

Program Review, Analysis, and Planning

Department Name: Digital Media

Data Analysis

Based on data provided by ORPIE:

1. Are your department's average FTES/FTEF and average enrollment per section lower, higher, or similar to college-wide average FTES/FTEF and average enrollment per section? Why? (150 words limit)

The Digital Media FTES/FTEF are lower than the college wide average. The Digital Media average enrollment per section is higher than the college-wide average. The lower FTES/FTEF can be attributed to discontinuance of the Sunburst Academy concurrent enrollment classes, the institution of a compressed eight-week scheduling pattern and the lack of support for targeted outreach and promotion of the compressed 8-week schedule and program offerings.

2. What factors have contributed to your trends in enrollment? If your department is experiencing an enrollment decline, what is your department's plan to address the enrollment decline? (150 words limit)

Factors that have contributed to the decrease in enrollment include the discontinuance of the concurrent enrollment classes with Sunburst Challenge Academy, an overall decline in college enrollments throughout the district, shortage of targeted outreach and promotions of Digital Media Programs and certificates. The Digital Media faculty plan to address the enrollment decline includes increase outreach to high school students through in-class visits, attendance at high school college and career nights, on campus workshops for interested persons, renewed outreach to industry partners and a targeted social media campaign.

3. Looking at the demographic of your student population, what strategies has your department considered or implemented to be more inclusive of the distinct student populations you serve? (250 words limit)

The Digital Media program serves a diverse student demographic. The Digital Media program has 1.2% of Black/African students and approximately 25% female students. Both of these groups are statistically under-represented throughout the industry. Hispanic students represent approximately 45% of students served. This is a higher proportion than in the industry. To address the under representation of female and African American students, the department has developed a plan to conduct targeted outreach through social media, working with high schools and industry partners. The outreach efforts include workshops on career opportunities that exist in digital media. Industry mentors work with students in class. The faculty works with industry partners to identify internships. The department hosts a series of Career Pathway events which target under-represented students who have expressed an interest in digital media career pathways.

4. How does your program course success rate compare to GWC's overall course success rate? If your course success rates are in decline or below the college average, what is your department plan to address the success rate? (250 words limit)

The success rate for Digital Media through 201 exceeded the college wide success rate of 72.2% In 2017 – 2018 the success rate for Digital Media dropped to 63.2%, which is 9% below the college-wide success rate. The decline in the department's success rate can be attributed to several factors which include excessive absence of instructors, that resulted in class cancellations, the increased workload of the eight-week compressed classes, and greater outside demands on students (jobs and family). The department plans to address the decline in student success by allowing the use of substitutes to prevent cancellation of classes, modifying the schedule for production courses from 8 to 16 weeks, to evenly distribute the in and out of class workload, and to use embedded tutors to work with students in the classroom and labs.

5. Looking at success rates for different demographic groups, which groups are experiencing disproportionate impact in student success? If there are student groups experiencing disproportionate impact, what is your department's plan to address the disproportionate impact? (250 words limit)

The following demographic groups are experiencing disproportionate impact in achieving success. These groups are Black/African American, and mixed-race students. For African American students the number of successful course completions needed to achieve success is three and for mixed race students the number of successful course completions needed to achieve success is five. The department's plan is to use embedded tutors in the classes and labs to assist impacted groups to achieve success.

6. Does your department confer a degree or certificate? What is your department's plan to increase the number of students receiving degrees or certificates? (150 words limit)

The Digital Media department confers an Associates of Arts AA Degree, a Certificate of Achievement in Digital Media, three Certificates of Specialization (Audio, Video Editing and Video Production) and a Certificate of Completion in Social Media Content Creation. The department's plan to increase the number of degrees and certificates include providing students with a long term and consistent scheduling pattern that accommodates daytime and evening students. Increased outreach (social media, workshops, campus visits) to high school students, employers and those employed in Digital Media who are looking for retraining or updating skills. Working with counselors to update them on the certificates and degrees and employment/career opportunities.

7. Are students transferring to four-year institutions from your program? What is your department's plan to increase the number of students transferring to a four-year institution? (150 words limit)

The number of Digital Media students who transferred to four-year schools exceeded the college average. This can be attributed to a robust working relation that Digital Media established with Cal State Dominguez Hills. The department conducts a fall and spring fieldtrip

to Cal State Dominguez Hills. Students tour the facilities, meet with instructors and counselors. Dominguez Hills faculty and students visit the Digital media classrooms to meet with students and to talk about the program and career opportunities. Three (3) of the core Digital Media classes articulate with the Cal State Dominguez Hills program

8. Did you complete the two-year program review requirement for CTE? If no, why not? (150 words limit)

Yes

9. Did your department complete all course SLOs assessment? If no, why not? (150 words limit)

No. New part-time instructors were not familiar with the procedures and process. Department faculty has developed a plan to catch-up on the assessment of course SLOs by June 2020.

