

Administrative Response

Multimedia

May, 2017

We thank you for your hard work, dedication, and commitment to your profession and students. The Program Review document, presentation, and discussion was thorough and thoughtful. This response contains 4 sections: 1) Commendations, 2) Suggestions/observations, 3) Response to recommendations/areas of SAC needs and 4) Closing comments.

1. Commendations

*The Program Review Document was thorough, thoughtful, well organized—and available on iPad!

*The Program Review presentation and discussion provided significant insight into the Multimedia program and profession.

*The Program Review discussion provided a valuable history of the instructional program at PCC as well as insight into the opportunities and challenges ahead.

*Recent changes in Multimedia curriculum and facilities have led to greater collaboration with other arts and performance programs at Cascade and even greater opportunities for the Multimedia program at PCC.

*The focus on professional behavior and etiquette helps students develop important skills for the workplace.

*The DOIs recognize and appreciate the dedication and professionalism of the Multimedia faculty and staff and the great work being done to support students in developing careers in multimedia, creative arts, and video technology.

*The DOIs noted that the Multimedia faculty and staff have effectively built a culture and community within the program that thrives on the support and integration of alumni.

*The DOIs appreciate the ways in which the program and its faculty have embraced Dual Credit partnerships and have actively engaged Dual Credit high school teachers.

2. Suggestions and Observations

The DOIs are highly impressed with the vision, leadership, and professionalism of the Multimedia faculty and staff, the ongoing engagement of the advisory committee and alumni, the high quality facilities and equipment, and the opportunities for student creativity and learning. The program faculty/staff appear to demonstrate a positive attitude, resilience, and attention to detail in all aspects of their work.

Suggestion: keep up the great work!

3. Recommendations

Partnerships with industry provide internships, job shadowing informational interviews, facility tours, guest speakers, and of course employment opportunities. *The DOIs support continuing and strengthening relationships with industry and districtwide partners in Theater Arts, Music, and Art.*

Recommendations requiring funding

1. Yearly Equipment Budget: A. New Equipment B. Maintenance of existing gear. *The Multimedia equipment budget is supplemented by the equipment budgets of the Arts and Professions division, the Cascade DOI, and Perkins. While it is understandable that Multimedia would prefer a larger equipment line item in its own budget, the current arrangement allows for flexibility in making resources available when needs and opportunities arise.*
2. Yearly Casual Employee Budget Increase: A. Lab Tech Support B. Special Projects. *Casual budgets do not automatically rise with salary increases and cost of living adjustments as other faculty and staff positions do. They should be reviewed periodically with the Division Dean to make sure staffing remains adequate. The DOIs support the Multimedia program reviewing the Casual Employee budget with the Division Dean for Arts and Professions on an annual basis.*
3. Conversion of MUC/ART rooms into sound editing bays. *Balancing the facility, equipment, and staffing needs of the various programs within the division is the job of the Division Dean. The DOIs support the Multimedia program reviewing the cost and feasibility of this facilities request with the Division Dean for Arts and Professions.*
4. Discussion of enrollment caps in capstone and production classes:
 - a. Capstone Course (MM Advanced Projects) Capped at 12: MM250
 - b. Video Production Courses Capped at 16: MM260, MM261, MM262, MM246, M247
 - c. Cinematography capped at 20: MM263

Class size is determined by a process described in 26.24 of the Faculty Contract. The SAC puts its recommendations in writing (as in the Program Review) and then the SAC and SAC liaison attempt to reach consensus on any changes. The DOIs support the SAC and SAC liaison engaging in this good faith dialogic process.
5. Additional Computer Lab, MAHB 216 and 216A (ITV room). *Campus Presidents, DOIs, Division Deans, IT managers, and others are conducting a review of the current utilization and best future use of the ITV rooms on each campus. This proposal for future use of these rooms at Cascade will be included in the ongoing analysis.*
6. Addition of Technology Administrator for Division (MM, MUC and ART). *New IT Director of Client Services Terry Jolley has stated that he anticipates much higher use of MAC tools and equipment*

going forward and thus greater support for MAC products and users. The College is aware that some programs require MAC environments and unique tools to accomplish their missions. Rather than create its own IT support manager and/or staff, the DOIs support continued dialogue with the College's IT professionals about the unique technology needs of the Multimedia program and the other creative programs within the Arts and Professions division.

7. Digital Media Re-Design: Request for consideration to re-design of digital media leadership hierarchy to more collaboratively join MM, MUC, ART and TA. *The DOIs support (and are excited about) ongoing and improved collaboration between Multimedia, Music and Sonic Arts, Art, Theatre Arts, Web Design, Creative Coding, and other disciplines with the Arts and Professions division. Administratively, these disciplines come under the supervision of the Division Dean of Arts and Professions, who is uniquely positioned to support and enhance collaboration.*

4. Closing Comments

It is apparent that the Multimedia Program is taking seriously and working hard at maintaining its current excellence in production and teaching and looking for ways to expand its impact on PCC and the Portland community.

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