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2020-2021 ANNUAL REVIEW

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR NON-INSTRUCTIONAL PROGRAMS

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. With that in mind, please answer the following questions.

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.

BASIC UNIT INFORMATION

Program/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(es) for your program(s)/unit(s)**Webpage URL 1****Unit webpage**<https://www2.palomar.edu/pages/pctv/>**Please list all participants and their respective titles in this Program Review**

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

STAFFING AND SERVICE UPDATES

Staffing

Use the link provided to help answer the staffing questions below.

Link: [Permanent Employees Staff Count](#)

This form requires a login and password to access. Please use your Palomar email and password to log in.

Full-Time Staff**Total Number of Full-time Staff**

4.00

Number of Classified Staff

4.00

Number of CAST Staff

0.00

Number of Administrators

1.00

Part-Time Staff**Total Number of Permanent Part-time Staff**

1.00

FTE of Part-time Staff (2x19 hr/wk=.95)

0.95

FTEF of Part-time Faculty

0.00

Number of Full-time Faculty

0.00

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

Three short-term hourly employees currently provide support to the department.

Have you experienced any changes in staff this past year? If so, please describe how the changes have impacted your operations.

In previous years, two contract employees also provided a critical support role to the department. Due to budget constraints, those two positions were eliminated this year. This has meant a realignment of production work responsibilities among the three short-term hourly employees. The primary post-production responsibilities (editing, sound design, etc.), which were a large part of the support role of the previous contract employees, has been shifted to the ETV Broadcast Specialist, with day-to-day assistance from two of the short-term employees.

Program/Unit Description

Have the services your unit performs change in any way over the past year?

The only strong impact on the services performed by ETV over the past year is the remote working environment made necessary by the COVID virus. Surprisingly, though, the department has maintained a busy schedule of production work even with the reduction in on-campus days. The operation of Palomar College Television has continued uninterrupted, with a remote workflow developed by the ETV Broadcast Specialist and ETV Broadcast Assistant.

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PROGRAM/UNIT ASSESSMENT

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 Nuventive Improve (previously named 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 Nuventive Improve by:

- 1) Login to Nuventive Improve (previously TracDat) <https://www2.palomar.edu/pages/sloresources/2015/08/10/tracdat/>. Your Palomar username and password is your login.
- 2) Check your SAOs for **currency** and **sunset** any SAOs if you no longer plan to assess them.
- 3) Revise or edit your current SAOs by revising their wording and/or updating the assessment and assessment results.

NEED HELP?**Nuventive Improve:**

- 1) If you need help with anything Nuventive Improve 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 Nuventive Improve: <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.

A template for entering SAOs can be found on the [IR&Ps Non-instructional Program Review and Planning website](#)

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)					

Are all of your unit's SAOs and assessment plans UPDATED and ENTERED in Nuventive Improve?

Yes

SAOs Summaries / Reflection

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 assessments, document why (e.g., SAO was assessed last year).

SAOs

SAO 1

SAO Title

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.

Assessment Status

Assessed

SAO Summary and Reflection

On multiple video productions 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.

SAO 2

SAO Title

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

Assessment Status

Assessed

SAO Summary and Reflection

During academic semesters in which courses are supported, weekly discussions take place between the instructor of the courses being supported and the ETV staff to determine if the class's needs are being met. At the conclusion of a semester, an assessment is conducted to determine if the support was sufficient and if any improvements can be made for the next semester.

SAO 3

SAO Title

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.

Assessment Status

Assessed

SAO Summary and Reflection

The ongoing assessment of this SAO takes place 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. An example of this on-going assessment from this past year is the decision to remove several outdated programs, replacing them with more up-to-date content. This decision also led to more research into sources for free, appropriate programming for PCTV.

OTHER ASSESSMENT DATA

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

ACHIEVEMENTS AND OTHER RELEVANT INFORMATION

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

Early in 2020, the ETV department produced three short documentaries featuring the accomplishments of three professional photographers. Two of those photographers were Palomar College graduates. These two documentaries were nominated for Emmy Awards in 10 different categories and, in June 2020, at the annual Pacific Southwest Chapter of the National Academy of Television Arts & Sciences Emmy Awards (held virtually this year), the documentaries won Emmy Awards in five categories. These documentaries are being featured at film festivals around the country and will hopefully be distributed for national broadcast on public television stations in early 2021. These documentaries are also being used by the Photography program in Palomar's Media Studies Department as part of course instruction. That also led to the production of several instructional videos for the Photography program that are now in use as part of instruction.

