**Berkeley City College Multimedia Department**

**SUMMARY OF URGENT NEEDS**

Overall, we are moving forward to change all our certificates to be shorter programs- less units- in order to respond to the demands of the current job industry and a growing expertise on the part of our current students.

1. It is crucial that we have adequate funding for **HARDWARE/SOFTWARE** purchases. The hardware should have been updated last year. Currently some of the Adobe CS4 software (CS4 Flash and After Effects) only runs on dual processor, Intel based Macintoshes running on Snow Leopard. Our computers are passé.

Traditionally, we get hardware upgrades every 3 years, which would be mid-semester 2009. Currently, we’re running last year’s version of Final Cut Pro After Effects and Flash. This affects ¾ of Multimedia students as of Spring 2010. We will fall far below industry standards. This impacts our professional standing and enrollment. The decrease in enrollment in 2008-09 was because of this.

We have been recommending for years that the District put in software/hardware purchasing as a separate line item. It is fiscally irresponsible not to do so.

1. We need a full time **WEB DESIGN** instructor and a full time **DIGITAL CULTURE** instructor.

Web Design: This program is unique to Berkeley and has shown consistent growth in enrollment. We have been without a replacement fulltime Web instructor for 4 years. Without fulltime qualified faculty the program cannot maintain quality and growth. Although PT faculty are available, they cannot administer, plan and grow the program. The advanced courses have suffered as a consequence. Other FT faculty cannot be reassigned to this program.

Digital Culture: This represents a revision of our strand “Writing for the Multimedia.” We plan to consolidate classes currently taught by part-timers and offer additional courses on blogging, twittering, podcasts, Facebook, etc. People’s lives have changed AND jobs are available in arena that is passing us by entirely if we don’t move now. This is Next Big thing in Education.

1. We need a full array of STUDENT ASSISTANTS and CLASSIFIED ASSISTANTS in order to run the programs. We have only been able to teach the incredible range and depth of classes because of student assistants.

**SUMMARY CONTINUES**

Student assistants are essential in this program, as lab instructors supervise students for a variety of multi-media courses. Instructors do not have expertise in every software application students are working with in the labs, which are offered concurrently in a variety of time slots.

1. For 4.5 years, the **ANIMATION LAB** has needed to be finished. The lab was to be a CIS networking lab and contains cabinets we cannot use. Enrollment is restricted because the space is not there! Students must literally use toy pencil test machines because the wiring does not extend to the proper location. The **COMPUTER GAMING PROGRAM** may be severely compromised by these restrictions.
2. We have purchased our $500,000 of **EQUIPMENT**. We must **MAINTAIN** and **REPAIR** these items. Typically a **WARRENTY** for an item costs $60-$170 and repair costs $500-$1000. The financial consequences (and going forwards, the availability of spare change) make buying warranties a priority.

In the past, cameras and tape decks were broken and left to rot because there was no budget for repair.

THE ACCELERATED INSTRUCTIONAL PROGRAM REVIEW NARRATIVE REPORT

1. **College: Berkeley City College**

Discipline, Department or Program: Multimedia Arts (MMART)

Date: May 11, 2007

Members of the Accelerated Instructional Program review Team:

 Lee Marrs, Joe Doyle, Rachael Simpson and Bonita Schaffner

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Narrative Description of the Discipline, Department or Program:**

*Please provide a general statement of primary goals and objectives of the discipline, department or program. Include any unique characteristics, degrees and certificates the program or department currently offers, concerns or trends affecting the discipline, department or program, and any significant changes or needs anticipated in the next three years.*

The Multimedia Arts Program is a cross-disciplinary integrating instruction in visual aesthetics, critical thinking and computer technical skills. The program has five Associate in Arts and Certificates of Completion tracks in Digital Imaging, Web Design/ Production, Digital Video Arts, Animation and Digital Culture (Writing for Multimedia). All five curriculums have been approved at the state level.

The MMART program has always sought to teach with the latest industry software and hardware, reflecting tools used in industry. Therefore, faculty in the discipline must routinely upgrade their skills, and the institution must routinely upgrade its facilities and software licenses.

The MMART program since 2009 has had three full-time faculty members, for each of the three curriculum programs and 22-24 adjunct teachers. In 2010, MMART was sated to hire a fourth full-time replacement instructor to head the Web Design/ Production strand. Another full time instructor in Digital Culture is needed.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Curriculum**
* Is the curriculum current and effective? Have course outlines been updated within the last three years? If not, what plans are in place to remedy this?

