



Annual Update
Approved 9/2/08 Governing Council

This Annual update is due on March 25th of each year that your three year Program review and planning document is not due. Please email a copy of this to your Division dean, the VP of Instruction and the Academic Senate President.

1. What is the name of your Department and/or Division?

Dept: Broadcast & Electronic Media (BCST)

Division: Business & Technology

2. List the names of everyone who participated in developing this annual update.

Michelle M. Brown (reviewed by Marilyn Lawrence of KCSM)

3. Based on the elements in your Annual Update Data Sheet (Provided by IRP to your dean) and goals stated in your most recent Program Review, please identify any key successes and challenges.

Key Successes:

1. **Increasing enrollment:** enrollment numbers for BCST show an increase.
 - The numbers are low for 05-06 as the program was in hiatus. If the **projections** turn out to be accurate, I will be very pleased, as they project enrollment continuing to increase to 346 in 2010-2011. Likewise, WSCH numbers increase relative to enrollment.
 - If reality matches these projections, it will cause **change** in our broadcast program's needs. We will need to consider opening additional sections of our production classes, implement new course offerings, and require additional faculty and equipment.
2. I have identified **SLO assessments** for most courses and begun assessments.
3. Revival of **Bonnie Chastain Scholarship** for Women in Broadcasting.
 - Each semester, a few production classes could more aptly be called something like, "Producing for Men" because there will be zero female students enrolled. **Referring to the gender data for Broadcasting, we have only 50 females out of 189 total students.**
 - The two high schools tours that I recently led (3/2 & 3/6) for local career days were also comprised of only males.
 - We must continue to encourage women to consider careers in broadcasting. The Bonnie Chastain award will be given this May to one of our women in CSM Broadcasting. (Grace Sonner and Nancy Pendergast are responsible for bringing this scholarship back).
4. **KCSM Spotlight High School Film Festival.**
 - The overall winner of KCSM's 2008 festival, Jimmy Daggett, used his scholarship to enroll in CSM classes, concurrently with high school. He did excellent work in my BCST 320 Field Production course.
 - This Film Festival is promoted in **200 area high schools**, consequently, the Broadcast program is promoted too. Entries for the 2009 festival are up over last year. This is just one way that KCSM's partnership contributes to the success of the Broadcast program. KCSM also continues to provide excellent opportunities and support for students.

Challenges:

1. Demands on faculty time.

- This semester, chiefly as a result of work for the Media PIV, teaching became a secondary task for the first 7 weeks.

- As a one-person department, my number one struggle is finding time to do everything in a timely manner. It can be overwhelming to be responsible for teaching classes, creating good learning experiences for production, studio and equipment maintenance, guiding students, SLOs, assessments, marketing the program, forging articulation agreements, serving my campus and community -- without so much as a student assistant. There's definitely potential for burn-out, or at least, a nervous breakdown.

2. Digital Media Colleagues

- This is a new challenge since we are now in the beginning stages of creating the Digital Media program. Much of my energy during the first half of the semester was expended in debates with Digital Media faculty over the new core courses that the PIV Committee recommended. Workloads for the course development were uneven - with a couple members doing the bulk of the work, while others did very little.

3. Equipment

- In Fall 06 we had just purchased new equipment for field and were in the process of building Studio B. The field equipment has held up quite well for the amount of use it has gotten. We have had very few repairs and have only lost lens caps and a few cables and small parts. However, I anticipate needing to replace cameras in the new few semesters. This will be a budgetary challenge more than anything. The studio gear, since it does not leave the studio, has been well-maintained by our KCSM engineers. So, I am most concerned about our field cameras, mics, and other field gear that is heavily used.

- I have noticed some key differences between teaching at a school like SFSU, where I had one engineer, but no broadcast station, and CSM/KCSM. The major key difference is very positive - I have access to broadcast engineers everyday. However, at SFSU, I would typically run into the same issues with the same pieces of equipment week after week in a non-broadcast setting, so I became familiar with how to deal with each of those recurring issues. I am not sure why the situation is so different in Studio B, but the issues that come up can be dramatically different day-to-day. It just makes it difficult to learn how to trouble-shoot problems.

