

BUDGET NEEDS ASSESSMENT APPLICATION
Fall 2015

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?	continuation
Amount Requested:	\$16,000
Strategic Initiatives Addressed: (See Appendix A: http://tinyurl.com/l5oqoxm)	Partnerships and Student Success

Note: To facilitate ranking by the committee, please submit separate requests for each general area of budget augmentation needed. Do not request a lump sum to encompass many different areas.

One-Time Ongoing

Does program or service area have an existing budget? Yes No

If yes, what is the amount? \$16,000

1. Provide a rationale for your request (Please explain clearly the reasons for the need of the budget increase and also state whether this is a new, growth, or restoration request.)

The purpose of this request is to continue the budget established in Fall 2014 for the Inland Empire Media Academy under the auspices of the RTVF program (Arts and Humanities Division).

With additional district financial support, this request funds up to 4 internships. The I.E.M.A. Internship Program not only provides significant experience to RTVF students and graduates attending CSUSB, it provides additional lab assistants in the RTVF program and production of educational/news-oriented programming for KVCR. Student interns have the following responsibilities:

1. Work with students to research and write scripts for projects
2. Shoot video utilizing RTVF cameras and field production equipment
3. Edit student projects using the RTVF student workstations
4. Work with student crews to produce in-studio and on-location interviews on timely subjects
5. Produce portfolio quality news-style packages (one per month)
6. Co-produce portfolio quality interview-style half hour programs per year
7. Develop soft news stories for news segments and half hour series
8. Supervise editing of student projects using the RTVF student workstations

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.*)

The program has partnered with the Fontana Unified School District, San Bernardino Unified School District, Redlands 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.

Internships help to improve retention rates by providing additional instructional support through Supplemental Instruction. Additionally, the opportunity to apply for and receive internships improves enrollments and degree/certificate completion as well as improved job placement.

2 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 that will give students greater opportunity for both transfer and employment upon completing the SBVC program.

The RTVF Program Planning document includes the following in the action plan:

- Continue a strong student internship program, providing authentic work experience for our students.

The trend in data indicated the following:

- 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, KVCR, and CSUSB.
- The film festival, now in its fifth year has become self-supporting
- RTVF/Media Academy students are in active partnership with KVCR

2 Evaluate amount requested, as well as related costs (including any ongoing maintenance or updates) and identification of any alternative or ongoing funding sources (*for example, Department, Budget, Perkins, Grants, etc.*).

The department currently receives Perkins funding for major equipment improvements. The Chancellor currently provides 50% of the funding. We have also received a grant from AQMD for \$5000 in fall 2015 to produce a video using student interns. Our current department budget only covers one student lab assistant for four hours per week. This only covers one out four labs.

3 What are the consequences of not funding this budget request?

The IE Media Academy has been charged with providing learning opportunities to students and to create stronger ties among (a) the RTVF department, (b) KVCR, and (c) the community served by the district and KVCR.

This internship program provides a unique learning opportunity to deserving students while increasing the ties between the television station and the RTVF department. Student interns continue to create unique, professional-quality local programming for the Inland Empire community and the campus. This program recently completed a video for district police to train faculty, staff, and students on how to survive an active shooter on campus – the importance of this video is clear based on the recent incident in Oregon.

Without this continued funding, students will lose significant opportunities to write, research, report, shoot, and edit important programs that will air on our local public television station. This program provides students with broadcast-quality portfolio projects and valuable work experience necessary to begin work in the industry without starting in minimum wage jobs. It also serves the local community.