The very successful, Emmy Award winning, documentary "Shattered Dreams: Sex Trafficking in America" produced by ETV in 2019 was distributed for national broadcast on public television stations in January, February, and March of 2020. The production was picked up for broadcast by stations in a variety of television markets around the country and was potentially viewed by millions of households.

A new documentary project is underway that focuses on the stories of two individuals who were brought to the United States as young children following the Vietnam war. When complete, this documentary will provide insight into a lesser-known impact of that war. The COVID situation has delayed this project significantly, but it is still being moved forward in small steps.

Multiple promotional and educational videos were produced for the College and the Palomar College Foundation during the year. 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. Among the largest accomplishments following the implementation of emergency operations in response to the COVID outbreak was the production of a completely virtual commencement ceremony. This production was accomplished entirely remotely and honored the accomplishments of Palomar graduates. Among other notable accomplishments are the production of a COVID-related video highlighting the operational success of Palomar's Early Childhood Lab School during this time.

Palomar College students participate in all levels of these achievements, providing production support in internship roles. The impact of COVID on the college's operations and course offerings has severely limited these opportunities during the past six months, but will continue as the situation permits.

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?

There have been no changes in federal or local broadcast regulations or policies that have an impact on ETV.

As mentioned in the last two years' reviews, the primary technological challenge for the department continues to be digital video storage needs. Last year, it was mentioned that the storage system in use by the department was nearing both capacity and useful life. In response to that need, the department researched replacement systems that would meet the need at a lower cost (both in initial cost and in ongoing maintenance costs). The department purchased a new system in May 2020 which was fully installed and operational at the end of June. This new system increased storage capacity by about 50% at a 60% lower cost than the previous system. The primary backup storage system for digital video storage will be addressed this coming year. The department uses LTO tape storage for this purpose and advancements in that technology now allow for much more storage on fewer tapes. The backup of the department's vast library of video files is of course a critical ongoing need.

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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PROGRESS ON GOALS

Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If your unit has experienced challenges implementing the goals, describe those challenges.

Click on "+Add Goal" below for each additional goal.

Goals

Goal 1

Goal

Develop a strategy and processes to enhance current online course offerings through production of video supplements.

Choice

In progress

Describe Progress

The department continues to be proactive in reaching out to faculty to solicit ideas for new video productions. We continue to have success with those faculty who see the value in adding video offerings to their courses. One very successful example is a series of videos produced with Tracy Fung in the ESL program. These videos were produced and completed prior to the impact of COVID on the Spring semester and Professor Fung has mentioned that these videos were a valuable asset for her as she modified this course to meet remotely.

Describe Challenges

As mentioned in last year's report, time for faculty members to collaborate on video productions seems to still be the primary barrier to having more collaboration. The remote nature of academic programs in the current COVID-impacted environment also makes it difficult to collaborate more.

Describe Outcomes (if any)

Goal 2

Goal

Develop new branding for Palomar College Television.

Choice

In progress

Describe Progress

The production staff completed development of a new logo and are now moving into the development of a 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 Challenges

The primary challenges to moving this goal forward more quickly is the onset of remote operations. The ETV staff is still working hard on this goal, but timelines have had to be lengthened.

Describe Outcomes (if any)

Goal 3

Goal

Assist in initiative to install remote-controlled camera system in a large classroom on campus.

Choice

In progress

Describe Progress

As reported last year, discussions have taken place about this need, but no action plan has been developed.

Describe Challenges

The closure of campus has lowered the priority for this project and made it more difficult to move forward. Budgetary limitations also continue to impact this goal in a negative way.

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.

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.

In a significant undertaking that will support the College's Vision for Success, the ETV staff has embarked on the documentation of antiracism efforts being undertaken by Palomar College. The result of an idea from Interim President Kahn, this will be a lengthy project, but should provide an in-depth look into ways the institution is successfully pushing for positive change and reform.

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

The most significant change to the ETV three-year plan is in staffing, primarily in response to the funding reduction mentioned later in this report. The department is in the early stages of determining how to best address our staffing needs with the funds available, but there will definitely be changes in how we approach our staffing needs for various projects.

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RESOURCES

Congratulations! You are nearing completion. In this section, you will consider the resources you need to implement your three-year program review plan and/or address any findings from your assessment of your discipline.

The section is organized into the following four parts:

PART 1: Staffing Needs (Faculty and Additional Staff)

PART 2: Budget Review

PART 3: Technology and Facilities Needs

PART 4: One Time Request for Other Needs (NonTechnology Equipment, Supplies, Operating Expenses, Travel)

Reflect upon the three year plan you created above, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures) that will impact your unit. 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 2022.

