Program Efficacy Report
Spring 2013

Name of Department: RTVF

Efficacy Team: **Michael C. Mayne, Sheri Lillard, Joe Notarangelo**

Overall Recommendation (include rationale): CONTINUATION

RTVF is a growing program at SBVC, especially in light of the new facilities KVCR provides. The program has partnered with the Fontana Unified School District and California State University to provide training and opportunities for students to:
1) provide extraordinary learning opportunities in the areas of radio, television, and film to high school, community college, and university students, as well as members of the SB community;
2) ensure that students of all ages receive the best theoretical and practical training in these media fields;
3) facilitate the smooth transition of students from high school to community college to 4-year universities and beyond; and
4) provide opportunities for job placement in the media industry and local businesses.

RTVF is right in line with the mission of the college and shows the promise of growth in many areas.

Strategic Initiative	Institutional Expectations	
	Does Not Meet	**Meets**
Part I: Access		
Demographics	*The program does not provide an appropriate analysis regarding identified differences in the program's population compared to that of the general population*	*The program provides an <u>analysis</u> of the demographic data and provides an interpretation in response to any identified variance.* *If warranted, discuss the plans or activities that are in place to recruit and retain underserved populations.*

Efficacy Team Analysis and Feedback: Meets

RTVF provided data regarding the program and analyzed the data. The program demographics are mostly in line with those of the college with respect to ethnicities, however with respect to gender, women are grossly underrepresented. Unfortunately, this trend is consistent with industry standards where with respect to women, RTVF has exceeded industry standards.

Pattern of Service	*The program's pattern of service is not related to the needs of students.*	*The program provides <u>evidence</u> that the pattern of service or instruction meets student needs.* *If warranted, plans or activities are in place to meet a broader range of needs.*

Efficacy Team Analysis and Feedback: Meets

RTVF program adequately serves students by providing regularly scheduled classes M – Th and has currently added 3 new evening classes for Fall of 2013. There are also 3 online course and no weekend classes.

Part II: Student Success		
Data demonstrating achievement of instructional or service success	*Program does not provide an adequate analysis of the data provided with respect to relevant program data.*	*Program provides an <u>analysis</u> of the data which indicates progress on departmental goals.* *If applicable, supplemental data is analyzed.*

Efficacy Team Analysis and Feedback: Meets

RTVF boasts the highest FTES (52.03) in the last 6 years as well as the highest retention rate (86%) during the same time. The other data is respectable including WSCH and success rates. The program discussed its goals to increase the program and previous setbacks along with current plans to improve the program. The most noteworthy plan to improve the program is the 2+2+2 partnership, where students start in high school, continue on to community college and then matriculate to the university.

Student Learning Outcomes and/or Student Achievement Outcomes	*Program has not demonstrated that they have made progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) based on the plans of the college since their last program efficacy.*	*Program has demonstrated that they have made progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) based on the plans of the college since their last program efficacy.*

Efficacy Team Analysis and Feedback: Meets

All courses and programs in the RTVF department have course level and program level SLOs. A rotation exists to evaluate all courses every three years. To date, minor instructional changes have been implemented at the classroom level based on SLO evaluations at the course level.

Part III: Institutional Effectiveness		
Mission and Purpose	*The program does not have a mission, or it does not clearly link with the institutional mission.*	*The program has a mission, and it links clearly with the institutional mission.*

Efficacy Team Analysis and Feedback: Meets

The Radio/Television/Film department provides a comprehensive instructional program in radio and television broadcasting, digital film production, and digital audio and video production for use in broadcasting, cablecasting, multimedia, film production, and Internet applications. Students may earn a certificate to begin work immediately after completion. Students are encouraged to transfer to a four-year university. This mission is in line with that of the college.

Productivity	*The data does not show an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.*	*The data shows the program is productive at an acceptable level.*

Efficacy Team Analysis and Feedback: Meets
Based on FTES, Student Success, and Student Retention, the program is productive shows promise of even greater growth.