In 2009, all the course outlines were reviewed and recommendations were presented to update their contents.

* Has your department conducted a curriculum review of course outlines? If not. What are the plans to remedy this?

Yes, in 2009.

* What are the department’s plans for curriculum improvement (i.e., courses to be developed, updated, enhanced or deactivated)? Have prerequisites, co-requisites, and advisories been validated? Is the date of validation on the course outline?

Prerequisites, co requisites & advisories were validated in Fall 2008. Prerequisites and co requisites were updated in 2009. Former prerequisites were rendered obsolete due to increasing sophistication of the student body.

The full-time MMART faculty met in Spring 2009 and discussed a significant program revision, in term of its Core curriculum and its specialization classes. Some adjustment has been made in regard to Core curriculum. In the future we will offer shorter certificates in response to the increasing expertise of the student body.

* What steps has the department taken to incorporate student-learning outcomes in the curriculum? Are outcomes se for each course? If not, which courses do not have outcomes?

All course outline reviews utilized three sets of criteria: SLOs as recommended by the BCC assessment Committee, SLOs set by MMART Department and its advisors, and SCANS competencies presented by Federal Government.

Faculty have been encouraged to develop rubrics for their syllabi and assignments. As of Spring 2009 all MMART courses now have SLOs incorporated into the course outlines.

* Describe the efforts to develop outcomes at the program level. In which ways do these outcomes align with the institutional outcomes?

See last response. Program SLO’s have not been aligned all institutional outcomes.

* Recommendations and priorities

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Instruction:**
* Describe effective and innovative strategies used by faculty to involve students in the learning process. How has new technology been used by the department to improve student learning?

The majority of our courses are project-based. This entails hands-on practical learning and intensive interaction between teacher and student, and among students working in groups.

In most of our courses, the techniques and methodology used is dictated by industry standards but the content is supplied by the individual students. This involves the students viscerally in their project outcomes.

The question of technology cannot be separated from our basic curriculum itself, since over 90% of our courses are focused on the use of current technology for instruction/ learning.

* How does the department maintain the integrity and consistency of academic standards within the discipline?

The MMART department maintains the integrity and consistency of its academic standards through ongoing conversations among faculty within the strands, in addition to ongoing discussions with advisors as well as constant research in the field (trade journals, user groups, conferences, industry events, etc). Faculty are also active practitioners in the field.

MMART department receives constant feed back from transferring students and maintains cross checking by our articulation process.

* Discuss the enrollment trends of your department. What is the student demand for specific courses? How do you know? What do you think are the salient trends affecting enrollments?

Peralta District statistics show that MMART enrollments are the greatest at BCC;1135 (2003-04), 2146 (2004-05), 2177 (2005-06) and 1808 (2008-09). A decrease in 2008-2009 was entirely due to section cuts. Our enrollments are increasing each year because of the increasing profile of the department in the community and in the industry. With the opening of the new BCC building, with the completion of our video studios and with planned outreach efforts, MMART can only expect continued increases in enrollment. Student demand is evidenced by an email preferences survey planned in 2010. See above.

* Are courses scheduled in a manner that meets student needs and demand? How do you know?

One strategy the department has taken in recent years is to alternate from one semester to another between day and night offerings of a single course.

* Recommendations and priorities.

Devise a standard survey for distribution at term’s end to assess scheduling satisfaction from our students.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Student Success:**
* Describe student retention and program completion (degree, certificates, persistence rate) trends in the department. What initiatives can the department take to improve retention and completion rates?

Tracked since 2003-04, MMART retention rates have been fairly steady. ATT/RTN rates are as follows: 1135 (65.6%) in 2003-04, 2146 (62.8%) in 2004-05, and 2177 (66.5%) in 2005-06. Course completion rates have been just slightly lower overall. Graduation trends have developed from 8 students in 2001-02 to 19 in 2002-03 to 25 in 2003-04 to 20 in 2005-06.

MMART looks forward to higher numbers in the future years. Many students leave during their course work for jobs in the field. There is no way to track academic transfers in the multimedia fields.

The department curriculum is quite complex and an ongoing need has been to mentor counselors so they can better guide our students. Work is under way in this regards in conjunction with the department’s program review effort. We also hope that the forthcoming hire of a fourth full-time faculty person in MMART will further support student retention and program completion. Finally, MMART should develop better informational materials to distribute to students and make available to counselors.

