Assessment: Assessment Unit Planning

Program Review 2014-15

YC - Mass Communication Program Review

Year Under Review : 2014-15
Type of Review:
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 to a four year university to pursue a variety of majors or to find jobs locally and regionally at various media production companies.

Mass Communications Students
- Media Services personnel provide support to Yuba College Mass Communications students by providing access to and technical support for production equipment and facilities.
- Personnel train MCOMM students who serve as control operators for ITV productions, provide direction to MCOMM students who serve as student assistants in the Media Services department.
- Staff and MCOMM faculty assist students with job referrals and securing crew positions on professional productions and freelance projects.
- MCOMM adjunct faculty serves as the advisor to the MCOMM student club, and mentor students engaged in freelance work.
- The Media Services budget provides copyright licensing of a sound effects library and software for audio and video production.
- Given the lack of fulltime MCOMM instructors, the Media Services unit serves as critical mentors and support for MCOMM students.
- Recent renovations to the MCOMM production and post production facilities, designed in consultation with Media Services, MCOMM
  faculty, students and professional studio design and audio video specialists ensure that MCOMM students are trained using state-of-the-art
  technology and software based on industry standards.
- A survey of MCOMM students in spring 2012 indicated that most students enrolled in MCOMM classes are planning to transfer to pursue degrees in Communications, Music, or Media Arts

Executive Summary (Include a list of team members): Team members:
Jeremy Poulos, senior adjunct MCOMM instructor (MA RTF)
Dave Weldon, adjunct MCOMM instructor (MA Communications/Instructional Design), online MCOMM courses
Steve Cato, adjunct MCOMM - emeritus, Online MCOMM courses

Jeff Rutledge, Telecommunication Specialist III -- Production, broadcast engineering
Richard Rountree - Telecommunication Specialist II - Multi-media design and procurement, smart system technology
Sukhi Grewal - DE Technical Support Specialist -- Training, support for LMS. Tech support for streaming video and ITV archives.

Mass Comm Club members

01IP. Department Goals (Click '?' for Prompt): The Mass Communications Program maintains cultural awareness and civic engagement for our communities an region by being the only local facility that can broadcast to the public. The program also

develops partnerships at the college and within the community to enhance resources and student opportunities. Mass Comm also supports effective electronic delivery of courses and services by helping to support ITV courses.

The program would better achieve this goal by utilizing the new equipment and facility and to grow in size and scope. The community would benefit from having our Mass Communications department fill the local void in local broadcast. The public would benefit from having access to a student-run "public access" station to broadcast educational, cultural and community-centered content.

02IP. Access to Support Services (Click '?' for Prompt): -Office Hours, -DSPS, -EOPS, -Counseling Services, -Other

03IP. Follow up to question 02IP (Click '?' for Prompt): There aren't currently any DE production courses. The DE courses we have do have access to all services. The services above are appropriate, comprehensive and reliable. The Mass Communications club will frequently offer workshops and extra tutoring to all Mass Comm students. By selecting "Other" we are indicating that the Media Services department maintains equipment, facilities, computers and networks and they rent that equipment to students for projects. These technicians are also available to help troubleshoot technical mishaps with students.

04IP. Degrees/Certificates (Click '?' for Prompt): 21

05IP. Improve Completion (Click '?' for Prompt): Updating the facility and class capabilities have created a new excitement among students interested in the field. Teaching methods have been updated to mirror the improvements.

Our program success rate in 2014-2015 rose from previous years to 73.11%. Compared to 71.89% in 2013-2014. Our program retention rate also rose in 2014-2015 to 87.73%, up from 84.32% in 2013-2014.

We need to increase the number of degrees awarded by making the community more aware of the program.

06IP. Course Outlines (Click '?' for Prompt): All Course Outlines of Record should be updated to remain in compliance with the rule that CTE courses need to be updated every two years. Many of them have not been completed since we had a Full-Time faculty member. Some have not been completed since 2009, 2011 and the most recently updated were Fall 2013. This is something that the department should accomplish by the end of the Fall 2015 semester.

07IP. Collaboration (Click '?' for Prompt): Our trained students, club members, student workers (ITV Operators) equipment and facilities are available to any student services and departments on campus. In the past we have done videos for several departments for publication online. This is a service we will continue to offer.

