

Program Review & Planning (PRP)

ANNUAL UPDATE

Part 1: General Information

Program Review is a self-study of your unit. For non-instructional program review, the definition of what is a unit varies based upon your division. A unit may be a department (e.g., Information Services, Institutional Research and Planning, Financial Aid), a program (e.g., EOPS, TRIO), or a division (Human Resource Services). The Vice Presidents for each division have identified/defined the units that will complete the review cycle.

Regardless of whether your unit is a program, department, or division, program review is about documenting the plans you have for improving Institutional Effectiveness in your area and sharing that information with the college community. Through the review of and reflection on key elements, program review and planning identifies program strengths as well as strategies necessary to improve the operation of your area.

The Annual Update is designed to help you track progress on your three-year plan. It allows for updates to your plan based on:

- 1) updates to Service Area Outcomes assessment cycle or unit data;
- 2) new events, legislation, or processes that affect your unit's ability to meet your mission; and
- 3) a review of progress on your three-year plan's goals.

Date:	11/06/19
Unit Name:	Educational Television
Department Name:	Educational Television
Division Name:	Arts, Media, and Business Administration
Name of person responsible for the Program/Unit:	James Odom
Website address for your unit:	https://www2.palomar.edu/pages/pctv/

Please list all participants in this Program Review:

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

SECTION 1: Staffing Updates and Services Updates**Staffing**

Using the table below, describe any changes you have experienced in staff in the past year.

<u>Full-time Staff</u>		<u>Part-time Staff</u>	
Total Number of Full-time Staff	4	Total Number of Permanent Part-time Staff	1
Number of Classified Staff	4	FTE of Part-time Staff (2X19 hr/wk = .95)	.95
Number of CAST Staff		FTEF of Part-time Faculty	
Number of Administrators	1		
Number of Full-time Faculty			

Describe additional temporary hourly or contract staff support this unit and/or department? (Include FWS/District Student Worker/Veteran Student Worker)

Three short-term hourly employees, three contract workers, and two student interns also provide support to this department.

Program/Unit Description

Has the services your unit performs changed in any way over the past year?

Historically, the largest percentage of video produced by ETV has been either programming for PCTV or instructional in nature. Over the past year, the department has been tasked with the production of more promotional/marketing video material for the College than in the past. This is not necessarily a positive or a negative, but is mentioned as a point of interest in what may indicate a subtle shift in the mission of ETV.

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PART 2: PROGRAM/UNIT ASSESSMENT

SECTION 1: Service Area Outcomes Update

GOT SERVICE AREA OUTCOMES?

Outcomes are statements written in support of student learning to show direct support (instruction) or indirect support (services) provided on campus. Assessment is the way we measure how well we are achieving our outcomes.

For non-instructional areas, outcomes are called Service Area Outcomes (SAO).

So what is an SAO?

A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. Clients can be students, faculty, staff, or community members.

As part of our three year planning and review cycles, all non-instructional units are asked to:

- identify at least two SAOs,
- develop a plan and assess their SAOs,
- reflect on the results,
- and take action, as necessary.

Palomar has adopted TracDat as our official repository for SLO and SAO Assessment information.

Review and/or define your SAOs and assessment plans and ensure they are entered in TracDat by:

- 1) Login to Nuventive Improve (TracDat): <https://www2.palomar.edu/pages/sloresources/2015/08/10/tracdat/>. Your Palomar username and password will get you in.
- 2) Update or add your SAOs and assessment plans.

NEED HELP?

TracDat:

- 1) If you need help with anything TracDat related such as login, unit identification, entering SAO info, contact Marti Snyder at msnyder2@palomar.edu.
- 2) Check out this video on how to enter SAOs in TracDat: <https://youtu.be/b1sRa68wm4c>

Defining and Assessing SAOs:

Not sure if your SAOs make the grade? Need some help writing an SAO? Not sure about how to assess your SAOs?

1. [Hartnell's SAO Guide](#) is a nice resource! Thank you Hartnell!
2. Contact Michelle Barton at mbarton@palomar.edu. We have a resource support team to help.
3. The SAO template at the end of this document is a useful template for defining an SAO and assessment plan. It is modeled off what we enter in TracDat.

Are all of your unit's SAOs and assessment plans entered in TracDat?

YES

If NO, describe why and identify a data by which they will be entered.

If you have completed any SAO assessments over the past year, summarize what you learned from the assessment and what improvements you have implemented or plan to implement as a result of your SAO assessments. If you have not completed SAO assessment's document why (e.g., SAO was assess last year).