* What are the key needs of students that affect their learning? What services are needed for these students to improve their learning? Describe the department’s efforts to access these services. What are your department’s instructional support needs?

Beyond excellent instruction, MMART students need access to equipment, through computer abs and through a media equipment center.

MMART students have access to teachers and teaching assistants during lab; however, tutors are essential to the learning process by providing extended one-on-one contact.

The department requires teaching assistants in all the labs and in several lectures. This is imperative, and the college needs to establish a straightforward process for budgeting and hiring teaching assistants. The department also requires and enjoys a fabulous I.T. and A/V teams.

* Describe the department’s effort to assess student learning at the course level. Describe the efforts to assess student at the program level. In which ways has the department used student learning assessment results for improvement?

Teacher lesson plans include practicum in which they can check up on the skills acquisitions of students. Also lab teachers have a chance to respond in a more individualized manner than in the lecture environment. The department also organizes events such as video screenings, print exhibits, which showcase student work. These efforts support a growing multimedia culture in the department.

* Recommendations and priorities.

Complete the video and sound studios which are still under construction on the second floor.

Establish a transparent process for hiring teaching assistants.

Budget for MMART tutors.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Human and Physical Resources (including equipment and facilities)**
* Describe your current level of staff, including full-time and part-time faculty classified staff, and other categories of employment.

3 full-time faculty, 22-24 part-time faculty. New full-time hire stated for Fall 2010. In Fall 2009 our FTEF was 10.88. This means that only 25% of MMART classes are taught by full time faculty.

Web Design: This program is unique to Berkeley and has shown consistent growth in enrollment. We have been without a fulltime Web instructor for 4 years. Without fulltime qualified faculty the program cannot maintain quality and growth. Although PT faculty are available, they cannot administer, plan and grow the program. The advanced courses have suffered as a consequence. Other FT faculty cannot be reassigned to this program.

Digital Culture: This represents a revision of our strand “Writing for the Multimedia.” We plan to consolidate classes currently taught by part-timers and offer additional courses on blogging, twittering, podcasts, Facebook, etc. People’s lives have changed AND jobs are available in arena that is passing us by entirely if we don’t move now. This is Next Big thing in Education.

* Describe your current utilization of facilities and equipment.
* 2.5 computer labs with 30-33 computer workstations, 2 Mac Labs, 2x .5 PC lab (shared with CIS) The computer labs should have 42 Macs but the wiring needs to be fixed in order for that to happen.
* Camera, lighting, microphone and related equipment for video and sound.
* Are the human and physical resources, including equipment and location, adequate for all the courses offered by your department (or program)? What are your key staffing and facilities needs for the next three years? Why?
* Make the Animation Lab fully functional. As discussed with IT:
* Remove the current installed upper and lower cabinets on both sides of the room (#321). [They can be moved to 5th floor as part of Phase III build out.]
* Install a white board (to match the current board in size) on the now bare west wall.
* Install an extremely large corkboard on the south wall.
* Increase the installed computers from 12 to 24. This will probably mean shifting from wireless to permanent networking.
* Bring power to the animation storage room in order that 3 (already owned) pencil test machines can be installed
* An additional photographic/video studio
* Dedicate an additional lab to MMART plus convert Room 324 to a dual purpose (Mac/PC) lab.
* Stay current with all software licenses.
* Establish and further staff a media equipment center
* Recommendations and priorities.

See previous response.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Community Outreach and Articulation**

For vocational programs:

* Describe the department’s connection with industry. Is there an Advisory Board or Advisory Committee for the program? If so, how often does it meet? Is the program adequately preparing students for careers in the field? How do you know?

MMART has an advisory board whose members have been recently updated. In previous years the department held at least one formal meeting a year. As the opening of the new BCC building approached, the department did not hold annual meetings, but plans to do so now that we have settled in the new building. Alumnae have won numerous awards for their work, including 10 CCC Media Awards, the Golden Banana, and an Emmy Award.

The Advisory Committee has regularly aided us in providing student grant advice for specific outside opportunities. The lighting equipment purchases this year were made possible due to their input. The expansion of the department into video production rather then just video editing was due to advisory input. Our move to shorter certificates in the current job market came as a result of their consultation.

* Have students completing the program attained a foundation of technical and career skills? How do you know? What are the completion rates in your programs?

