

BUDGET NEEDS ASSESSMENT APPLICATION

Name of Person Submitting Request:	Diane M. Dusick
Program or Service Area:	RTVF/Inland Empire Media Academy
Division:	Arts and Humanities
Date of Last Program Efficacy:	New program (Inland Empire Media Academy)
What rating was given?	RTVF was given continuation/IEMA –new program
Amount Requested:	Pilot program Year 1: \$8,500 Subsequent years: \$16,700 annually
Strategic Initiatives Addressed:	Partnerships and Student Success

Replacement Growth

1. Provide a rationale for your request.

The purpose of this request is to establish a budget for the Inland Empire Media Academy under the auspices of the RTVF program (Arts and Humanities Division). The initial budget of \$8500 will be to provide four interns beginning spring semester 2015 an annual \$16,700 (this is 1/3 of the funding; remaining funding provided by the district and KVCR) allocated as follows:

1. Up to four internships annually funded from a consortium of KVCR, the district, and SBVC (SBVC cost = \$16,700)

The Internship program not only provides significant experience to RTVF students and graduates attending CSUSB but provides additional lab assistants in the RTVF program and production of educational/news-oriented programming for KVCR. Student interns collaborate with students and instructors in the RTVF department to create soft news and interview format broadcast-quality programming and will have the following responsibilities:

First year interns:

- *Work with students to research and write scripts for projects
- *Shoot video utilizing RTVF cameras and field production equipment
- * Edit student projects using the RTVF student workstations
- * Work with student crews to produce in-studio and on-location interviews on timely subjects
- * Produce at least 12 portfolio quality news-style packages (one per month)
- * Co-produce at least three portfolio quality interview-style half hour programs per year

Second year interns:

- * Develop soft news stories for news segments and half hour series
- * Work with RTVF professor to coordinate news teams and studio production crews
- * Supervise editing of student projects using the RTVF student workstations
- * Produce at least 24 portfolio quality news-style package annually (two per month)
- * Produce at least four portfolio quality interview-style half hour programs

Third year interns

- * Develop soft news stories for news segments and half hour series
- * Coordinate student interns, news teams, and studio production crews
- * Supervise editing of student projects using the RTVF student workstations
- * Produce at least 24 portfolio quality news-style package annually (two per month)
- * Produce at least six portfolio quality interview-style half hour programs

2. Travel expenses: \$500. Producing IE SCENE and other programs for KVCR requires weekly travel throughout the Inland Empire. Stories have been covered from October 2012 through October 2013 from Big Bear, Ontario, Norco, Palm Springs, Palm Desert, and more.

Faculty and interns use their own transportation to cover stories. Gas must be covered in order to continue to produce this programming and offer students real-world experience.

3. Supplies: \$200. Digital media including P2 cards, compact flash cards, etc. are needed for recording and editing

As the program grows, we will approach CSUSB to provide funding for advanced (CSUSB) students enrolled in the program.

2. Indicate how the content of the latest Program Efficacy Report and current EMP data support this request. How is the request tied to program planning? (*Reference the page number(s) where the information can be found on Program Efficacy.*)

RTVF Program Efficacy Report Pages _____. RTVF is right in line with the mission of the college and shows the promise of growth in many areas.

3. Indicate if there is additional information you wish the committee to consider (*for example: regulatory information, compliance, updated efficiency, student success data, or planning, etc*)

Strategic initiatives:

1. Partnerships. This activity will strengthen the partnerships between SBVC and KVCR, CSUSB, and local high schools
2. Student Success: This activity provides for extraordinary, authentic learning experiences which will give students greater opportunity for both transfer and employment upon completing the SBVC program

Although the IE Media Academy is a new program under RTVF at the request of the Chancellor, the RTVF Program Planning document action plan stated we would implement a student-internship program and provide authentic work experience for our students.

The trend in data indicated the following:

- Enrollment has steadily increased over this five year period, in spite of section reductions. Productivity is growing
- Success and retention have steadily increased, surpassing the 70% goal for success established in prior EMP documents
- RTVF and its affiliated Inland Empire Media Academy have completed MOUs with area high schools and CSUSB.
- The film festival, now in its third year, has become self-supporting
- RTVF/Media Academy students are in active partnership with KVCR

4. Evaluation of initial cost, as well as related costs (including any ongoing maintenance or updates) and identification of any alternative or ongoing funding sources (for example Department Budget or Perkins).

The department currently receives Perkins funding for equipment and some lab assistant help. At the Chancellor's request, this internship program is to receive funding from three sources- the district, KVCR and SBVC will each provide 1/3 of the funding

5. What are the consequences of not funding this budget request?

The IE Media Academy has been charged with providing learning opportunities to students while creating stronger ties among the RTVF department, KVCR, the community served by the district and KVCR and to strengthen the ties between local high schools, SBVC, and CSU. If this program is not nourished and funded, and we will see diminished numbers and growth.