10. Did your department review all Course Outline of Records in the last 6 years? If no, why not?

No. Course Outlines of Records are being reviewed and updated as revisions to they are being revised by faculty. The department estimates that all Course Outlines of Record will be reviewed, revised and or suspended by June 1 2020.

Review of Last Cycle Program Review

Provide assessment of your previous program review initiatives. Summarize any accomplishments that your program achieved (List 3 to 5 bullet points). Limit to 250 words.

An assessment of previous program review initiatives is mixed.

- The department did not reach its goal to increase enrollment of African American students and women.
- Department did not reach targeted fill and success rates
 - Updated curriculum to reflect technology changes in Digital Media
 - Updated DM G140 Course Outline Of record to include module on Live Streaming.
 - Complete conversion of production vehicle to a “fly pack”
 - Developed Certificate Completion Social Media Content Development
 - Developed and launched Digital Audio and Technology classes and certificate.
 - Increased Social Media profile of Digital Media : launch of YouTube Channel, promotion and outreach through Instagram and SnapChat.
 - Increased outreach to high school students (Three on campus Career Pathway events)
 - Increased by 15% industry partnerships. (DataVideo. Five Star Productions, and Sony VR/AR)
 - Updated DM G160 Editing Certificate to include creation of VR and AR content.
 - Increased the number of internship placements from 2 to 10 students.
 - Expanded outreach to community through live stream of campus and department events and workshops.

PROGRAM PLANNING/BRAIN STORMING

Based on your analysis of previous program review and current data, list 3-5 goals that your department want to accomplish in the next three years?

- Consolidation of the Digital Media and Digital Arts programs into a single program – Digital Media Arts.
- Develop full online certificates in Video Editing, Social Media Content Development and Audio.
- Increase student success rate to 75%
- Increase FTE/FTES to match college average
- Increase Retention rate to 87%
- Increase by 5% the number of certificates and degrees awarded
- Increase by 5% the number of African American students and women in the Digital Media Arts program.
- Revision of Audio certificates to match industry practice

Program Planning

Description of Department's Goal?	What metric will you use to measure your goal?	What actions will the department take?	Which of the College's mission and goal does this goal support?		List necessary support and/or resources if applicable.
<p>Goal 1:</p> <ul style="list-style-type: none"> Consolidation of the Digital Media and Digital Arts programs into a single program – Digital Media Arts. 	<p><u>Curriculum committee and obtaining approval from chancellor's office.</u></p>	<p><u>Review and revise courses, certificates and degrees.</u></p>	<input checked="" type="checkbox"/> Transfer <input checked="" type="checkbox"/> Degrees <input checked="" type="checkbox"/> Certificates <input checked="" type="checkbox"/> Career advancement <input type="checkbox"/> College readiness	<input checked="" type="checkbox"/> Student Success <input checked="" type="checkbox"/> Equitable Achievement <input type="checkbox"/> Learning Environment <input type="checkbox"/> Communication <input type="checkbox"/> Engagement <input checked="" type="checkbox"/> Resource Optimization	<p><u>Strong Workforce Funds</u> <u>Perkins Funds</u></p>
<p>Goal 2:</p> <ul style="list-style-type: none"> Develop full online certificates in Video Editing, Social Media Content Development and Audio. 	<p><u>Curriculum Committee and approval from Chancellor's office</u></p>	<p><u>Revise courses and create certificates. Process through the campus curriculum process</u></p>	<input type="checkbox"/> Transfer <input type="checkbox"/> Degrees <input checked="" type="checkbox"/> Certificates <input checked="" type="checkbox"/> Career advancement <input type="checkbox"/> College readiness	<input checked="" type="checkbox"/> Student Success <input checked="" type="checkbox"/> Equitable Achievement <input type="checkbox"/> Learning Environment <input type="checkbox"/> Communication <input type="checkbox"/> Engagement <input checked="" type="checkbox"/> Resource Optimization	<p><u>Strong Workforce Funds</u> <u>Perkins Funds</u></p>
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<p><u>Goal 3:</u></p> <ul style="list-style-type: none"> • Increase FTE/FTES to match college average 	<p><u>Data provide by college and CCCD</u></p>	<p><u>Increase outreach activities including participation in high school career functions, workshops, pathway days and social media</u></p>	<p><input checked="" type="checkbox"/> Career advancement <input type="checkbox"/> College readiness</p>	<p><input checked="" type="checkbox"/> Engagement <input checked="" type="checkbox"/> Resource Optimization</p>	
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