

*The Program Review process should serve as a mechanism for the assessment of performance that recognizes and acknowledges good performance and academic excellence, improves the quality of instruction and services, updates programs and services, and fosters self-renewal and self-study. Further, it should provide for the identification of weak performance and assist programs in achieving needed improvement. Finally, program review should be seen as a component of campus planning that will not only lead to better utilization of existing resources, but also lead to increased quality of instruction and service. A major function of program review should be to monitor and pursue the congruence between the goals and priorities of the college and the actual practices in the program or service.*

~Academic Senate for California Community Colleges

## **INSTRUCTIONS**

This *Annual Update for Program Review and Planning* is due each year that your *Comprehensive Program Review and Planning* report is not due.

(For information about program review cycles, see Instructional and Student Services program review rotation schedules posted online in their respective sections of the program review webpage: [http://collegeofsanmateo.edu/prie/program\\_review/program\\_review.php](http://collegeofsanmateo.edu/prie/program_review/program_review.php))

### **Resources for Supporting Documentation:**

A listing of resources and documents which provide data or information for each section is included at the end of this document, after the final signature page. These resources are posted online and their URLs are listed at the end of this document.

(You may delete this section, when you submit your final program review.)

### **Next Steps:**

All *Annual* and *Comprehensive Program Review and Planning* reports are due March 25, 2010. This date is aligned with CSM's *Integrated Planning Calendar*.  
(See: [http://collegeofsanmateo.edu/prie/institutional\\_documents.php](http://collegeofsanmateo.edu/prie/institutional_documents.php).)

Upon its completion, please email this *Program Review and Planning* report to the Vice President of Instruction, the Vice President of Student Services, the appropriate division dean, the CSM Academic Senate President, and the Dean of Planning, Research, and Institutional Effectiveness (PRIE).

Diana Bennett, Academic Senate President, [bennettd@smccd.edu](mailto:bennettd@smccd.edu)  
Susan Estes, Vice President of Instruction, [estes@smccd.edu](mailto:estes@smccd.edu)  
Jennifer Hughes, Vice President of Student Services, [hughesj@smccd.edu](mailto:hughesj@smccd.edu)  
John Sewart, Dean (PRIE), [sewart@smccd.edu](mailto:sewart@smccd.edu)

**DEPARTMENT OR PROGRAM: Film**

**DIVISION: Language Arts**

1. **BRIEF DESCRIPTION OF PROGRAM:** The Film program currently offers courses in film studies, film history and screenwriting.

2. Based on the elements in your *Core Program and Student Success Indicators* (provided by PRIE for each program) and the goals stated in your most recent Program Review, please identify any key successes and challenges.

Successes included increased percentages over the past three years, for student success and retention: retention went from 68% to 79%; success went from 51% to 63%. Likewise enrollment continues to increase. LOAD increased from 446 to 480 from 07-08 to 08-09. With the full-time faculty member teaching in Paris last fall, there was a reduction in course offerings, but those offered had high enrollments, with Film 100 and 153 at cap. For the current spring term, we again offered two on line and two on-campus sections of Film 100, with all four sections reaching cap. Film 153 also reached cap. Film 110 again had high enrollment, and Film 121 also has about 30 students, matching last year's enrollment, this a substantial increase over previous semesters.

Film was placed on reduction for the 2010-11 academic year. Our key challenge is to thrive as a program during that year, and also to work with the Ad Hoc Steering Committee and Cabinet to have Film removed from reduction for the following year.

3. Are you on track for meeting the goals/targets that your program identified in its most recent Program Review? If not, please explain possible reasons why. If needed, update your goal/targets based on these reasons.

We achieved the goal of getting a Film web site up and running.

Since the return of the full-time faculty member from teaching in Paris last fall term, we have begun networking with local high schools, including attending and promoting the CSM high school film festival.

We have continued to offer courses at the Coastside campus.

We have yet to offer Film 215/815 Film and New Digital Media.

Because the full-time faculty member was teaching in Paris, we were minimally involved in the planning of CSM's first Asian American film festival (through Ethnic Studies). But we did promote the event prior to its occurrence March 20.

