Assessment Plan

Yuba Community College District

YC - Mass Communication Program Recommendations

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Program Description: The Mass Communications program provides students with a wide variety of media industry related career paths to choose from and offers a formidable training program that prepares students for entry level positions in the broadcast, print, new media and motion picture industries. The program offers a challenging core of courses that transfer to the CSU and some UC Systems and better prepares students to transfer to four year universities than if they were enter the university at the start of their collegiate career. The program emphasizes theory and a hands-on approach to mirror real-world experiences and prepare students to transfer or to find jobs locally and regionally at various media production companies.

Year of Review: 2011-2012

Type of Review: Self-Study (4-year review)

Executive Summary: To be Determined

Future Goals and Program Direction: The Mass Communications program has been lacking a full-time instructor since 2009 and the addition of such a person is immediately needed to allow the program to continue and to flourish. Support is also needed to recruit students to enhance enrollments of all of the courses within the program. Advisory committee meetings led by the dean and a full-time faculty member need to be consistent and more input is needed to guide the program on a community and regional basis. Courses should also be offered at different times throughout the day, including evening classes to meet student and community needs.

The name of the program needs to be updates to reflect the name of comparable programs around the region and country in order to allow more students to find the courses. In addition to that, the curriculum needs to be discussed for possible weeding, merging or morphing to meet industry standards and the meet the "Digital Media" curriculum of regional transfer universities. More courses dealing with animation, aesthetics, digital media arts, and critical studies of film and television need to be added. New courses or co-curricular activities should be added to enhance the college and community, for example, a student-run Podcast and Vidcast. Students projects should also be more visible through the college's ITV broadcast. We should also see an increase in collaboration with the newspaper production courses to offer more content for their online editions.

The integrity and quality of the production courses needs to be rebuilt by updating the facilities and equipment to be industry standard and state-of-the-art.

Recommendation: FT Faculty member

Hire a full-time faculty member for Mass Communication.

Year(s) Requested: 2011-2012

Recommendation Priority: 3. High Priority

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Refer to faculty staffing committee. **Type:** Staffing - Faculty			Yes

Recommendation: Curriculum

The curriculum needs to be discussed for possible weeding, merging or morphing to meet industry standards and the meet the "Digital Media" curriculum of regional transfer universities. More courses dealing with animation, aesthetics, digital media arts, and critical studies of film and television need to be added.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 2. Medium Priority

Supporting Evidence: New courses haven't been added to mirror updates in the field.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Establishment of advisory committees and conferences with working professionals and other college and universities. **Type:** Curriculum/SLO			Yes

Recommendation: Articulation Agreements

Articulation Agreements with CSU and UC system schools need to be examined and updated to re-establish articulation any of our courses that are no longer transferable to those schools.

Year(s) Requested: 2011-2012
Recommendation Priority: 3. High Priority
Supporting Evidence: Mass Comm 5/15, and perhaps others are no longer accepted for almost identical courses at Sac State.

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Contact the CSU and UC Systems and update out curriculum or articulation agreement based on their recommendations. **Type:** Curriculum/SLO			Yes

Recommendation: Course Times

Courses need to be offered at different times of the day, including the evening, in order access different students and community educational needs.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015
Recommendation Priority: 2. Medium Priority

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Hold advisory committee meetings to determine the best courses for evening times. **Type:** Facilities			Yes

Recommendation: Online Courses

Offer more online courses, including Media Writing and software-based production courses (Web Design, Photoshop, After Effects) to encourage more students to participate in the program.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015
Recommendation Priority: 2. Medium Priority
Supporting Evidence: Similar courses work very well at comparable colleges in the region.