- **Internet Radio Station.** To make this happen, I continue to need two things:

- 1. A computer & 2. A room. In order for BCST 420 to function as it was designed, the students need to be programming a radio station. An Internet-only radio stream would work perfect, but I have not had any luck getting a computer or a space for students to produce radio programming. At this point, I will gladly take any decent computer from anywhere on campus if I cannot get a new one.

4. 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 reason.

• I'm on track in a couple of areas, but I'm still struggling in others. For example, one of my goals was to develop a **predictable class schedule** for degree options, but I have to admit, I'm not sure how to master the art of scheduling classes. Whatever semester/days/times I choose make some people happy while others infer that I am killing the program. So, I can't say that I have made progress on that goal. I saw enrollment of 32 students for this semester's Talent class, compared with only 15 last year, after moving it to Tue/Thur afternoons. Will that work every spring? I don't know yet.

- Another goal was to **revisit course pre-reqs and SLOs**, which I am making good progress on. I am rewriting several course SLOs that were created by the Broadcast PIV group. I would just like to tweak them to make them more assessable. All changes must be submitted to COI.
- Because Multimedia faculty have decided to no longer offer MULT 192 (Intro to Digital Audio), an important pre-req in Broadcasting, I expect BCST to take that course over and teach it in our discipline. I think this might be a good move for any of these essential courses that Multimedia faculty no longer want to teach.
- I have not yet formed an **industry advisory committee**. I was advised by colleagues to wait until the Media PIV was further along. I believe that I can begin forming that committee soon.
- A goal that had moderate success, but still remains a challenge, was to create a **student media club**. It was successful for the first semester, when I exhausted myself to get it off the ground, plus, I had a student assistant to promote it and organize the meetings. Starting this fall, I promoted the club in several classes, but no student stepped forward to lead the club, though many were interested in joining and attending meetings. It simply can't be a faculty-led effort every semester. I don't have the energy. It also became a burden to keep the club due to new requirements that a student representative of the club attend weekly Inter Club Council meetings by the Student Activities Office. The club is now inactive.

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

Yes, here are new goals and projects for the next year.

New BCST Goals & Projects:

1. COI work:
 - Update/rewrite original course SLOs to make them more assessable
 - Develop curriculum for new Digital Media core courses DGME 100, 101, and 102
2. Enter student work in more festivals
3. Develop a regular program for KCSM TV
4. Develop offerings in radio - create a student-run Internet radio station (BCST 420)
5. Increase enrollment
6. Develop industry relationships for advisory committee

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

- Without a doubt, the **most critical issue** that Broadcasting will face in the coming year is the convergence of the **Digital Media program** - Broadcasting, Multimedia, Graphics, and Journalism. The PIV follow-up work has been extremely difficult and stressful due to the lack of cooperation amongst Digital Media faculty. I can't imagine creating great cross-disciplinary capstone experiences in such a toxic atmosphere.
- I believe that breaking down the walls of separate disciplines is the right thing to do - because I believe in **media convergence**. We see these digital media skills converging in business and industry around us. For example, anyone can readily see that news and journalism are merging with the Web. If CSM wants to remain relevant, we must merge these skills in education. Many colleges have already merged their media programs or are in the process of doing so now. However, the personnel issues at CSM are impeding progress. My fear: CSM put our disciplines together, and will watch us split into separate disciplines again, even before we move into the new 10N together.
- **How to address this most critical issue?** I now realize that I **do not have the authority** to address this challenge effectively myself. But if I did, I would make the necessary adjustments in personnel in order to ensure that the Digital Media program moves forward.

7. Student Learning Outcome and Assessment focus for this year:

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

SLO for BCST 110 Media in Society

Student Learning Outcome(s)	Assessment Tool/ Measurement Instrument	Assessment of SLO(s)	Timelines/ Term Assessed	Analyze/Evaluate Assessment Results
Analyze criticism and controversy surrounding the electronic media.	POV (point of view) essay will be reviewed using a rubric to identify key points.	Numbers/Points based on rubric. Qualitative statements.	Spring 2009.	Course instructor: Brown. RESULTS will help determine if student understood key points of common media criticisms.

Documentation: Copies of student POV essays and comprehensive scored rubric.

- b. Student services areas: TBD

8. SUMMARY OF RESOURCES NEEDED TO REACH PROGRAM ACTION STEPS (Data resources: Educational Master Plan, 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, briefly indicate how the requested resources will link to achieving department action steps based on SLO assessment.
None	Input text here.	Input text here.