4. Have you identified any new goals or projects for the program to focus on during this next year? Please explain (grants, stipends, initiatives, etc.).

Our primary goal is to have Film removed from reduction status. All other goals will be pursued in the hope of contributing to this larger and most crucial goal. These include:

--Becoming involved in the Digital Media Group;

--Engaging dialogue and promotion with local high school instructors who teach film and want a place at CSM for students to continue taking film courses;

--Articulating Film 120 and 121 for major credit at SFSU's Cinema department

5. Are there any critical issues you expect to face in the coming year? How will you address those challenges?

Our primary critical issue is to have Film removed from reduction status. Beyond the goals stated above, we aim to sustain solid and maximized enrollment in all Film courses offered, and continue to improve student success and retention. We also aim to close the gap regarding student success and retention between distance and traditional sections.

**6. STUDENT LEARNING OUTCOMES (SLOs) AND ASSESSMENT FOCUS FOR THIS YEAR:**

- a. Academic areas: Identify at least one course SLO on which to focus. Describe the assessment strategies you will use and your method of reflection and documentation for this cycle.

I assessed all SLOs for two film courses taught in Paris last Fall, Film 121 and Film 200.

Here are the SLOs for Film 200:

distinguish critical categories in the study of film (genres, directors, etc.). (45/50; 90%)

identify major works in a specific period, genre, director or other film study area (43/50; 85%)

articulate the relationship between film form and more specific areas of film study (45/50; 90%)

For each SLO, an essay question was used for the final exam. After each SLO, above, in parentheses, is the average score, and the grade percentage.

Here are the SLOs for Film 121:

identify the major phases of the historical development of film language and film art (35/40; 85%)

distinguish different styles, movements and national schools of filmmaking (24/30; 80%)

distinguish the significant classical genres, stars and directors of Hollywood (N/A)

identify the relationship between film art and social/historical context (25/30; 82%)

For each SLO, an essay question was used for the final exam. After each SLO, above, in parentheses, is the average score, and the grade percentage.

We are pleased that all SLO results are 80% or above. Special circumstance does obtain, as students and faculty were functioning in a study abroad environment. The Film 200 course was a smaller course, and so more intensive discussion was possible, thus the scores are higher.

For next year, since the only course offered will be Film 100, all taught by the full-time instructor, SLO assessment will focus on this course.

- b. Student services areas: TBD

7. **SUMMARY OF RESOURCES NEEDED TO REACH PROGRAM ACTION STEPS**

(Data resources: Educational Master Plan, 2008, Institutional Priorities, 2008-2011, College Index, 2009-2010, GE-SLOs, SLOs; department records; Core Program and Student Success Indicators; previous Program Review and Planning reports)

- a. In the matrices below, itemize the resources needed to reach program action steps and describe the expected outcomes for program improvement.\* Specifically, describe the potential outcomes of receiving these resources and the programmatic impact if the requested resources cannot be granted.

\*Note: Whenever possible, requests should stem from assessment of SLOs and the resulting program changes or plans. Ideally, SLOs are assessed, the assessments lead to planning, and the resources requested link directly to those plans.

Full-Time Faculty Positions Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
None.		

Classified Positions Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
None.		

- b. For instructional resources including equipment and materials, please list the exact items you want to acquire and the total costs, including tax, shipping, and handling. Include items used for instruction (such as computers, furniture for labs and centers) and all materials designed for use by students and instructors as a learning resource (such as lab equipment, books, CDs, technology-based materials, educational software, tests, non-printed materials). Add rows to the tables as necessary. If you have questions as to the specificity required, please consult with your division dean. Please list by priority.

Resources Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.

<b>Item:</b> DVDs <b>Number:</b> N/A <b>Vendor:</b> various <b>Unit price:</b> varies <b>Total Cost:</b> \$250 <b>Status*:</b> New	If granted: expanded DVD library; more versatile and effective film study instruction; increased access for students to rare film history titles. If not granted: negative impact on program's effectiveness in current media pedagogy.	N/A
---	--	-----

\*Status = New, Upgrade, Replacement, Maintenance or Repair.

