

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:	2014 – mini review
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? \$15,000

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). The initial budget provided two interns.

An annual \$16,000 (this is 1/2 of the funding, with the remaining funding provided by the district) will be allocated as follows.

 Up to four internships annually funded from a consortium of the district and SBVC (SBVC cost = \$16,000)

The I.E.M.A. 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 will have the following responsibilities:

 Collaborate with students and instructors in the RTVF department to create soft news and interview format broadcast-quality programming.

 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.*)

Although our success dropped by two percentage points in 15-16, it still remains above 70%. Our retention rate is maintaining above 90%.

Enrollments dropped in 2014-15 and continue to be low in 15-16. Our first department priority is to continue the rise in student success and maintain or increase our retention rates. Our second priority is to encourage student completion of degrees and/or certificates.

We met last year's goal of getting our adjunct faculty teaching video editing as a certified Avid instructor and we reviewed curriculum for RTVF 131 and 232 to match the Avid curriculum for certification as an Avid User (RTVF 131) and an Avid Professional (RTVF 232).

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

The Inland Empire Media Academy was created in 2011 as part of the RTVF department at the request of the Chancellor. The RTVF Program Planning document includes the following in the action plan:

In addition to outreach activity, we will (a) provide practical experience to students through internships from Student Equity to produce educational videos, (b) coordinate with grant coordinators at CSUSB to improve RTVF students' digital literacy through the Title V grant, and (c) improve the working relationship with KVCR-TV to provide students with on-air broadcast experience and mentoring.

Because of the strong interest in our editing program and in summer classes, we will offer a script writing class and an editing class in summer 2017. We are preparing a certificate in video editing to prepare students for careers as professional video editors. The strong interest in editing has increased enrollments; the certificate program should encourage more students to enroll and complete the program.

4. 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 equipment improvements and shares the multimillion dollar KVCR TV studio for student instruction and Media Academy productions. The Chancellor currently provides 50% of the funding. Our current department budget only covers one student lab assistant for four hours per week. This only covers one out four labs.

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

This internship program provides a unique learning opportunity to deserving students while increasing the ties between the television station and the RTVF department. Interns continue to create unique, professional-quality local programming for the Inland Empire community and the campus.

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.