Program Review Report

Yuba Community College District

YC - Mass Communication Program Recommendations

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: 2012-2013

Type of Review: Annual Update

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, Radio/Television/Film, New Media or Media Literacy 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.

Curriculum & SLO Assessment Summary : Lab and final projects are evaluated for each of the classes.

Recommendations	Plans of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC - Mass Communication Program Recommendations - FT Faculty member - Hire a full-time faculty member for Mass Communication. **Year(s) Requested:** 2011-2012	**Plan of Action:** Refer to faculty staffing committee. **Type:** Staffing - Faculty		

Recommendations	Plans of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
Recommendation Priority: 3. High Priority			
YC - Mass Communication Program Recommendations - Curriculum - The curriculum needs to be discussed for possible weeding, merging or morphing to meet industry standards and the meet the Digital Media, Radio/Television/Film, New Media or Media Literacy 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:** 3. High Priority **Supporting Evidence (SLO, WSCH, etc.):** New courses haven't been added to mirror updates in the field.	**Plan of Action:** Establishment of advisory committees and conferences with working professionals and other college and universities. **Type:** Curriculum/SLO		
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** Mass Comm 5/15, and perhaps others are no longer accepted for almost identical	**Plan of Action:** Contact the CSU and UC Systems and update out curriculum or articulation agreement based on their recommendations. **Type:** Curriculum/SLO		

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courses at Sac State.			
YC - Mass Communication Program Recommendations - 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	**Plan of Action:** Hold advisory committee meetings to determine the best courses for evening times. **Type:** Facilities		
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** Similar courses work very well at comparable colleges in the region.	**Plan of Action:** 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		
YC - Mass Communication Program Recommendations - Program Visibility - Student projects need greater visibility on the college's ITV broadcast. We also need	**Plan of Action:** Needs to be added into the curriculum. **Type:** Curriculum/SLO		

Recommendations	Plans of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
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 (SLO, WSCH, etc.):** Other college and universities have great success with student-run media outlets, KDVS radio out of Davis as an example.			
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** 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.	**Plan of Action:** 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		

Recommendations	Plans of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** Curriculum and Articulation is stagnant or obsolete.	**Plan of Action:** Committees will be formed from college employees, industry professionals and educators from similar programs in the region. **Type:** Curriculum/SLO		
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** The college newspaper is primarily web-based and is in need of audio-visual materials to offer an enhanced web experience.	**Plan of Action:** Advisory committee. **Type:** Curriculum/SLO		
YC - Mass Communication Program Recommendations - Mass Comm club - The Mass Comm Club needs to re-emerge and stay active to provide students with a real-	**Plan of Action:** Recruit and maintain student interest as well as find jobs for them to do.		

Recommendations	Plans of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
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			
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** 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.	**Plan of Action:** 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 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-		

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	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 **Budgetary Impact:** $39,141		
YC - Mass Communication Program Recommendations - Update Audio Equipment - The equipment for the audio production class needs to be updated	**Plan of Action:** Zoom H2N Handy recorder 5@ $200 = $1000 Avatone Audio CR-14 Ribbon Mic: $260		

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immediately. **Year(s) Requested:** 2011-2012 2012-2013 2013-2014 2014-2015 **Recommendation Priority:** 3. High Priority	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 **Budgetary Impact:** TBD		
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** 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.	**Plan of Action:** TBD **Type:** Facilities		
YC - Mass Communication Program Recommendations - Editing Suites - The program needs updated and expanded editing suits for both video and audio. **Year(s) Requested:** 2011-2012	**Plan of Action:** 27" iMacs 3.1 GHZ Quad-Core Intel Core i5 2560 X 1440 resolution 4GB RAM 1TB HD AMD Radeon HD 6970M with 1GB		

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Recommendation Priority: 3. High Priority **Supporting Evidence (SLO, WSCH, etc.):** There are only 6 adequate video editing suites and 12 more absurdly outdated audio editing computer that were rescued from a garbage pile.	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 **Budgetary Impact:** Appx $54,000		
YC - Mass Communication Program Recommendations - 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	**Plan of Action:** Measure J funds. **Type:** Facilities		
YC - Mass Communication Program Recommendations - Studio Equipment Update - The TV Studio equipment and technology is in dire need of being replaced. **Supporting Evidence (SLO, WSCH, etc.):** Most of the equipment was installed in the 1970's, including the lighting grid and a switcher.	**Plan of Action:** 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 **Budgetary Impact:** TBD		
YC - Mass Communication Program Recommendations - Career Planning - A	**Plan of Action:** Modify the existing Mass Comm 25R and		

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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	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		
YC - Mass Communication Program Recommendations - 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 (SLO, WSCH, etc.):** 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.	**Plan of Action:** Either update the studio cameras and pass those to remote productions or purchase new cameras for remote productions committee decision. **Type:** Equipment/Technology **Budgetary Impact:** TBD		