1) SAO #1 (Video Production Support for Palomar College): On multiple video productions (Community Showcase, Where's the Comet?, misc. promotional videos produced for the College), collaboration and communication with the client is maintained throughout the production process. This ensures that the goals of the client and the desired outcomes are achieved. Productions are always followed up by discussions about the impact of the final video product and whether any specific changes would have made the product more effective.

2)SAO #2 (Support the Media Studies Academic Department): Weekly discussions take place between the instructor of the courses being supported by the ETV staff to determine if the class's needs are being met. The importance of this ongoing assessment method was highlighted this past spring semester, as the ETV engineer was out on an extended medical leave. His absence could have been very detrimental to the success of the class, but by assessing on a weekly basis, the other staff members were able to meet the needs of the class in a timely manner.

3)SAO #3 (Support the Operation of Palomar College Television): The ongoing assessment of this SAO takes place on a regular basis between the Manager and the Broadcast Specialist. The requirements of the channel and scheduling are monitored weekly to ensure compliance and a good experience for viewers of PCTV.

4)

SECTION 2: Other Assessment Data

Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below.

SECTION 3: Achievements and Other Relevant Information

Describe your program's achievements or this past year. Where possible, describe how these achievements are related to our students and their success!

Many of the department's achievements this past year are associated with the production of the documentary "Shattered Dreams: Sex Trafficking in America." This documentary presents a compelling look into the world of sex trafficking nationwide. Three survivors of this illicit trade are featured in the film, along with national and regional experts in the topic. In April 2019, the department organized a premiere screening of the documentary that was held on campus in the Brubeck Theatre. The event featured a panel discussion that included San Diego District Attorney Summer Stephen, as well as experts and survivors featured in the film. The theatre was filled to almost capacity and the event received very favorable response in San Diego media. In June 2019, at the annual Pacific Southwest Chapter of the National Academy of Television Arts & Sciences Emmy Awards, the documentary won Emmy Awards in five categories. The documentary is still being featured at film festivals around the country and is often requested for screenings by various organizations involved in fighting sex trafficking. It has

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promoted discussion of this important topic among citizens and government officials regionally and nationwide, giving Palomar College an important role in those discussions.

A documentary produced by ETV in 2018, “Shadow of Drought,” was picked up for national distribution by the National Educational Telecommunications Association. The documentary was ultimately broadcast by public television stations all over the nation, reaching a potential viewing audience of nearly 50 million homes.

The department produced a series of three short documentaries about prominent photographers, two of whom are Palomar graduates and attribute their start in photography to their experience at the College. These documentaries will be featured on PCTV, in film festivals, and will be used as supplemental material in Palomar Photography classes. As an offshoot of this project, discussions have begun with a Photography faculty member about creating a series of instructional videos for that program.

ETV’s production of “Where’s the Comet?” continued for the President’s office throughout the year. Multiple promotional and educational videos were produced for the College and the Palomar College Foundation. These videos are seen on various college web pages and social media. The ETV staff has also given video production support to several institutional programs (i.e. Plenary general sessions).

Palomar College students participated in all levels of these achievements, providing production support in internship roles. Students in the Digital Broadcast Arts program produced the weekly award-winning programs “North County News” and “Prep Sports Live” during the fall and spring semesters, supported by the ETV staff. This live broadcast opportunity is a very unique and positive experience for Palomar students.

Describe provide an update on recent changes in legislation, policies, procedures, processes, and/or technology (software and hardware) that have impacted or will impact your program/unit? What effect will these changes have on your program/unit?

The rule changes for the Educational Broadband System discussed in the previous program review were finalized by the Federal Communications Commission. The finalized rules will have no impact on the licenses held by Palomar College.

As also outlined in last year’s review, the primary technological challenge for the department continues to be digital video storage needs. The current storage system in use by the department is nearing both capacity and useful life, so a replacement strategy is a key discussion item in the near term.

In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?

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PART 3: Progress on Goals

Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If the unit has experience barriers for impel in implementing the goals, describe those challenge

Goal #1

Goal from Comprehensive Review	Develop a strategy and processes to enhance current online course offerings through production of video supplements.		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	Not Started	In Progress X	Completed
Describe Progress	The department has been proactive in reaching out to faculty to solicit ideas for new video productions. The result is a just-underway collaboration with the Early Childhood Development program to produce a new series of videos to be used in a new online course offering. Another collaboration with a faculty member in the Counseling department will be underway in the very near future.		
Describe Barriers to implementation	Time for faculty members to collaborate on video productions seems to still be the primary barrier.		
Describe Outcomes (if any)			