08IP. Catalog Currency (Click '?' for Prompt): Mass Communications 17 was updated in the spring 2015 semester and Mass Communications 25 was inactivated. We need to launch "Families" of courses for Mass Comm 14 and Mass Comm 15 so that the students can develop their skills further and prepare films for competition in festivals. No other changes or updates are needed at this time.

09IP. For CTE Programs Only (Click '?' for Prompt): From the United States Department of Labor, Bureau of Labor Statistics Website (Up to date as of 2012)
Film and Video Editors and Camera Operators: 49,500 Jobs. Job Outlook, 2012-2022: 3% Growth.
Broadcast and Sound Engineering Technicians: 121,400 Jobs. Job Outlook, 2012-2022: 9% Growth.
Public Relations Specialists: 229,100 Jobs. Job Outlook, 2012-2022: 12% Growth.
Producers and Directors: 103,500 Jobs. Job Outlook, 2012-2022: 3% Growth.
Art Directors: 74,800 Jobs. Job Outlook, 2012-2022: 3% Growth.
Multimedia Artists and Animators: 68,900 Jobs. Job Outlook, 2012-2022: 6% Growth.

From a recent Centers of Excellence article, found here: http://www.coeccc.net/documents/media_STEMin20_12.pdf

"According to a recent report by Advertising Age, media sectors in the U.S. employ more than 700,000 workers. Internet media businesses account for the second-largest concen-tration of employment, posting job gains throughout the recession and surpassed in size only by newspaper employment. However, while internet media employment is deter-minedly on the rise, newspaper employment has consistently decreased over the past two decades.

In California, about 4,630 information services businesses with media emphasis directly employ more than 149,000 workers. The industry's labor force consists of a wide range of jobs, spanning technical positions like information security analysts, web developers, and broadcast technicians, as well as content-related positions like reporters and corre-spondents, editors, public relations specialists, and advertising sales agents."

10IP. DE Students (Click '?' for Prompt): Unknown

11IP.Disproportionate Impact(Click '?' for Prompt): For 2014-2015 the department had a higher student success rate for all age groups than the school in each category. For the same year the department had higher success rates for all ethnicity's listed except for African American (46.43% Department / 63.46% School) and Pacific Islander (0.0% Department / 78.85% School). In line with the college Student Success and Equity Plan, we can: " activities focus on expanding both academic support and student

service programs that will increase the participation and achievement rates of the target groups; still others are designed to improve the quality of professional development for all campus personnel to help them implement new programs andinnovative methods of instruction to help close the achievement gaps for target students"

12IP. Mapping (Click '?' for Prompt): Yes

13IP. Course SLOs (Click '?' for Prompt): Course SLOs are assessed for all Mass Comm courses. However, without a full time faculty member in the program the course assessments have gone un-analyzed in order to make program recommendations, improvements or changes.

14IP. Program SLOs (Click '?' for Prompt): Without a full time faculty member in the program, program SLOs have gone un-analyzed in order to make program recommendations, improvements or changes.

15IP. Professional Development (Click '?' for Prompt): The senior adjunct faculty member has attended the Game Developer's Conference in San Francisco and the Cinegear Expo in Los Angeles in order to keep current with new technologies, methods and careers. He uses this information to update his curriculum, teaching strategies and to make sure the students are up-to-date.

16IP. Reflection (Click '?' for Prompt): The adjunct faculty will try to work with the Dean and assess the program SLOs.

Are you ready to submit your final program review?: Yes

Program Recommendation: FT Faculty member

Hire a full-time faculty member for Mass Communication.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2011-2012

Plan of Action

Staffing - Faculty - Refer to faculty staffing committee. (Active)

Status

Reporting Year: 2014-2015 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
A 2016/2017 staffing request for a Full Time Faculty was submitted on 11/7/2015.

Reporting Year: 2013-2014 05/02/2014
Recommendation Progress: Recommendation Needs Improvement/Attention
Request for FT faculty not submitted in 2013/2014 due to announced pre-determined priorities, limited positions and implementation of new planning/budgeting process.