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
The decision to create online classes hinges on changes in the curriculum. In the meantime, our existing course, Mass Comm 8 will be transitioned to be a fully online course. **Type:** Curriculum/SLO			Yes

Recommendation: Program Visibility

Student projects need greater visibility on the college's ITV broadcast. We also need create for the college and community a student-run Podcast and Vidcast either as a co-curricular activity or required course.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 2. Medium Priority

Supporting Evidence: Other college and universities have great success with student-run media outlets, KDVS radio out of Davis as an example.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Needs to be added into the curriculum. **Type:** Curriculum/SLO			Yes

Recommendation: Update Program Title

The name, Mass Communications, is outdated and no longer summarizes the program's focus. The name also inhibits interested students from finding production classes.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 3. High Priority

Supporting Evidence: Other colleges using the moniker "Mass Communications" use it strictly as a media studies program title with little to no production courses. Our program is production based with some theory. If a college has a Mass Comm program they usually have a production program with a different title as well. As is the case with Chico State.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Advisory Committee to determine the best option for our program, "Digital Media Arts," "Media Production," or "Radio, Television, Film" just to give a few options. **Type:** Curriculum/SLO			Yes

Recommendation: Advisory Committees

Advisory committee meetings led by the dean and a full-time faculty member need to be consistent and more input is needed to guide the program on a community and regional basis.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 3. High Priority

Supporting Evidence: Curriculum and Articulation is stagnant or obsolete.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Committees will be formed from college employees, industry professionals and educators from similar programs in the region. **Type:** Curriculum/SLO			Yes

Recommendation: Collaboration

The newspaper production and mass comm production courses need more collaboration.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 2. Medium Priority

Supporting Evidence: The college newspaper is primarily web-based and is in need of audio-visual materials to offer an enhanced web experience.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Advisory committee. **Type:** Curriculum/SLO			Yes

Recommendation: Mass Comm club

The Mass Comm Club needs to re-emerge and stay active to provide students with a real-world, earn while you learn, experience to meet college and community audio/video needs.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 3. High Priority

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Recruit and maintain student interest as well as find jobs for them to do.			Yes

Recommendation: Update Check-Out Equipment for Video Production

The equipment that is checked-out to students needs immediate updating.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 3. High Priority

Supporting Evidence: Most of the equipment that is checked out to students is either outdated or broken and needs to be updated and replaced to maintain a high standard of production and a state-of-the-art program.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Purchase cameras, light kits, audio recording devices, microphones, grip equipment. Zoom H2N Handy Recorder: 5 Unites at $279 = $1,395 Zoom H4N Handy Recorder: 5 Unites at $300 = $1,500 Audio-Technica AT-875 Shotgun Microphone Basic Kit: 10 @ $587.95 = $5,871 Lowel Rifa-Lite eX 44 One-Light Kit, Impact Case: 4 @ $400 = $1,600 Lowel Rifa-Lite EX55 Softbox Light Kit, LB40 Soft Case: 4 @ $590 = 2,360 Lowel L-light Mid-L Kit, LB-30 Soft Case: 4 @ $460 = $1870 Lowel Interview Three-Light Kit, Soft Case: 3 @ $715 = $2,145	$39,141		Yes

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Arri Fresnel 150 Three-Light Kit: 2 @ $1,460 = $2,920 Arri Compact Fresnel Three-Light Kit: 2 @ 1,800 = $3,600 Bescor LED-70 Dimmable 70W Video & DSLR Light: 4 @ $60 = $240 Various Bulbs: $300 Canon EOS 7D SLR Digital Camera with 28-135mm f/3.5-5.6 IS USM Lens: 3 @ $1800 = $5,400 Canon EOS Rebel T2i Digital SLR Kit w/ EF-S/18-55 IS II: 7 @ $650 = $4,550 Canon Camera Cases: $500 Manfrotto 190XDB Tripod Legs (Black) with 700RC2 Video Fluid Head: 6 @ $190 = $1140 CobraCrane Certified Tripod w/2-Way Fluid Head: 2 @ $290 = $580 Glidetrack Shooter SD - 39": 1 @ $350 Redrock Micro microShoulderMount Deluxe Bundle: 1 @ $568 Opteka Video Shoulder Support System: 3 @ $90 = $270 CobraCrane FotoCrane UltraLite Single Bar Jib: 1 @ $242 CobraCrane FotoCrane Xtreme Extendable Single Bar Jib: 1 @ $390 Matthews Diffusion Frame - 24x36": 5 @$64 = $320 Matthews RoadRags II Scrim Fabric Only, Artificial Silk - 24 x 36": 5 @ $44 = @220 Rosco Cinegel Sampler Kit - 20x24": 2 @ 70 = $140 Matthews Hollywood Gobo Arm - 40": 5 @ $38 = 190 Matthews Hollywood Grip Head - 2-1/2": 5 @ $30 = $150 Impact Saddle Sandbag - 15 lb (Black Cordura): 15 @ $22 = $330 **Type:** Equipment/Technology			