Yes. Many of our students are working (primarily as freelancers) in the field. There is a quite cohesive community that has emerged from our department, which allows us to hear what our graduates (as well as current students) are doing. We plan to create surveys for students and employers to acquire some data regarding student success. We regularly publish success stories of our students in the BCC newsletter.

Our completion rates are not where we would like or expect to be, given our large enrollments [see page 5 paragraph 7]. In 2009 we did a presentation for the district’s counselors. We are planning an annual presentation to counselors to clarify our intricacies of our rather complex curriculum. We are planning to resume serious outreach efforts in the high schools starting Fall 2010.

* What are the employment placement rates? Include a description of job titles and salaries. What is the relationship between completion rates and employment rates?

The employment placement rates are hard to determine, given that the majority of the work in the field is freelance and this short-term and contract based. Again, the correlation between completion rates and employment rates is very difficult to discern in this field; however, we are currently surveying the alumnae and plan to association to track this sort of connection.

* What industry trends are most critical for the future viability of the program? How do you know? What are the implications of these trends for curriculum development and improvement?

**Video:**

All the serious trade journals discuss the conversion to HD TV as the most serious shift of technology in the video area. As a result we have purchased new HD and HDV cameras.

**Print:**

The quality and archive ability of our prints are setting standards in the industry. Our print lab has an on going relationship with electric works, Kala Institute, Magnolia Press, the Institute of Contemporary Art in San Jose and the Achenbach Foundation. Teachers from other institutions have been upgrading their skills in Photoshop and in digital photography here at BCC.

**Animation:**

Computer Gaming has fueled the animation field tremendously, as have the burgeoning feature film business. A program in Computer Gaming is being developed in Spring 2010 to be offered in Spring 2011. The struggles of the Animation strand will be alleviated by the addition of this program. The fastest growing aspect of the animation industry- outstripping even film animation- is mobile computer games. The other two community colleges in the greater Bay Area who have just now begun to offer 3D do not provide the basic underpinnings of traditional animation principles- which we do.

**Web Design:**

Despite operating without a full time instructor since 2005, the program has attempted to stay current with industry practices and standards. Without a full time instructor the program is beginning to fade.

Our part time instructors, as an integral part of the web industry, have struggled to adjust the program to fit current demands.

**Digital Culture**

We have begun the conversion from Writing for Multimedia, using our current courses which relate courses on blogging, twittering, podcasts, Facebook, etc. People’s lives have changed AND jobs are available in arena that is passing us by entirely if we do not move now. This is Next Big Thing in Education.

For transfer programs:

* Describe the department’s efforts in meeting with and collaborating with local 4-year institutions, Is the program adequately preparing students for upper division course work? How do you know?

Essentially, MMART is a vocational program.

MMART articulates with CSUEB, San Jose State, San Francisco State and UC Santa Cruz.

Our standards are so high that many university graduates take courses here to upgrade their skills. In this geographical area, there are few 4-year institutions with equivalent programs, our curriculum tends to meet or exceed preparatory standards for upper division courses, where they exist in the area.

For all instructional programs:

* Describe the department’s effort to ensure that the curriculum responds to the needs of the constituencies that it serves.
* Supporting the currency of faculty knowledge base, especially webinars.
* Reviewing, revising and expanding our curriculum based on trends in the field and student needs.
* Maintaining current software and hardware.
* Organizing events (internal and public), internships and networking opportunities for students.
* Inviting guest speakers from the fields to speak in our classes.
* Student evaluations and surveys.
* Shorter our certificate programs as a result of the increasing expertise of our students.
* Recommendations and priorities.

See previous response. In addition:

Organize open houses and career days.

Resume the effort to establish an outreach program to the high schools using a current grant. This will be one of the tasks for the new hire, for which we hope to secure release time.