Related Goals

College - Yuba College Program Review
YC Goal 1 - Foster a culture of evidence-informed decision making, include SLO development/assessment and other measures of student success.
YC Goal 5 - Design our programs in such a way as to allow students to complete their educational goals in a timely manner.
YC Goal 6 - Evaluate our programs, services and processes to ensure continuous quality improvement.
YC Goal 7 - Improve the quality of the student experience at all our campuses and centers.
YC Goal 8 - Develop partnerships to enhance educational resources and student opportunities.
YC Goal 9 - Exemplify educational excellence, fiscal responsibility, cultural awareness, and civic engagement for our communities and region.

YC - Mass Communication Program Review

Institutional Learning Outcomes
Communication - Effectively use language and non-verbal communication consistent with and appropriate for the audience and purpose.
Critical Thinking - Analyze data/information in addressing and evaluating problems and issues in making decisions.
Global Awareness - Articulate similarities and differences among cultures, times, and environments, demonstrating an understanding of cultural pluralism and knowledge of global issues.
Information Competency - Conduct, present, and use research necessary to achieve educational, professional, and personal objectives.
Personal and Social Responsibility - Interact with others by demonstrating respect for opinions, feelings, and values.
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

YCCD Board of Trustees Vision Statement
YCCD VS 1 - Providing an innovative, world-class learning environment;
YCCD VS 4 - Stewarding resources strategically to meet the diverse needs of our communities and region;
YCCD VS 5 - Providing educational, economic, cultural, and civic leadership for our communities and region.

YC - Mass Communication Program Review
Provide a comprehensive Mass Communications program that reflects industry standards and the convergence of new media.
Train Mass Communications students on state-of-the-art equipment, software, and techniques.
Update and maintain state-of-the-art production facilities for audio, video production and post-production.
Maintain adequate staffing levels to support student success and technology innovation.
Introduce students to a wide variety of career choices within the Mass Communications/Media industry and inspire them to advance to professional levels.
Develop communication skills and broaden the students' ability to work as a team-member to work and compete in a variety of media industries, print, broadcast, filmmaking and independent production.
Prepare students with the entry level skills necessary for a successful career within the Communications/Media industry and motivate students to produce matgerials that meet industry standards.
Prepare students to advance to upper division Mass Communications/Media Arts studies with the necessary skills for success.
Prepare students to graduate from Yuba College with a degree in Mass Communications.
Broaden students cultural scope and foster critical thinking skills by teaching students Media Literacy. This allows students to read the media and gives them the ability to utilize media theory, such as, aesthetics theory, to write and produce their own media messages.
Exhibit self-discipline through individualized study and project completion.
Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.
SLO's for each course should be expanded and specialized.

Program Recommendation: 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.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2011-2012, 2012-2013, 2013-2014, 2014-2015
Request Date: 08/01/2013
Supporting Evidence : New courses haven't been added to mirror updates in the field.
New ADT Film, Television and Electronic Media adopted Feb 2 by CSU See attached

YC - Mass Communication Program Review

Evaluation Plan: Submit new curriculum to replace 'repeatable' for approval via Curriculum Committee.

Plan of Action

Curriculum/SLO - Establishment of advisory committees and conferences with working professionals and other college and universities. (Active)

Budgetary Impact: Contract with senior adjunct to finalize curriculum and react to full time adjunct revisions.
Timeline/Responsible Party: Dean, senior adjunct
Perkins Eligible: Yes
DE Related: Yes

Related Documents:
MCOMM 14A Adv Studio Production
MCOMM 15A Adv Video Production
MCOMM 17A Adv TV Remote

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
Advisory meetings first need to be held. This is difficult without a full time faculty meember

Related Goals

Institutional Learning Outcomes
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

YC - Mass Communication Program Review
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Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.

Program Recommendation: Articulation Agreements/CID/ADT

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. Pursue new Film, Television and Electronic Media ADT released Feb 2, 2014 Submit for Course ID.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2013-2014
Request Date: 08/04/2014
Supporting Evidence : See newly released ADT for courses deemed acceptable for Film, Television, Electronic Media Advance Degree Tranfer.