Goal #2

Goal from Comprehensive Review	Develop new branding for Palomar College Television.		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	Not Started	In Progress X	Completed
Describe Progress	The production staff have begun developing a new logo and branding package for PCTV. As this new branding is developed, new content (station IDs, promos, etc.) will be developed and placed into the broadcast schedule.		
Describe Barriers to implementation			
Describe Outcomes (if any)			

Goal #3

Goal from Comprehensive Review	Assist in initiative to install remote-controlled camera system in a large classroom on campus.		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	Not Started X	In Progress	Completed
Describe Progress	Discussions have taken place about this need, but no action plan has been developed.		
Describe Barriers to implementation	Funding for this project is the primary barrier for this to move forward.		
Describe Outcomes (if any)			

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Goal #4			
Goal from Comprehensive Review			
Goal Status (insert an “X” in box most closely aligned with the status of this goal).	Not Started	In Progress	Completed
Describe Progress			
Describe Barriers to implementation			
Describe Outcomes (if any)			

The Strategic Plan 2022 includes the College's Vision for Success (VfS) outcomes. Review the VfS goals and reflect on how your unit supports these outcomes. Identify one strategy your unit will implement to help the college meet these outcomes. Click here access [Strategic Plan 2022](#).

The College's VfS goals and outcomes deal with very specific areas that impact student success. As a department, ETV works closely with our campus clients to produce video material that enhances the College's efforts towards these goals and outcomes. Our strategy has always been, and will continue to be, to work closely with whoever we're collaborating with on a video production to ensure that production accomplishes the goals of increasing awareness, educating about specific programs, etc. One specific development we're excited about is the early developmental stages of a centralized digital signage system for the campuses. This will allow for greater visibility of the video material produced by ETV and increased use of that material.

Describe any changes to your goals or three year plan as a result of this annual update.

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PART 4: RESOURCES

Reflect upon the three year plan you created as part of your comprehensive review, your annual update, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures). How will you allocate resources to implement your plan? Describe additional resources needed to improve the effectiveness of your unit/program. All resource requests must be aligned with the College's Strategic Plan. Click here to access the [Strategic Plan 2022](#).

SECTION 1: Reallocation or Reassignment of Resources

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan or your annual update, your current operations, and any upcoming factors in legislation. Describe the impact of the reallocation of resources to your unit.

SECTION 2: Need for Additional Resources**STAFFING**

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section.

Title	Three Year Plan Goal	Strategic Plan 2022 Goal/Obj.	New / Vacant / Modified / Temporary	Describe Need:
1)				
2)				
3)				

TECHNOLOGY

If you are requesting TECHNOLOGY, please fully complete this section. If not, skip to the next resource section.

Resource	Unit's Three Year Plan Goal	Strategic Plan 2022 Goal/ Obj.	Cost (\$\$\$)	Describe need and identify if the technology need will require: 1) extra wireless access, 2) integration with existing technology (hardware and software such as PeopleSoft), and/or 3) operational maintenance and support.	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across <u>ALL</u> of your Technology, Equipment, or Other Resource Requests.
1)					
2)					
3)					

EQUIPMENT (Other than technology)

If you are requesting EQUIPMENT, please fully complete this section. If not, skip to the next section.

Resource	Three Year Plan Goal	Strategic Plan 2022 Goal/ Obj.	Cost (\$\$\$)	Describe need:	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across <u>ALL</u> of your Technology, Equipment, or Other Resource Requests
1)					
2)					
3)					

OTHER RESOURCES

If you are requesting OTHER RESOURCES not described above, please fully complete this section. If not, CHEERS!!! You are DONE!!!

Resource	Three Year Plan Goal	Strategic Plan 2022 Goal/ Obj.	Cost (\$\$\$)	Describe need:	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across <u>ALL</u> of your Technology, Equipment, or Other Resource Requests
1)					

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2)					
3)					

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PART 5: FEEDBACK AND FOLLOW-UP

Once your Program/Unit PRP is completed, your division or planning council should review and discuss based on your Vice President's planning process. This area is intended for summary feedback and recommendations from the divisional review.

Confirmation of Review by Division / Planning Council

Person/Group/Council Who Reviewed PRP

Date

Feedback

1. Progress on Goals.

2. Areas of Concern, if any:

3. Assistance/Guidance for addressing barriers for goal completion.

SERVICE AREA OUTCOMES TEMPLATE

Date Identified or Last Reviewed	Description of SAO (What is your SAO?)	Assessment Method (How will/do you measure or assess it?)	Criterion (How will/do you know if you met the outcome?)	Date of Assessment	Date of Next Assessment
1)					
2)					
3)					
4)					