Accelerated Instructional Program Review

Resource Needs Reporting Template

|  |  |  |
| --- | --- | --- |
| Division:  | Department/Program:MULTIMEDIA/ ANIMATION | **Contact:** LEE MARRS |
| **Item Identified in Program Review (justification)**  | **Human Resources (Staffing)** | **Physical Resources****(Facilities)** | **Technology and/or Equipment** | **Supplies Budget** | **Curriculum** |
| ANIMATION LAB(See p.7 and 8) |  |  X |  X |  |  |
| ACME Animation subscription |  |  | This enables our video conferencing uggradeanimation lab to offer LA professionals’ advice to students via video casts  |  |  |
| T.A.S for Animation Courses |  X |  |  |  |  |
| Video Gaming3D Software(See Animation p. 9) |  |  | 3D Software must be purchased to support this program  |  | Some old, some new courses established to serve as a foundation.  |
|  |

Accelerated Instructional Program Review

Resource Needs Reporting Template

|  |  |  |
| --- | --- | --- |
| Division:  | Department/Program:  MULTIMEDIA/ DIGITAL IMAGING | **Contact:** JOE DOYLE |
| **Item Identified in Program Review (justification)**  | **Human Resources (Staffing)** | **Physical Resources****(Facilities)** | **Technology and/or Equipment** | **Supplies Budget** | **Curriculum** |
| Digital imaging/ Print | TA- 24 hours a weekCA- 500 hours a year | Expand 211 into 212 | Upgrade computers and printers | 15k ink | Add InDesign |
| Digital Photo | TA-20 hours a weekA/VCA- 15 a week | Additional Lab | Equipment and warranties  |  | Build out short Certificates |
| Digital Imaging | TA- 20 hours a week | Additional Lab | Upgrade of color projectors |  |  |
|  |  |  |  |  |  |
|  |   |  |  |  |  |

Accelerated Instructional Program Review

Resource Needs Reporting Template

|  |  |  |
| --- | --- | --- |
| Division:  | Department/Program:MULTIMEDIA/ VIDEO Arts | **Contact:** RACHEL SIMPSON |
| **Item Identified in Program Review (justification)**  | **Human Resources (Staffing)** | **Physical Resources****(Facilities)** | **Technology and/or Equipment** | **Supplies Budget** | **Curriculum** |
| New Mac Lab |  | Additional Room | 35 new Intel Macs w/ fastest speed available.Update Software to current programs: FCP, AfterEffects, Flash, CS3 |  |  |
| Update Current Lab |  | Sufficient Electricity  | 35 new Intel MacsUpdate Software to current programs: FCP , AfterEffects , Flash, CS3 |  |  |
| Equipment Loan Program | AV Supervisor Plus one classified assistant |  |  |  |  |
| Functioning Video/ Photo Studio | Classified Studio Manager |  | Expendables | $5K per year tapes, gels | Video and Photo Studio Classes |
| Teaching Assistants |  Teaching Assistants70 hours p/week |  |  |  |  |

Integrated Planning Template

|  |  |  |
| --- | --- | --- |
| Division*:*  | **Department/Program:** Multimedia | **Contact:** **Rachel Simpson /Joe Doyle** |
| **Strategic Direction \_\_:** **Develop Photography and Video Equipment Loan program**.  |
|  **Institutional Goal \_\_\_:Access, Equity and Success.** |  |
| **Objective:** **Increase Student Engagement.** Being able to borrow equipment to complete assignments in the studio and outside of class, gives ALL students fair access and opportunity to practice, build skills and succeed in the program.  | **Priority:** |
| **Activities/Tasks** | **Responsibility**Lead person(s) | **Resources** | **Timeline** | **Comments** | **College Planning Link(s) \*** |
| Loaning out Video and Photography Equipment  | Bryan Gibbs/ AV Supervisor | Webcheckout System$50,000 purchase | This year | We now have this equipment in order to let student’s borrow it, but we do not yet have a borrowing/loan system. |  |
| Maintaining and Repairing over $500,000 Equipment | AV Classified Assistant | $4000 p/ year to cover equipment outside of warranty | This year | Having a budget to send out equipment w/out a warranty for repair. Otherwise very expensive equipment breaks and goes unused b/c there are no funds to fix it. |  |
| Make small repairs and adjustments to equipment in house | Bryan Gibbs | Tool RepairChest $2500 purchase | This Year | Equipment w/out repair warranty can be extremely expensive to fix. We can have in house technicians do basic repairs, given the tools.  |  |
| Studio Expendables | Bryan Gibbs | $5000 p/year | This year | Expendables are materials which regularly get used up in the course of shooting: tapes, gels, paint for walls, gloves, etc. |  |