YC - Mass Communication Program Review

Evaluation Plan: Evaluate current curriculum outlines and revise or inactivate based on ADT. Add courses to replace 'repeatables'. Update certificates when curriculum/ADT approved.

Plan of Action

Curriculum/SLO - Contact the CSU and UC Systems and update out curriculum or articulation agreement based on their recommendations. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
A faculty member needs to confirm that we align with the new ADT.

Related Goals

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YC Goal 6 - Evaluate our programs, services and processes to ensure continuous quality improvement.

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Communication - Effectively use language and non-verbal communication consistent with and appropriate for the audience and purpose.
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YCCD VS 3 - Developing and maintaining programs and facilities that best meet with needs of our students and communities;

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Program Recommendation: Course Scheduling of Mass Com production courses

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

Recommendation Priority: 3. High Priority
Year(s) Requested: 2013-2014
Request Date: 11/04/2013
Supporting Evidence : Since elimination of repeatable courses, enrollment in production courses has declined (Fall 2013/Spring 2014). Student surveys indicate preference for schedule that does not disrupt ability to take GE classes. Request for evenings and weekend production courses. Varied times.
Evaluation Plan: Student surveys support varied scheduling. Online MCOMM courses maintain consistently high enrollment,

especially in courses that transfer or align with Communication degree. Pilot new schedule. Perhaps offer advanced production course in summer.

Plan of Action

Facilities - Hold advisory committee meetings to determine the best courses for evening times. Survey MCOMM students in introductory courses to determine when to schedule introductory production courses. Survey advanced students to determine courses need to complete their education plan/transfer/certificate.
Select and pilot an advanced production course to schedule in Summer. Assess student outcomes. (Active)

Budgetary Impact: Some budgetary impact to schedule adjuncts to teach summer production courses. Budgetary impact if staff is needed to support MCOMM classes on weekends or evenings past normal working hours.
Timeline/Responsible Party: Dean
Perkins Eligible: Yes

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
There has been no progress without the guidance of a full time faculty member.

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Program 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.

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2014-2015
Request Date: 08/05/2013
Supporting Evidence : Similar courses work very well at comparable colleges in the region. See list of acceptable courses outlined in new Film, Television and Electronic Media ADT. See ASSIST list of courses offered by other colleges. Student surveys indicating interest.
Evaluation Plan: Confer with faculty in newly redefined Computer Science Depart; Music Dept (sound recording); confer with Fine Arts faculty regarding graphic design courses.

Plan of Action

Curriculum/SLO - 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. (Update---MCOMM 8 is now offered online.) Dean has met with faculty in Fine Arts, Music and Computer Science to consider collaboration and cross listing of courses. (Active)

Budgetary Impact: If fulltime MCOMM faculty hired --- $100,000
Timeline/Responsible Party: Dean
DE Related: Yes

Status

Reporting Year: 2014-2015 05/02/2014
Recommendation Progress: Recommendation Addressed/Satisfactory Progress
MCOMM 40/EDUC 40, Introduction to Online Learning, has been offered as face to face and ITV at the Sutter County Center (2012-2013, 2013/2014) in order to provide greater access to training that supports digital literacy, technology and information competency.

Discussions have occurred with Fine Arts Dept faculty regarding relevance of Art 36/MCOMM 11, Basic Photography. Deactivation affects MCOMM certificate. Environ scan conducted. Art Dept will likely substitute a course in digital photography.

Similar discussions with CIS fulltime faculty regarding revised CIS curriculum which may augment MCOMM certificates/degrees.

Related Goals

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YC - Mass Communication Program Review

Program 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. Establish informative website for MCOMM.

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2011-2012, 2012-2013, 2013-2014, 2014-2015
Supporting Evidence : Other college and universities have great success with student-run media outlets, KDVS radio out of Davis as an example.

Evaluation Plan: Spring 2014 -- Installation, testing and training on new equipment and MCOMM facilities. Students and staff will assessed regarding satisfaction with equipment and training tutorials. Staff taped vendor training session for new studio production control room equipment to make available for future training and review.

New ITV classroom and control room upgraded and operational. TV operators trained on new equipment. However, analog/digital conversion to support improved streaming video signal has not been completed.

