Administrative Response to Program Review

Multimedia

27 April 2012

The Multimedia Program Review was presented in the Spring of 2012. The presentation and our conversation were very enlightening. We learned what Multimedia is, about the program’s history and how it has evolved through the years including ‘adoption’ of the Video Production Internship program, about the challenges faced in a field with rapidly changing technology, and about collaborations with other PCC programs as well as other educational and community partners. The written and oral documentation give us much greater knowledge of the field including how the program adapts to the rapid change in technology in Multimedia.

This response is in four parts: 1) commendations, 2) work still to be completed, 3) suggestions and observations, and 4) administrative response to SAC recommendations.

Commendations

- Clear and concise overview of the program, providing needed context for understanding Multimedia.
- Collaboration with other programs including Art, Business Administration, Computer Science, Speech, Writing and Performing Arts.
- Taking on and improving the Video Internship program.
- Strong coverage of change related to course assessment.
- Developing appropriate assessment methods.
- Use of portfolio reviews in two courses (one early in the program and one near the end) in assessing student achievement.
- Use of on-line format to make sure students understand how on-line collaboration is a critical part of the Multimedia business.
- Increasing internship opportunities for your students.
- Growing your part-time faculty ranks to support the varied expertise needs of the program.

Work Still To Be Completed

- Expand on your concerns related to partnership with Apple and the lease program. (See below for our response to your recommendation regarding these items.) Your response can be included in an email to your Division Dean and Dean of Instruction; nothing more formal is needed.
- HVAC needs in your labs. That’s our (administration’s) work, not your work.

Suggestions and Observations
- Consider expanding your collaborations to Graphic Design so that students in both programs might benefit as they do in other programs with which you collaborate.
- The Learning Assessment grant was not denied by Instructional Support but rather by the Learning Assessment Council committee that reviewed proposals. Multimedia’s proposal was not supported because it focused strategies to determine whether the outcomes were appropriate. While outcomes development is important, the committee felt this is a long standing and ongoing responsibility of a SAC (especially a CTE SAC) and the funds were intended on getting over the hump of assessment.

Administrative Response to SAC Recommendations

Administrative responses to Multimedia’s recommendations are found in italics below.

The need for more full-time personnel in faculty, academic professionals, and casual assistance is a priority. Since our last report we have more than doubled our space, equipment and student FTE, but there has been no changes in support personnel. We have been able to allocate our intake advising to our Perkins Advisors and Career Services. This has impacted the service the program provides, which includes accessibility, advising, and mentoring.

_Please work with your Division Dean in prioritizing the Division’s requests for both temporary and permanent hires. We will likely have few permanent hires in the next few years, but a temporary full-time hire funded by margin money may be possible._

We would like to increase our casual staff budget. We use our casual staff to support our large run classes like MM110 and MM120 in which there are 80 students and one instructor. Also, the weekend department supervision is supported by our casual budget. We also have a casual employee in the MM261 and MM262 to help monitor and maintain the thousands of dollars in gear that students use for both in class and out of class assignments.

Our estimate is that we use approximately $18000 per year in casual assistance. This does not include the services that Windy Wahlke provides us as the Multimedia Project Coordinator, who we need to be a full time in our department.

_Please work with your Division Dean on this request. We are considering permanent increases in casual accounts at Cascade starting in the coming fiscal year, provided a permanent budget augmentation (aka, margin money conversion) is implemented as planned._

Keeping our equipment and other gear up-to-date to stay competitive and current with the industry trends. We are currently in need of updating our entire video production camera packages. Moving from tape format to digital HD, media cards, storage devices, and transfer devices continue to evolve.

_Please work with your Division Dean on this request. We may be able to fund some things this year and some next year with margin money. Also, considering the likely expense, please think about applying for grants from outside sources._
Software too continues to change to support the changing consumer interactive devices. Keeping up with the latest versions of industry standard software is critical to the program's integrity in order to provide current training.

*Understood, and we can consider upgrades each year – funded by either general fund or margin dollars.*

Continuing to maintain our partnership with Apple and the Lease Program has been essential in our success to keep our program up to date with industry standard computers, mobile devices, and software. The partnership with the Apple Service Technician, Kirk Godfredsen, enables us to serve our program with special support immediately.

*Understood, but how much does this “partnership” cost and are you concerned that the partnership will end?*

Insurance for equipment and gear would help add value to our program. We have a lot of equipment that is used heavily. The repair and replacement of this gear is not covered. If something like theft or damage occurs our program goes down and our students suffer. It would be great if there was some type of insurance that could assist with this.

*The college is insured for large losses, but our deductible is more than the cost of most equipment, leaving most things self-insured.*

We currently have two Apple servers running the most current operating system, OS X Lion Sever, in the TEB building at Cascade. This has posed some problems for our department due to the servers being housed in another building and managed by TSS, who are more familiar with Windows OS and not Mac OS.

*A change may or may not be possible, but can be discussed. If you would like to pursue a change, please arrange a meeting of you, your Division Dean, DOI, and Campus TSS manager.*

Updates for virus software, print drivers, and tracking software licensing to keep PCC legal and compliant have been an issue at times due to the lack of Mac OS knowledge and training by TSS. Together with our Apple Service Technician we are able to remotely make necessary changes to our server as needed, but feel that we are limited on getting access to the items listed above. We take virus prevention and software licensing very seriously and prefer to have the authority to monitor this ourselves on a daily basis.

*Please clarify. What is the request here? Please expand on our needs relative to tracking software licensing to keep PCC legal.*

Student lab assistants are provided to us through the Work Study funding via Financial Aid. If students lose funding we lose our lab assistants, which affects our open lab hours and lab support impacting students accessibility.
Understood, and it’s a concern across the district.

Scheduling NS grades for short and late starting courses has been challenging.

Understood, and this issue has been and will continue to be discussed with Enrollment Services.

The need for more instructor training in specialty areas would enhance the depth our training provided in the classroom. Usually these types of training/workshops cost, location, and duration inhibit us from taking advantage of these opportunities.

Please consider funding available from Staff Development and the campus Teaching and Learning Center, along with making specific requests to your Division Dean.

Closing Comments

We thank you for your efforts to prepare students for work in the Multimedia field in a wide variety of positions for varied employers. We support your efforts to continuously assess and update the program to better serve the needs of our students and our community.

Administrative Response submitted by Scott Huff on behalf of the Deans of Instruction:

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