2020-21 Annual Program Update

Instructional/Services/Administration

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| NAME | DEPARTMENT/PROGRAM | DATE |
|  | Multimedia | 10/5/2020 |

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| **Berkeley City College’s mission is to provide our diverse community with**  **educational opportunities, promote student success, and to transform lives.** |

1. Please verify the mission statement for your program. If your program has not created a mission statement, provide details on how your program supports and contributes to the College’s mission.

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| We train students to be digitally competent, to work in a creative and  genuinely collaborative spirit, to take imaginative risks in problem solving, to develop a critical language with which to evaluate the social impacts of digital technology, and to be passionate, life-long learners.    Through rigorous training, collaborative projects, and portfolio development, the program will prepare students for direct entry into the multimedia industry, advance their skills, or support their transfer to a four-year college or university. |

1. List your faculty and/or staff with assignments in fall 2020.

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| Full Time | Part Time |
| Mary Clarke-Miller, Justin Hoffman, Rachel Mercy Simpson | Natalie Newman, Adele Ray, Rebecca Wolf, Bijan Yashar, Dru Kim, EJ Holowicki, Ricky Holtz, Hannah Chauvet, Joshua Dickinson, Matthew Silverberg, Michel Bohbot, Pamela Stalker, Phil Campbell, MontaQue Ruffin, Chris Carter, Raheleh Zomorodinia, Terry Bodkin, Tressa Pack, Tyrone Schieszler, Valerie Mih, Berwyn Hutcherson, Richard O’Connell, George Peterson, Svetlana Greenberg, Joanna Ruckman, Liliana Velazquez, Patrick Kenney, Chris Platz |

1. The Program Goals below are from your most recent Program Review or APU. If none are listed, please add your most recent program goals.

What is the status of the goals, and which College and District goals your program goals align to? How did you measure the achievement of these goals?

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| |  |  | | --- | --- | | Program completion - streamlining curriculum and reorganizing flow to enable students to move quickly through the AA degree and Level 1 certificates to transfer to 4-year institution. | In Progress - 70% | | Increase enrollment | There was improvement as a result of digital marketing and ads on public transit in Spring/Summer 2020 semesters. Can be strengthened by district budgetary support to include Marketing for every semester. Fall 2020 has been affected by the pandemic with lower numbers as students were not prepared to learn online. We anticipate enrollment will be down for Spring 2021 for this same reason. | | Development of applied resources for students | In progress - teachers are creating videos and alternate resources for students to access outside of class. Students are also signing up for free Lynda.com from Library San Francisco and El Cerrito. Student clubs expanding for each strand area - Animation and Game Collaborative expanding to include students from CIS as well as MM/AN strand and Video Strand. Students are exploring building projects outside of the classroom. | | Keep our Instruction and Technology Current with Industry Standards | In Progress - can be maintained through fiscal support, especially by providing Adobe Creative Suite to students. | | Develop mentorship/student worker program. | Working through Clubs and industry contacts to develop mentor programs and internship opportunities. | | Increase number of students attaining work placement and transfer to 4-year colleges | In Progress - reaching out to CBOs and partnering to build opportunities for students to work with nonprofits. Working with Women in animation - 1st student accepted as part of Pixar mentorship program. | | Create a bridge from local high schools to BCC | Working with Skyline High school and have reached out to Berkeley High to develop bridge program. Skyline now converting to Dual enrollment model whereas students could earn a Core certificate in MMART before they graduate. | | Create stronger community relations by developing partnerships with 4 years and local businesses | Working with East Bay Hayward, Chico State and San Jose state,CCA and Cogswell college on Articulation agreements for students transferring into junior year. 60% complete | |

1. Describe your current utilization of facilities, including labs and other space.

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| We utilize 213, 227 and 324 as our main computer Labs, occasionally we will use PC labs 312 and 323. We also have studio space in 218. During the pandemic, the studio is a processing and holding space for video equipment that will be checked out to students.  There were a few classes taking place in general lecture and art rooms in Spring 2020.  With COVID we are still using computer labs via remote control by Splashtop. |

1. Using the data dashboards, review and reflect upon the outcome trends for your department/program. Describe any significant changes (successes and/or challenges) and discuss what the changes mean to your program and what can be done to address them. Consider whether performance gaps exist for disproportional impacted students (define). Review BCC’s Student Equity Plan (link) and focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points from the dashboard and other related Plans and goals to support your answer.