MCOMM 4/14, Studio Production, will be offered in new studio production facility Fall 2014. Student projects will be evaluated for inclusion on Yuba College ITV channel. Studio is not yet ready as production/classroom teaching space due to legal issues with contractors.

TV Remote truck being outfitted for remote TV Production in Spring 2014 to support MCOMM 5/15 Field Production. Also supports MCOMM 17R - Television Remote Production course. Commencement exercises will be video taped and broadcast on demand on Comcast using newly upgraded remote TV truck and equipment, May 2014.
End of term, Spring 2014 and Fall 2014, students and staff will be surveyed regarding satisfaction with facilities, equipment and training.

Plan of Action

Curriculum/SLO - Needs to be added into the curriculum. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Addressed/Satisfactory Progress
The students have created a Youtube channel but it would still be ideal to utilize our broadcast channel

Related Goals

Institutional Learning Outcomes
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Exhibit self-discipline through individualized study and project completion.
Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.

Program 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.

Recommendation Priority: 3. High Priority

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

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.

Plan of Action

Curriculum/SLO - 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. (Active)

Status

Reporting Year: 2015-2016 11/24/2015

Recommendation Progress: Recommendation Needs Improvement/Attention

Advisory meetings first need to be held. This is difficult without a full time faculty meember

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Reporting Year: 2014-2015 05/02/2014

Recommendation Progress: Recommendation Addressed/Satisfactory Progress

Dean inquired regarding process for changing program name. Advised to speak with Thea Post. She indicated that it was easier to change the name of the courses than to change the name of a program. (ie PE courses now called Kinesiology but program name has not yet changed.) Advise to update CORs first.

MCOMM program name will likely change with transition to new Film, TV & Electronic Media ADT courses to be reviewed 2014/2015

Related Goals

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YC - Mass Communication Program Review
Provide a comprehensive Mass Communications program that reflects industry standards and the convergence of new media.

Program 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.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2011-2012, 2012-2013, 2013-2014, 2014-2015
Supporting Evidence : Curriculum and Articulation is stagnant or obsolete.

Plan of Action

Curriculum/SLO - Committees will be formed from college employees, industry professionals and educators from similar programs in the region. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
Advisory committee meetings still need to be arranged.

Related Goals

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Broaden students cultural scope and foster critical thinking skills by teaching students Media Literacy. This allows students to read the media and gives them the ability to utilize media theory, such as, aesthetics theory, to write and produce their own media messages.
Exhibit self-discipline through individualized study and project completion.
Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.

Program Recommendation: Collaboration

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

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2011-2012, 2012-2013, 2013-2014, 2014-2015
Supporting Evidence : The college newspaper is primarily web-based and is in need of audio-visual materials to offer an enhanced

web experience.

Plan of Action

Curriculum/SLO - Advisory committee. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
Plans have been discussed but not acted upon. The guidance of a full timer is needed.

Related Goals

Institutional Learning Outcomes
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Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.

Program 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.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2011-2012, 2012-2013, 2013-2014, 2014-2015

Plan of Action

Recruit and maintain student interest as well as find jobs for them to do. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Achieved/Completed
The club is alive, well and doing paid and unpaid productions in the community and for the college.

Related Goals

YC - Mass Communication Program Review

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Prepare students with the entry level skills necessary for a successful career within the Communications/Media industry and motivate students to produce matgerials that meet industry standards.
Exhibit self-discipline through individualized study and project completion.
Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.

Program Recommendation: Update Check-Out Equipment for Video Production

The equipment that is checked-out to students needs immediate updating. Some equipment was purchased or repurposed as part of recent overall MCOMM facilities/studio upgrade. However, remote equipment needs to reflect upgrade in technology in place in new facility.

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2014-2015
Request Date: 08/01/2011
Inactive Date: 06/30/2014
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. MCOMM club voted to support this upgrade.
Evaluation Plan: Now that new facility is in place, students will work with new or repurposed equipment as of Spring 2014. Will solicit feedback from students and adjunct instructors regarding compatibility with new production/editing equipment and software. SLO's for production classess require use of production equipment.

