

*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:** Digital Media (previously Broadcasting Arts, Graphics, Journalism, Multimedia/Web)

**DIVISION:** Creative Arts/Social Sciences

1. **BRIEF DESCRIPTION OF PROGRAM:** The Digital Media (DgMe) program is a vocational program as well as a transfer preparation program. It was formed primarily during the 2009-2010 academic year by combining the four aforementioned programs—Broadcasting Arts, Graphics, Journalism, and Multimedia—into one. The result—the nascent Digital Media program—will have its official launch in Fall of 2011. The new program will feature more cross-disciplinary classes in the four concentrations, a completely revised curriculum, a brand new home in College Center, and a heightened visibility on the campus and in the community.
  
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.
  - 1) You won't find this in the PRIE data but a key success—nae, a miracle—was the accomplishment of the merger. Enormous blocks of faculty and administrative time and energy were devoted to producing the final product.
  - 2) A key success: our core courses and most other courses are showing strong enrollment.
  - 3) A key challenge: the 2009-2010 LOAD for the Journalism program was 303; the average for the other 3 programs was 440. It is hoped that a rising tide will raise all ships: that strong numbers across the Digital Media program can help to raise the Journalism LOAD. The DgMe program will have to be aggressively marketed and remain highly visible.
  - 4) A key challenge: the program continues to be plagued by the inability of the members of the group to work harmoniously. Personality conflicts continue to stunt the development of the faculty's combined talents and potential.
  
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.

DgMe, being new, has no recent Program Review. We have, however, spent close to two years identifying goals and targets and planning the means to accomplish them. Preliminary results are good, showing increased enrollment in most areas/courses. We will need to continually monitor enrollment trends as the new program develops, and adjust curriculum and resources accordingly.
  
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.).

Increasing enrollment, and LOAD, has to be a key goal.  
A successful launch of the new program is a key goal.  
A smooth move into our new home is a key goal.  
An effective marketing campaign is a key goal.  
Collaborating with Hillsdale High School is a key project.  
Better communication and mutual respect among faculty members in the department is a key goal.  
A successful launch of the Graphic Design History class is a key goal.  
Finishing all equivalency documentation for the counseling staff is a key goal.  
Developing effective self-promotional materials is a key goal.  
Increasing articulation is a key goal.  
Providing better program planning information to students and the counseling staff is a key goal.  
Maintaining and/or improving the quality of instruction is a never-ending key goal.

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

Enrollment is a critical issue, and our plans for meeting the challenge have been mentioned previously in the report.  
Working effectively as a team is a critical issue; individual members of the faculty will have to introspectively determine if, when, and how they plan to meet this challenge.

**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.

Course: DgMe 100 Media in Society

SLO: Examine media content in light of media's influence on society.

This SLO is addressed by the Advertising Paper and Oral Report assignment in which students deconstruct an advertisement of their choice. This is assessed in three parts:

- 1) Did the students correctly identify the main appeal (Ethos, Logos, Pathos)?
- 2) Did the student explain how the main appeal is used by marketers in the ad?
- 3) Did the student describe how the audience might be influenced by the ad?

For example, if a student deconstructs a TV commercial for home security systems that depicts a mother and young children at home while a thief is breaking in, the student would be expected to identify the main appeal as Pathos, and their explanation should include the appeal to "basic needs," specifically an appeal to safety and security through the use of fear. As for influence on the audience, they should note that the commercial is trying to make women/mothers feel unsafe and in need of protection.

Though data will be collected for all 3 questions, the SLO is only considered achieved if all 3 answers are "yes".

- 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	NA	NA

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.
<p>One full-time instructional aide Monday through Friday 8:30 – 5:00</p> <p>One part-time instructional aide Monday through Thursday 5:30 -9:30.</p>	<p>If granted, greater student achievement and satisfaction, less theft risk, more efficient use of instructional time. If not granted, the inverse of all three.</p>	<p>Most assignments cannot be completed using scheduled lab time alone. With software, time on task is a critical determinant of learning.</p> <p>When creating projects, the amount of time available for development is critical to student success.</p> <p>All SLO's related to student achievement and competency are reliant on sufficient access to computers/equipment and competent help if necessary.</p>

- 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.

<b>Resources Requested</b>	<b>Expected Outcomes if Granted and Expected Impact if Not Granted</b>	<b>If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.</b>
<b>Item:</b> Input text here. <b>Number:</b> Input text here. <b>Vendor:</b> Input text here. <b>Unit price:</b> Input text here. <b>Total Cost:</b> Input text here. <b>Status*:</b> Input text here.	Input text here.	Input text here.

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

## 8. PROGRAM REVIEW PARTICIPANTS AND SIGNATURES

Date of this Annual Update for Program Review and Planning evaluation:

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

Primary program contact person:

Phone and email address:



Full-time faculty:

Part-time faculty:

Administrators:

Classified staff:

Students:

Primary Program Contact Person's Signature	Date
	3.25.11
Full-time Faculty's Signature	Date
	3.25.11
Part-time Faculty's Signature	Date
(as appropriate)	
Administrator's Signature	Date
(as appropriate)	
Classified Staff Person's Signature	Date
(as appropriate)	
Student's Signature	Date
(as appropriate)	
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