Recommendation: Update Audio Equipment

The equipment for the audio production class needs to be updated immediately.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 3. High Priority

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Zoom H2N Handy recorder 5@ $200 = $1000 Avatone Audio CR-14 Ribbon Mic: $260 Behringer B-1 Condenser: 2 @ $100 = $200 Rode NTG-1 Condenser Shotgun: 2 @ $249 Cost to establish a PodCast to be determined. **Type:** Equipment/Technology	TBD		Yes

Recommendation: Dedicated lab/Classroom

The Mass Comm program needs a dedicated classroom and lab to use as a demonstration space and an editing work space for students.

Year(s) Requested: 2011-2012
2012-2013
2013-2014
2014-2015

Recommendation Priority: 3. High Priority

Supporting Evidence: Editing computers should be centralized and easily accessible to Mass Comm students without having to go through an intermediary in an open lab. Group work and sound work is also distracting to other students in the open media lab, as is personal instruction at editing suites.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
TBD **Type:** Facilities			Yes

Recommendation: Editing Suites

The program needs updated and expanded editing suits for both video and audio.

Year(s) Requested: 2011-2012

Recommendation Priority: 3. High Priority

Supporting Evidence: There are only 6 adequate video editing suites and 12 more absurdly outdated audio editing computer that were rescued from a garbage pile.

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
27" iMacs 3.1 GHZ Quad-Core Intel Core i5 2560 X 1440 resolution 4GB RAM 1TB HD AMD Radeon HD 6970M with 1GB 10 @ $1,899 = $18,990 10 comparable Windows Based PC's: $20,000 Avid Media Composer 6 Editing Software: 20 @ $295 = $5,900 Protools 10: 10 @ $295 = $2,950 Logic Pro 9: 10 @ $200 = $2,000 Final Cut Pro: 5 @ $300 = $1,500 Samson HP10 Headphones: 35 @ 19 = $665 **Type:** Equipment/Technology	Appx $54,000		Yes

Recommendation: Remodel Studio

The studio space that was last updated in the 1970's needs to be renovated.

Year(s) Requested: 2011-2012

Recommendation Priority: 3. High Priority

Plans of Action

Plan of Action	Budgetary Impact	Timeline/Responsible Party	Active
Measure J funds. **Type:** Facilities			Yes

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**

Recommendation: Studio Equipment Update

The TV Studio equipment and technology is in dire need of being replaced.

Supporting Evidence: Most of the equipment was installed in the 1970's, including the lighting grid and a switcher.

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Contracted out, updates include: lighting grid, lighting control, video engineering, audio engineering, switcher, graphics, new clear com, hard drives, cables, monitors, camera mounts, etc. **Type:** Equipment/Technology	TBD		Yes

Recommendation: Career Planning

A course needs to be added to the curriculum that includes an internship (to replace or modify MCOMM 25R) and also includes career planning, the creation of a reel (portfolio) and provides real world experience.

Year(s) Requested: 2011-2012

Recommendation Priority: 2. Medium Priority

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Modify the existing Mass Comm 25R and make this a required class for the program. The internship portion of the class should be open to outside businesses and also to do video work for the college. **Type:** Curriculum/SLO			Yes

Recommendation: Remote Production Equipment

Mass Comm 17R, Remote Production is in need of new equipment to replace the 30 year-old television cameras and portable switcher (among other things).

Year(s) Requested: 2011-2012

Recommendation Priority: 3. High Priority

Supporting Evidence: The cameras are used to cover events throughout the school year, including Graduation ceremonies. Currently, they are on their last legs and have imaging problems that are beyond fixing.

Plans of Action			
Plan of Action	**Budgetary Impact**	**Timeline/Responsible Party**	**Active**
Either update the studio cameras and pass those to remote productions or purchase new cameras for remote productions committee decision. **Type:** Equipment/Technology	TBD		Yes