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan, your current operations, and any other factors (e.g., legislation). Describe the impact of the reallocation of resources to your unit.

PART 1: STAFFING NEEDS

Are you requesting new Classified, CAST, or AA positions?

No

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section. Click "+Add Staff, CAST, AA request" below for each additional request.

When considering the funds required for a position, consult the HR website for position salary schedule and the [Benefits Worksheet](#) for additional costs related to benefits for the position.

PART 2: BUDGET REVIEW

Review your Budget/Expenditure reports for 2018, 2019, 2020. Consider your three-year PRP plan.

Click on the link below to access directions to the *Available Budget Report* to complete this section.

[How to Request the Available Budget Report](#)

Reflecting on your three-year PRP plan, are there any budget considerations you would like your dean/supervisor to be aware of for the upcoming year?

Yes

What budget considerations would you like your dean/supervisor to be aware of or to consider? Please be as specific as possible. For example, if you need an increase in the 40000 account and a decrease in the 23000 account, describe what increase your department needs, how much, and a description of why the department needs the adjustment.

Our Dean is aware of the changes to our budget, but these changes are being documented here for the sake of continuity. Due to the College's fiscal situation, the department agreed to give up its General Fund allocation midway through FY 2020. This approximately \$85,000 reduction in funding represents approximately 30% of the department's total operating/STM staffing budget. Since some of the department's restricted funding needs to be set aside each year for future major repair or equipment replacement, this is a very significant reduction in budget. The department is successfully budgeting to offset this reduction, but it has prompted more discussion about how to operate more efficiently. Some of these responses were mentioned in earlier sections. As we move forward in this fiscal year, the department will continue to look for ways to decrease expenses and staffing costs to offset this reduction. The goal of the department is to continue to produce high-quality programming for PCTV and high-level video support for the institutional and academic support needs of the College, even with this reduction in funding.

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NOTE: PARTS 3 and 4 – TECHNOLOGY, FACILITIES AND OTHER NEEDS

This year the College is implementing two new processes related to resource needs coming from the PRP process.

1. One-Time Fund Requests. The college is implementing a process for prioritizing and allocating funds for one-time needs/requests tied to Program Review and Planning. Prioritization will take place through participatory governance in planning councils and the Budget Committee. Then, a recommendation will be made to Exec for funding of request utilizing various funding sources.

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page).

Consider submitting one-time requests only if you have verified that you cannot fund the request using your general discretionary funds or other funds.

2. Technology and Facilities Review. From now on, ALL requests for technology will go through an institutional process. If you request technology here, you will see a description of the process below.

PART 3: TECHNOLOGY

Will you be requesting any technology (hardware/software) this upcoming year?

No

Note about technology requests:

All technology requests will now go through a review process before prioritization.

- *Your director will send you a Technology Request Checklist (aka Technology Proposal Analysis Checklist).*
 - *You must complete this checklist and return it to your director no later than 10/30/2020.*
 - *Once the director approves the form and the request, the director will send the document to the Technology Review Committee to determine IS resources needed, any integration issues, and/or potential overlap with existing technology.*
 - *The results of the review will be sent to the director with feedback.*
 - *The director will determine whether or not the request moves forward for prioritization and/or implementation.*
 - *Requests for one-time funding will move forward for prioritization.*
 - *Requests that use funding from your department budget may move forward for purchase.*

PART 3: FACILITIES NEEDS

Do you have resource needs that require physical space or modification to physical space?

No

PART 4: ONE TIME NEEDS

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page under "Instructional Funding Sources").

Do you have one-time requests for other items (e.g., Non-Technology Equipment, Supplies, Operating Expenses, Travel) that your budget or other funding sources will NOT cover?

No

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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 Reviewed

FEEDBACK

Strengths and successes of the program/unit as evidenced by the data, analysis, and assessments:

Areas of Concern, if any:

Recommendations for improvement:

Enter your email address to receive a copy of the PRP to keep for your records.

jodom@palomar.edu

I confirm that the Program Review is complete and ready to be submitted.

Yes

Vice President Review

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

despite COVID, continued success program production; proactive response to budgeting

Areas of concern, if any:

measurable outcomes for SAOs? How are they evaluated beyond conversation? also lack of measurable outcomes for goals?

Recommendations for improvement:

Define outcomes for both SAOs and goals in measurable, documentable ways

VP Name:

Shayla Sivert

Signature Date:

12/30/2020