

Institutional Program Review—2018-2019
Program Efficacy Phase: Career Technical Education (CTE)
Two-Year Mini-Review
DUE: Monday, March 18, 2019 by NOON

Send by e-mail to the Program Review Co-Chairs:

Paula Ferri-Milligan pferris@sbccd.cc.ca.us
Wallace Johnson wjohnson@sbccd.cc.ca.us

Our current efficacy cycle for full review is every four years. However, in order to comply with Title 5 regulations, CTE programs are required to review their programs every two years. To meet this requirement, but also not to over-burden these programs, we have instituted a mini-review between the full efficacy cycles (that is, two years following the most recent efficacy report).

This review is not designed to be comprehensive, but rather, it is expected to be a two-year **update** since the last full efficacy report. Specifically, this update should address the following seven program components:

1. Purpose
2. Demand
3. Quality
4. External Issues
5. Cost
6. Two-Year Plan
7. Deficiencies

Draft forms should be written early so that your review team can work with you at the small-group workshops:

Friday, February 22 from 9:30 to 11:00 a.m. in NH-222
Friday, March 1 from 9:30 to 11:00 a.m. in B-204

Instructions:

For each of the seven sections:

1. Mark the checkbox that best identifies where the program stands.
2. Provide a brief supporting narrative. Within each section there are examples related to that particular area, which could serve to help describe your program status. It is not necessary to address every item listed; these are included as possible examples. If you have other relevant information pertaining to a given area, then you are encouraged to include that as well.
3. **Scan the documents—with signatures.**
4. **Do NOT change the file name**

Final documents are due to the Committee co-chairs (Paula Ferri-Milligan at pferris@sbccd.cc.ca.us and Wallace Johnson at wjohnson@sbccd.cc.ca.us) by **NOON on Monday, March 18, 2019.**

The purpose of this report is a mid-term update in order to comply with Title 5; therefore, the length should be ***no more than five pages***. The boxes for each section are expandable; take the space needed for each section. Keep in mind that this report is an **update** of the previous two years rather than a comprehensive analysis.

CAREER TECHNICAL EDUCATION PROGRAM TWO-YEAR REVIEW

Date: March 18, 2019

College: San Bernardino Valley College

Program: RTVF

1. Purpose of this Program

No Changes in Purpose
in the Last Two Years

Minor Changes in Purpose
in the Last Two Years

Significantly Changed Purpose
In the Last Two Years

(Provide update since last full efficacy review; examples include description, mission, target population, etc.)
With demographic and technology shifts in the industries of film, tv, and radio. The program will move in the direction of an emphasis on media training. This involves production of podcasts and other digital media for newer platforms such as YouTube, Instagram, Twitch, Facebook, Snap Chat, and Twitter. The program will of course maintain an emphasis on standard media pathways of film, tv, and audio production. Although the curriculum has not changed drastically the topics of instruction are in a stage of transition to accommodate the changing landscape of media industries.

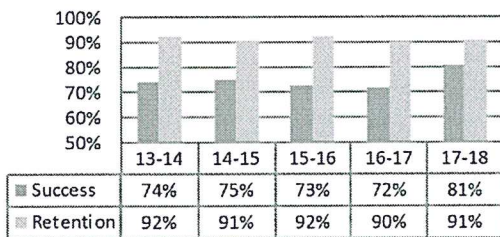
2. Demand for this Program

Low Demand

Adequate Demand
for our Students

High Demand

(Provide update since last full efficacy review; examples include labor market data, advisory input, etc.)



Based on labor market indicators there is an expected rise in media positions of up to 6% by 2022. The positions that our program prepares students for have a much higher average salary than most industries in the region. For instance, the average starting wage in the Inland Empire is \$12.30 per hour the positions that we train students for can pay up to \$26 per hour. This based on labor market research and a report completed by the Motion Picture Association of America. Starting in 2020 our program will offer a total of 6 certificates along with modified degrees to match the market needs. Those certificates deal with specific career pathways of social media marketing, film and tv pre-production, film and tv production, and film and tv post production careers. The advisory board unanimously approved of these updated certificates.

3. Quality of this Program

Needs Significant Improvement

Meets Student Needs

Highest Quality

(Provide update since last full efficacy review; examples include core indicators, student outcomes, partnerships, certificates, degrees, articulation, faculty qualifications, diversity, grants, equipment, etc.)

The program has made some small strides in updating its equipment and facility needs to match our student needs, through its last Perkins Grant award. However, with the development of 4K production for media our computers for editing are insufficient and need to be upgraded to keep up with ever changing trends. Not only do the computers need updating but how files are stored and managed requires a significant upgrade. Similar to IT programs on campus our program needs its own server and storage racks. The program also needs a better variety of cameras for the students, this means more motion picture quality cameras and DSLRs that provide students with a great foundation to prepare them for further education or immediate career advancement. The faculty also need support for ongoing training on technology that consistently upgrades in the field.