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

- 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).
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.
1	<p>CSM College Radio Station, start-up.</p> <p>Item 1: Mac Pro Computer Number: 1 Vendor: Apple Unit price: \$2500 Total: \$2500 Status: NEW</p> <p>PLUS</p> <p>Item 2: Web hosting Number: 1 Vendor: Live365.com Unit price: \$3500/year Total: \$3500 Status: NEW <i>Web hosting includes music royalties.</i></p> <p>A room is also needed for the college radio station.</p>	<p>If this request is granted, BCST 420, Advanced Audio Operations, will realize its full potential in preparing students to work in radio. An internet-based college radio station will also allow the Digital Media program to offer students new experiences, such as producing original programming, running a web-based station, broadcast journalism, sports broadcasts, hosting their own talk show, interviews with local musicians, and lots of music, including original audio projects by CSM students.</p> <p>Until this is granted, CSM will not have anything to offer students interested in getting radio experience, which is a significant number. I feel like we excel in TV & video production experience, but we cannot compete for students in radio unless we actually have a station for them. With internet radio, it is relatively easy and affordable to start up a college station.</p>	<p>Having a radio station would actually facilitate assessment of hands-on SLOs for BCST 420, like:</p> <p>Demonstrate the proper use of all of the audio equipment in the Laboratory.</p> <p>and</p> <p>Demonstrate how to prepare a program for broadcast.</p>
2	<p>Item: HEADPHONES Sony MDR-V6 Number: 4 Vendor: B&H Unit price: \$70.00 Total Cost: \$280.00 Status*: NEW</p>	<p>We sorely need headphones to share between studio, audio packages, editing, and field. They are shared among five classes.</p> <p>If not granted, students will continue taking headphones out of the field kits (and hopefully putting them back) to use for studio and audio projects. The kits get all messed up when we borrow “pieces” from them like this.</p>	
4	<p>Item: LIGHTING UMBRELLAS Lowel - DP Brella, Silver Number: 4 Vendor: B&H Unit price: \$30.00 Total Cost: \$120.00 Status*: REPLACEMENT</p>	<p>Will be able to replace the broken umbrellas in 3 light kits and have an extra on hand.</p> <p>If not granted, three of our light kits will not be complete - causing students to mix and match lighting accessories from various kits, which causes problems.</p>	

5	Item: LENS CAPS Number: 6 Vendor: B&H or Panasonic Unit price: \$15.00 Total Cost: \$90.00 Status*: REPLACEMENT	<p>Will be able to protect the lenses of 4 cameras that are missing lens caps, with 2 caps on hand.</p> <p>If not granted, it increases the risk of damage to our camera lenses.</p>	
6	Item: MICROPHONES Sony ECM-44B Number: 2 Vendor: B&H Unit price: \$190.00 Total Cost: \$380.00 Status*: REPLACEMENT	<p>Will have more reliable mics for studio classes than KCSM's old ones that we have been using.</p> <p>If not granted, we'll continue using KCSM's old donated mics and hope for the best.</p>	
7	Item: LIGHT STANDS. Lowel O1-33 Omni Light Stand - 9' Number: 3 Vendor: B&H Unit price: \$65.00 Total Cost: \$195.00 Status*: REPLACEMENT	<p>Will replace broken light stands in our light kits. Currently, there are lights without working stands. Students try to mount the lights on other objects, but the lights are extremely hot.</p> <p>If not granted, students will continue to find creative (and dangerous) ways to mount field lights.</p>	
8	Item: Headphone Amp Number: 1 Vendor: Sweetwater Unit price: \$300 Total: \$300 Status: NEW	<p>If granted, I can return KCSM's headphone amp to them.</p> <p>If not granted, I will continue borrowing KCSM's headphone amp until they just get so sick of it, they hide the darn thing.</p>	
9	Item: TAPESTOCK Panasonic AY-DVM63PQ Number: 100 Vendor: Snader Unit price: \$4.05 Total Cost: \$405.00 Status*: ON-GOING	<p>Students who are learning to shoot and edit use a lot of video tape, but this one order should provide enough tapestock.</p> <p>If not granted, I will use my pro card to buy tapestock anyway since it is an absolute necessity.</p>	

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



March 24, 2009

Primary faculty contact

Date

Additional faculty

Date

Additional faculty

Date