Relevance, Currency, Articulation	*The program does not provide evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate.*	*The program provides evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses have been articulated or transfer with UC/CSU, or plans are in place to articulate appropriate courses.*
	Out of date course(s) that are not launched into Curricunet by Oct. 1 may result in an overall recommendation no higher than Conditional.	

Efficacy Team Analysis and Feedback: Meets
Courses in the program are current and have been reviewed or are on schedule to be reviewed. Of note, there is no overlap in courses taught at SBVC and CSUSB or UCR based on the information given. The program describes itself as enrichment for student success and has articulated with the universities how best to designate the enrichment between the three educators; high schools, community colleges, and universities. Thus, agreements have been articulated.

Part IV: Planning		
Trends	*The program does not identify major trends, or the plans are not supported by the data and information provided.*	*The program identifies and describes major trends in the field. Program addresses how trends will affect enrollment and planning. Provide data or research from the field for support.*

Efficacy Team Analysis and Feedback: Meets
RTVF has identified technology as the most important trend changing in the industry. Because of the new state of the art facility built within the last three years, RTVF is cutting edge with respect to technology. RTVF has also created the Inland Empire Media Academy to address other industry trends with plans in place to offer workshops to supplement the degree program. Enrollment has shown steady growth, increasing almost 25% over the last 3 years alone (which includes a decrease in sections offered).

Accomplishments	*The program does not incorporate accomplishments and strengths into planning.*	*The program incorporates substantial accomplishments and strengths into planning.*

Efficacy Team Analysis and Feedback: Meets
RTVF has several accomplishments listed including the Inland Empire Media Academy created under a directive initiated by the Chancellor. This program has in place agreements between Fontana Unified and Redlands Unified school districts along with CSUSB. Wide reaching planning with collaborations at various educational levels makes this training beneficial to all parties involved. Another accomplishment has been the production of the Student Film Showcase which provides a forum to call attention to student work from various levels. This year (2013) RTVF students will again produce the graduation video, however for the first time; it will be broadcast on KVCR-TV.

Weaknesses/challenges	*The program does not incorporate weaknesses and challenges into planning.*	*The program incorporates weaknesses and challenges into planning.*

Efficacy Team Analysis and Feedback: Meets

As with all state funded entities, funding is a major concern. Because of the expensive cutting edge equipment necessary to stay current with industry standards, it is challenging to provide education using the latest technology. Outside funding (Perkins Grant) has already been incorporated along with partnerships (KVCR) to provide the very best in educational opportunities, but finances are always a challenge. Other challenges were also mentioned.

Part V: Technology, Partnerships & Campus Climate		
	Program does not demonstrate that it incorporates the strategic initiatives of Technology, Partnerships, or Campus Climate.	*Program demonstrates that it incorporates the strategic initiatives of Technology, Partnerships and/or Campus Climate.*
	Program does not have plans to implement the strategic initiatives of Technology, Partnerships, or Campus Climate.	*Program has plans to further implement the strategic initiatives of Technology, Partnerships and/or Campus Climate.*

Efficacy Team Analysis and Feedback: Meets

RTVF has a new building facility that is less than 3 years old which includes new furniture. The computers will be replaced this summer (July 2013) and the cameras are up to industry standards. RTVF is currently partnered with Fontana Unified School District, more specifically 3 high schools in the district, and Redlands Unified School District and is about to sign an agreement with California State University, San Bernardino to commence June 1, 2013. These partnerships include visitation from the 3 high schools in the Fontana school district to Valley College and collaborative learning opportunities several times a year. Memorandum of Understanding have been signed by Fontana Unified School District and drafted for CSUSB. These agreements are with respect to the Inland Empire Media Academy provide instruction at each level collaboratively to produce students with theoretical and practical training ready for career placement (2+2+2).

Part VI: Previous Does Not Meets Categories	
Program does not show that previous deficiencies have been adequately remedied.	*Program describes how previous deficiencies have been adequately remedied.*

Efficacy Team Analysis and Feedback (N/A if there were no "Does not Meets" in the previous efficacy review):