4. External Issues

Not Consistent with External Issues

Complies with External Issues

Benefits From and Contributes to External Issues

(Provide update since last full efficacy review; examples include legislation, CCCC mandates, Perkins, CTE transition, CalWORKs, WIOA, Career Ladders, etc.)

In addition to serving students at SBVC interested in RTVF, the department maintains up-to-date articulation agreements with feeder schools from San Bernardino, Rialto, and Redlands. We are also expanding partnerships to Fontana Unified and Victorville. We also have an establish AS-T degree.

Our I.E.M.A events, such as the annual film festival, guest speakers, and workshops are designated to benefit local high school, community college, university students, and community members interested in learning more about media arts. The film festival in particular provides an opportunity for students' work to gain exposure to industry professionals. It also provides a combination of cash and in-kind prizes to those that participate.

Students and interns in the department serve the community by producing educational specials for area businesses and organizations. Some of these are shown on KVCR-TV. These include "Crisis Intervention Techniques for School Shooters," with Hemet Unified School District, "Chords After School Enrichment Documentary," and Valley College speech competition. Students are also connected with internship opportunities in the community and at KVCR.

5. Cost of this Program

Expenditures Exceed Income

Income Covers Expenditures

Income Exceeds Expenditures

(Provide update since last full efficacy review; examples include enrollment/FTES generated & in-kind contributions of time/resources minus salaries/equipment/supplies, etc.)

The RTVF Department budget is supported by San Bernardino Valley College, the Perkins Grant, and the SBCCD Chancellor's office to provide one full time faculty member, five adjunct faculty, a computer lab, and video/audio equipment for checkout. The department also uses the KVCR studio as a production facility and classroom.

6. Two-Year Plan

Need Significant Changes
And/or Increased Resources
to Continue

On Track for
Next Two Years

Significant Growth
Anticipated

(Provide update since last full efficacy review; examples include recommendations, project future trends, personnel and equipment needs, etc.)

Launching in the academic year of 2019/2020 the RTVF program will produce in collaboration with KVCR a large-scale project under the guise of media arts. This project may be serialized content similar to Netflix, HBO, et al, or produce a feature film. This large-scale project will depend upon cooperation of various faculty that fall under the umbrella of the media academy and the eventual media arts guided pathways. The students with the guidance of both faculty and professional producers from KVCR will develop, write, and produce material to be aired on KVCR as well other Over the Top Distribution channels, YouTube, Amazon, KVCR Mobile, and other platforms. This will require not just RTVF, Theater, Music, it also requires the efforts of Visual Arts, Computer, Digital and Graphic Design, Journalism, and Library. Assets of this project will come from various classes as well as utilizing Library students to catalog original media files (titles, graphics, music, stock footage). Cataloging this will be key for future students that may need these types of media for other education and large-scale projects. This project will coincide with the media academy guided pathways degree programs.

In 2020/2021 the program name will change to Film, TV, Media, or FTVM. Along with the name change we will launch our updated curriculum. This updated curriculum includes 6 new certificates. The certificates speak to specific career pathways in media. The certificates are also stackable and can be applied towards our local associate's degrees and the AS-T degree. The new department name along with the updated curriculum speaks to changes in the industry and better aligns with our partner universities. During the 2020/2021 academic year guided pathways is expected to launch. The IEMA with the faculty of Arts and Humanities offer students in media arts that pathway through the academy. Curriculum needs and adjustments will continue to be made by faculty in these concentrations. The guided pathways will allow our students in the Media Academy to work in close collaboration no matter their concentration of study. Working as a cohort in a Meta Major of Media Arts our students will consistently maintain communication as it pertains to the large-scale projects and other projects assigned through the pathway that may require collaboration and group work. The Academy in conjunction with FTVM (RTVF) will thereby offer a model to the students of professional work settings for media arts crafts people. At the end of the pathway the students will leave the academy with a portfolio of work, a major credit on a creative project, and strong understanding of professional work standards found exclusively through the media academy.

Because of the expansion of academics and practicum the program will require an expansion of services to the students in serves. This will require that there is a commitment by the district to fund two new full-time staff positions. One of the positions will support our students in professional development, through internship coordination and career development activities. The other position will allow for our students' greater access to equipment and lab space through a full-time media specialist. These two staff positions will allow our faculty to devote more time to instruction.

Both of these rolls can support the departments' outreach and fund development needs. These positions under the department direction can facilitate marketing and outreach activities on a more consistent basis. Thus, we will continue to expand on the partnerships developed already, Sony, Filmtools, The Inland Empire Film Commission, San Manuel, and ESRI.

7. Progress on Previous Does Not Meets

No Progress

On Track for
Next Two Years

Significant Progress

What steps are being taken to address previous deficiencies as identified on the previous full efficacy review?

The program received all “meets” in the spring 2018 efficacy cycle.

Signatures:



Administrator

Date

3/7/2019



Faculty

Date



Advisory Committee Member

Date

3/7/19