***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. 22, 2017

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

Excellent planning, goals and outcomes are well stated and documented. Leadership by Manager Jim Odom is one of this unit's best assets.

2. Areas of Concern, if any:

Please be diligent in ensuring thorough and timely communications with all stakeholders.

3. Recommendations for improvement:

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***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:	
<ol style="list-style-type: none">1. You have a lot to be proud of!2. Looking FWD to movement on framework to assist faculty- maybe put together a timeline for that?3. Your service area info is really interesting and you provided a lot of services! But they aren't yet expressed as outcomes- we will work on this this year4. Goals make good sense given the narrative above- I do hope we can create more great content for courses	
2. Areas of Concern, if any:	
3. Recommendations for improvement:	