Plan of Action

Equipment - 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-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

YC - Mass Communication Program Review

(Active)
Budgetary Impact: $39,141

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Addressed/Satisfactory Progress
The equipment has been updated. However, we must not allow the equipment to become as outdated in the future. Some equipment was 20-30 years old before it was updated. In a world where technology changes every 18 months 20-30 years is not adequate and is embarrassing.

Related Goals

College - Yuba College Program Review
YC Goal 2 - Prioritize and allocate resources based on existing and emerging community and student needs over those of individual projects or programs.
YC Goal 4 - Research and utilize effective modes of delivery for our courses and services.
YC Goal 7 - Improve the quality of the student experience at all our campuses and centers.

Institutional Learning Outcomes
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

YCCD Board of Trustees Vision Statement
YCCD VS 1 - Providing an innovative, world-class learning environment;
YCCD VS 3 - Developing and maintaining programs and facilities that best meet with needs of our students and communities;

YC - Mass Communication Program Review
Provide a comprehensive Mass Communications program that reflects industry standards and the convergence of new media.
Train Mass Communications students on state-of-the-art equipment, software, and techniques.
Update and maintain state-of-the-art production facilities for audio, video production and post-production.
Introduce students to a wide variety of career choices within the Mass Communications/Media industry and inspire them to advance to professional levels.
Develop communication skills and broaden the students' ability to work as a team-member to work and compete in a variety of media industries, print, broadcast, filmmaking and independent production.
Prepare students with the entry level skills necessary for a successful career within the Communications/Media industry and motivate students to produce matgerials that meet industry standards.
Prepare students to advance to upper division Mass Communications/Media Arts studies with the necessary skills for success.
Prepare students to graduate from Yuba College with a degree in Mass Communications.
Provide students with a real-world, professional, experience in the industry through mentor-ship and projects.

Program Recommendation: Update Audio Equipment

The equipment for the audio production class needs to be updated immediately. Update -- This goal has been all or partially met by Measure J upgrades to 1100 facility; however, faculty and students will assess quality and experience in Spring 2014.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2014-2015
Request Date: 08/01/2012

YC - Mass Communication Program Review

Inactive Date: 03/30/2014
Supporting Evidence : Audio editing equipment suites and software upgraded in Fall 2013 as part of Measure J. First use in Spring 2014.
Evaluation Plan: New audio editing equipment and software installed in Fall 2013. First use by faculty and students in MCOMM 6 course Spring, 2014. Will assess student SLO's associated with the use of this equipment and software.

Plan of Action

Equipment - 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.
(Active)
Budgetary Impact: TBD

Related Goals

College - Yuba College Program Review
YC Goal 7 - Improve the quality of the student experience at all our campuses and centers.

Institutional Learning Outcomes
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

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Program 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. Update: Newly renovated Studio facility in 1100 is partially complete. MCOMM lecture courses moved to 1167 in MS/DE/MCOMM division office as temporary solution.

Recommendation Priority: 1. Low Priority
Year(s) Requested: 2014-2015
Request Date: 08/01/2012
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. UPDATE --- New facilities include 3 audio editing suites and a dedicated bullpen of 8 video editing stations. Need to establish access protocol to ensure security.
Evaluation Plan: New editing suites and editing bull pen will be used for the first time in Spring, 2014. Need to evaluate and to

establish an access policy to ensure security outside regular class meeting time. SLO's for production classes will include training and use of editing suites to complete student projects.

Plan of Action

Facilities - Newly renovated 1100 includes dedicated audio and video editing suites which will be used for the first time in Spring 2014. Need to train faculty and students on equipment and software and develop an access plan to maintain security and access beyond regular class lab times. (Active)

Budgetary Impact: Staff hours may need to be altered to allow student access to editing spaces during peak project production times. Ideally, activity supported by additional support staff.

Timeline/Responsible Party: Dean, adjunct faculty (or fulltime faculty if possible)

Status

Reporting Year: 2013-2014 05/02/2014

Recommendation Progress: Recommendation Addressed/Satisfactory Progress

8 video editing spaces and 3 audio suites with new equipment were upgraded with Measure J and state funds. MCOMM 6 Sound Production and MCOMM 4/14 & 5/15 taught using new editing spaces Spring 2014. Ongoing training of adjunct faculty, Media Services staff and students. Video tutorials included with new software. Assistive technology software installed on one unit to support voice transcription for tutorials. Media Services and DE support staff provide limited access to facilities outside of class times. Room 1167 is being used as MCOMM classroom. Instructor teaching console outfitted with audio and video editing software to facilitate demonstration.