## 8. PROGRAM REVIEW PARTICIPANTS AND SIGNATURES

Date of this *Annual Update for Program Review and Planning* evaluation: 3/24/10

Please list the department's *Annual Update for Program Review and Planning* report team as appropriate:

Primary program contact person: David Laderman  
Phone and email address: x6302 Laderman@smccd.edu  
Full-time faculty: David Laderman  
Part-time faculty:  
Administrators:  
Classified staff:  
Students:

Primary Program Contact Person's Signature	Date
Full-time Faculty's Signature	Date
Part-time Faculty's Signature (as appropriate)	Date
Administrator's Signature (as appropriate)	Date
Classified Staff Person's Signature (as appropriate)	Date
Student's Signature (as appropriate)	Date
Dean's Signature	Date

**Annual Program Review  
RESOURCES FOR SUPPORTING DOCUMENTATION**

This section contains a listing of sources for data and key documents referred to in this *Annual Update* along with other resources. Contact information for relevant people is also included.

**Academic Senate**

<http://www.collegeofsanmateo.edu/academicsenate/>

Contact: [csmacademicsenate@smccd.edu](mailto:csmacademicsenate@smccd.edu)

Diana Bennett, President, [bennettd@smccd.edu](mailto:bennettd@smccd.edu), (650) 358-6769

**College Catalogs and College Class Schedules are archived online:**

<http://collegeofsanmateo.edu/schedule/archive.asp>

**Course Outlines are found at:**

<http://collegeofsanmateo.edu/articulation/outlines.asp>

**Committee on Instruction**

<http://www.smccd.net/accounts/csmcoi>

Contact: Laura Demsetz, Chair, [demsetz@smccd.edu](mailto:demsetz@smccd.edu), (650) 574-6617.

**Program Review Resources** (includes forms, data, and completed program reviews for both instructional and student services program review)

*Core Program and Student Success Indicators* (see links for "Quantitative Data for Instructional Programs")

*Distance Education Program Review Data*

*Glossary of Terms for Program Review*

*Listing of Programs Receiving Program Review Data from PRIE*

*Rotation Schedule for Instructional Program Review, 2008-2014*

[http://collegeofsanmateo.edu/prie/program\\_review/program\\_review.php](http://collegeofsanmateo.edu/prie/program_review/program_review.php)

**Office of Planning, Research, and Institutional Effectiveness (PRIE)**

<http://collegeofsanmateo.edu/prie/>

Contact: John Sewart, Dean, [sewart@smccd.edu](mailto:sewart@smccd.edu), (650) 574-6196

Contact: Milla McConnell-Tuite, Coordinator, [mcconnell@smccd.edu](mailto:mcconnell@smccd.edu), (650)574-6699

**At PRIE Website:**

*College Index, 2009-2010*, [http://collegeofsanmateo.edu/prie/institutional\\_documents.php](http://collegeofsanmateo.edu/prie/institutional_documents.php)

*Comprehensive Listing of Indicators and Measures, 2009-2010*

[http://collegeofsanmateo.edu/prie/institutional\\_documents.php](http://collegeofsanmateo.edu/prie/institutional_documents.php)

*Division/Department Workplans, Spring 2009 (only)*

[http://collegeofsanmateo.edu/prie/institutional\\_documents.php](http://collegeofsanmateo.edu/prie/institutional_documents.php)

*Educational Master Plan, 2008*, <http://collegeofsanmateo.edu/prie/emp.php>

*Institutional Priorities, 2008-2011*

[http://collegeofsanmateo.edu/prie/institutional\\_documents.php](http://collegeofsanmateo.edu/prie/institutional_documents.php)

**Student Learning Outcomes (SLOs) website:**

<http://www.collegeofsanmateo.edu/sloac/>

Contact: Frederick Gaines, Interim SLO Coordinator, [gainesf@smccd.edu](mailto:gainesf@smccd.edu), (650)574-6183