

BUDGET NEEDS ASSESSMENT APPLICATION
Fall 2019

Name of Person Submitting Request:	Lucas Cuny
Program or Service Area:	RTVF
Division:	Arts and Humanities
Date of Last Program Efficacy:	2018
What rating was given?	Continuation
Amount Requested:	5000
Object Code:	5113
State specifically how this budget will be used:	Marketing and Outreach of the Program
Strategic Initiatives Addressed:	1, 2, and 3
Needs Assessment Resources (includes Object Codes & Strategic Initiatives):	https://www.valleycollege.edu/about-sbvc/campus-committees/academic-senate/program-review/needs-assessment.php

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 ☒

Are there alternative funding sources? (*for example, Department, Budget, Perkins, Grants, etc.*)

Yes ☒ No ☐

If yes, what are they: Media Academy Funding

1. Provide a rationale for your request (Give a detailed explanation of why this budget increase is needed.)

Our program now boasts some of the most advanced technology for film and media studies. As well as some of the most talented faculty in the area. We need a concerted effort by the campus marketing and outreach departments to promote the program in the region, to ensure greater program growth.

2. Indicate how the content of the department/program's latest Efficacy Report and/or current EMP supports this request and how the request is tied to program planning. (*Directly reference the relevant information from your latest Efficacy Report and/or current EMP in your discussion.*)

We continue to grow and add technologies and knowledge as faculty. The program consistently graduates a high percentage to the workforce or continuing education at Universities.

3. Indicate any additional information you want the committee to consider (*for example, regulatory information, compliance, updated efficiency, student success data, or planning, etc.*).

Other area film and media programs such as RCC and Chaffey have a much higher profile on social media platforms and in their communities. We recently received funding from the district to expand our offerings and yet beyond our internal efforts split amongst 1 full-time faculty, and five adjuncts and department interns there is only so much marketing and outreach we can achieve. We need the campus' support to make sure the community of the Inland Empire and San Bernardino County knows what we have and what we have to offer, beyond the few postings we can do on our social media platforms. Media is the 5th largest economic sector in California. The fact that our campus offers such unique and well-informed training for those careers needs to be known in greater fashion than is currently presented.

4. Indicate any related costs (including any ongoing maintenance or updates) and department/program plans to support those costs.

Through the media academy funds we can cover printing costs but we really need a dedicated person or consultant to come up with appropriate marketing and communications strategies.

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

The program does not receive a greater return on the district's investment and classes maybe cut from the schedule which will impede student progress.