Related Goals

YC - Mass Communication Program Review
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Train Mass Communications students on state-of-the-art equipment, software, and techniques.
Update and maintain state-of-the-art production facilities for audio, video production and post-production.
Maintain adequate staffing levels to support student success and technology innovation.
Prepare students with the entry level skills necessary for a successful career within the Communications/Media industry and motivate students to produce matgerials that meet industry standards.
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Program Recommendation: Editing Suites

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

Recommendation Priority: 3. High Priority

Year(s) Requested: 2013-2014

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.

Evaluation Plan: Design plan for renovation of Mass Communication production spaces was created by architects in collaboration with the MCOMM faculty, Media Services staff, and reviewed by experts in modern studio design. Faculty, students and Media Services staff will be trained to use new equipment and software. Successful use of editing equipment and software will be incorporated into SLO assessments for student projects.

Plan of Action

YC - Mass Communication Program Review

Equipment - 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 (Active)

Budgetary Impact: Appx $54,000

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Addressed/Satisfactory Progress
We have the suites in limited space with limited hours. Currently students do not have access to the editing lab for all of the hours that the library is open. Ideally we would be able to add the editing software to some of the main library computer lab computers to be checked out by the staff that operates the lab during opening hours.

Related Goals

Institutional Learning Outcomes
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

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Program Recommendation: Remodel Studio

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

Recommendation Priority: 1. Low Priority
Year(s) Requested: 2014-2015
Request Date: 08/01/2011
Supporting Evidence : Original production space no longer accommodates modern media production practices. Old, expensive lighting, antiquated sound and recording equipment (analog not digital), access only through Media Services repair space, inadequate equipment/set-design storage, antiquated AV teaching station, scrim not made of fireproof material. Cramped audio and video editing spaces. See design plan as part of 1100 renovation.

YC - Mass Communication Program Review

Evaluation Plan: Studio/production facilities renovation completed in late Spring 2014. Media Services staff trained in use of equipment in late spring. Space will be fully functional as of Fall, 2014. Course SLOs for studio/TV production courses will include full use of these spaces. Editing spaces used by students as of February 2014.

Plan of Action

Facilities - Measure J funds. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Achieved/Completed
Completed.

Related Goals

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Program 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.

Plan of Action

Equipment - Contracted out, updates include: lighting grid, lighting control, video engineering, audio engineering, switcher, graphics, new clear com, hard drives, cables, monitors, camera mounts, etc. (Active)
Budgetary Impact: TBD

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Achieved/Completed
Completed.

Related Goals

Institutional Learning Outcomes
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

YC - Mass Communication Program Review

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Program 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.

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

Plan of Action

Curriculum/SLO - 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. (Active)

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Needs Improvement/Attention
MComm 25R has been inactivated and still needs to be modified and replaced.

Program Recommendation: Remote Production Equipment Upgrade

Mass Comm 17R, Remote Production is in need of new equipment to replace antiquated equipment used for remote production courses and campus/community remote production activities. Update - Trailer purchased using Measure J funds in 2011/2012 to house ITV transmission was converted to remote production truck in Spring 2014. Repurposed equipment installed but additional equipped needed to check out to students.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2014-2015
Request Date: 10/01/2011
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.
Evaluation Plan: SLO's for production courses encompass training and use of equipment to complete student projections and college/community remote assignments. As new equipment is purchased, students, faculty and staff will regularly use equipment to complete projects.

Plan of Action

Equipment - Either update the studio cameras and pass those to remote productions or purchase new cameras for remote productions committee decision. (Active)

Budgetary Impact: TBD

Status

Reporting Year: 2015-2016 11/24/2015
Recommendation Progress: Recommendation Addressed/Satisfactory Progress
Maintaining and updating equipment is something that needs to be addressed on a regular basis.

YC - Mass Communication Program Review

Related Goals

Institutional Learning Outcomes
Technological Awareness - Select and use appropriate technological tools for personal, academic, and career tasks.

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