CC

Integrated Planning Template

|  |  |  |
| --- | --- | --- |
| Division*:*  | **Department/Program:** Multimedia | **Contact:** **Rachel Simpson** |
| **Strategic Direction \_\_:** **Develop Photography and Video equipment loan program** |
|  **Institutional Goal \_\_\_:****Access, Equity and Success** |  |
| **Objective:** Being able to borrow equipment to complete assignment outside of class, gives ALL students fair access and opportunity to practice, build skills and succeed in the program. | **Priority:** |
| **Activities/Tasks** | **Responsibility**Lead person(s) | **Resources** | **Timeline** | **Comments** | **College Planning Link(s) \*** |
| 1. Loaning out Video and Photography equipment
 | Brian Gibbs/ AV | Webcheck-out System | This year |  |  |
| 1. Maintaining and Repairing Equipment
 | A/ V CA | $4000 p/yr to cover equipment out side of warranty | Immediately  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 5.  |  |  |  |  |  |
|  |  |  |  |  |  |

CC

\*College Planning Links:

Budget Committee

Integrated Planning Template

|  |  |  |
| --- | --- | --- |
| Division*:*  | **Department/Program:** Multimedia | **Contact:** **Rachel Simpson** |
| **Strategic Direction \_\_:** **Develop Documentary Video Production Certificate** |
|  **Institutional Goal \_\_\_:****Access, equity and success. Community partnerships and engagement.** |  |
| **Objective:** Increase student engagement. Become an educational focal point within the Community. The Bay Area is the nation’s epicenter of documentary film production. Our students are eager to learn skills required in this field. We also employ renowned documentary makers that attract students to our program. | **Priority:** |
| **Activities/Tasks** | **Responsibility**Lead person(s) | **Resources** | **Timeline** | **Comments** | **College Planning Link(s) \*** |
| 1.Building video production Certificates | Rachel Simpson, Marissa Aroy. Judith Ehrlich | Additional Certificates, but we already have the equipment and teach classes fit | This year |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |
| 4. |  |  |  |  |  |
| 5.  |  |  |  |  |  |
|  |

CC

Integrated Planning Template

|  |  |  |
| --- | --- | --- |
| Division*:*  | **Department/Program:** Multimedia /Animation | **Contact:** **LEE MARRS** |
| **Strategic Direction \_\_:** **Establish a Computer Gaming Program** |
|  **Institutional Goal \_\_\_:****Access, Equity and Success** |  |
| **Objective:** Increase student engagement. Engage students in programs and services in order to open opportunities for academic and career goal-setting. | **Priority:** |
| **Activities/Tasks** | **Responsibility**Lead person(s) | **Resources** | **Timeline** | **Comments** | **College Planning Link(s) \*** |
| 1. Develop a game design program | Lee Marrs |  | Spring 2010 | The computer gaming program is being developed by CIS (Computer Game Programming) and Multimedia ( Game Design). Some old courses will be used and some new courses are being designed to fulfill the aims of the program.  |  |
| 2. 3D software evaluation and purchase. | Lee Marrs Michel Bohbot |  | 2011 | Our cinema 4D software is perhaps inadequate to the task. A more fitting software must be found to do the job.  |  |
| 3. |  |  |  |  |  |
| 4. |  |  |  |  |  |
| 5.  |  |  |  |  |  |
|  |

CC

Integrated Planning Template

|  |  |  |
| --- | --- | --- |
| Division*:*  | **Department/Program:** Multimedia/ Digital Imaging  | **Contact:** **JOE DOYLE** |
| **Strategic Direction \_\_:** **Building short term certificates based on correct curriculum with few additions. Strengthen existing certificates in terms of content and equipment. Upgrade and maintain print lab digital photography.**  |
|  **Institutional Goal \_\_\_:****Access, Equity and Success** |  |
| **Objective:** Engage students in programs and services in order to open opportunities for academic and career goal setting. | **Priority:** |
| **Activities/Tasks** | **Responsibility**Lead person(s) | **Resources** | **Timeline** | **Comments** | **College Planning Link(s) \*** |
| 1. Build short term digital imaging and photography certificates. | Joe Doyle, Diane Rosenblum, Bijan Yashar, Isabella La Rocca, Matthew Silverberg |  | This year |  |  |
| 2. Strengthen existing certificates in terms of content and equipment.  | Joe Doyle, Diane Rosenblum, Bijan Yashar, Isabella La Rocca, Matthew Silverberg |  | This year |  |  |
| 3. Upgrade, maintain print lab digital photography.  | Joe Doyle, Diane Rosenblum, Bijan Yashar, Isabella La Rocca, Matthew Silverberg |  | This year |  |  |
|  |