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| **Data Dashboards and Planning Documents** |
| 2020-21 Dashboards for PR/APUs  1. [Course Completion and Retention Rates Dashboard – Instruction](https://app.powerbi.com/view?r=eyJrIjoiNjc2MDhiNTEtNTJhZi00MDM0LTk5NDItNTRiY2EzMGI1NTZiIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)  2. [Course Completion and Retention Rates Dashboard – Student Services](https://app.powerbi.com/view?r=eyJrIjoiNjk3NDJjOTItNzI5MS00MDhjLWJhN2EtZjcxNzU4OTBiZDBjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)  3. [Enrollment Trend and Productivity Dashboard](https://app.powerbi.com/view?r=eyJrIjoiNWJlOWZmYTEtNTY0MC00MDhkLWE5OTAtYmJjZjIxNzJiNWViIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)  4. [Degrees and Certificates Dashboard](https://app.powerbi.com/view?r=eyJrIjoiZjU2M2M5MzItOTcwZi00Y2U1LWJmODUtYTc0YjlhZGI2ZDhjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSectionde32556e136b0a8caccd)  **Planning Documents**   1. College Strategic Goals 2. Student Equity Plan 3. District Strategic Goals 4. Vision for Success 5. Student Centered Funding Formula (SCFF) 6. Technology Plan 7. Facilities Plan |

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| Overall MMART continues to stay strong in completion at 80+ % for 3 of the programs and 90+% for retention – as far as student groups – only a small handle of our students are clustered into groups. Animation has 7 first year students, MMART beginning has largest range of students clustered into learning communities, 6 from AEGB?, BFYE 12 completion is low in this group as covid hit in spring and they were new students. BVET 6 students with 75% retention, UMJB 8 students          Combining Labs has improved productivity though there is concern that students are getting the attention they need, While MM/MW enrollment is high the course completion and retention is low. We need to add more support to these classes    We would like to continue to request access to student transcripts which would help with planning and encourage students to petition for certificates on completion rather than at end of time at college. |

6. Describe the department/program’s progress on Student Learning Outcomes (SLOs), Program Learning Outcomes (PLOs), and/or Administrative Unit Outcomes (AUOs) since the last Program Review/APU. If your department/program offers a degree or certificate, please describe the department’s progress on Program Learning Outcomes (PLOs).

Have your assessment results been recorded in CurricuNet Meta? \_\_Yes \_\_No

If no, when is it scheduled to be assessed and recorded?

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| MMART has 4 strand areas with its own prefix. The course alignment is for an 18 unit Core certificate then a level 1 certificate in each area to create stackable certificates leading to an AA degree. This is keeping with the Guided pathway approach.  The curriculum has been reviewed by advisory committees for the different areas and they have signed off on the updates to the courses and to the curriculum flow.  We may have some new courses in the next major update in 2 years. We are keeping an eye on the alternative distribution areas to see if we have to adapt or facilitate changes in these areas  please see link to updated curriculum Map and certificate and AA layout  <https://docs.google.com/spreadsheets/d/1Z0GBVzM0yZRuwC5nZBPZSwOOusRbUs33dWDSenV393k/edit?usp=sharing>  Each course now has 2-3 Student learning outcomes that are tied to the Program learning outcomes. We have aprox. 100 courses within the MMART department. All SLOS with the exception of 16 courses (lecture/lab) have been updated over the past two years based on student outcomes from classes and industry feedback.  Our obstacles to assessment are still a lack of involvement from PT and some FT faculty; teachers see as additional unpaid work, hard for PT faculty to add time.  Moving forward will be looking to follow the English Model - use 1 class to assess course - this will need to happen over a 4 semester roll out as most of our courses are single and offered every other semester.  With a large Part-time faculty group, it has proven difficult to complete the assessment in the terms of what the college is looking for. within the department, projects are continuously shared for joint feedback from the different discipline teachers. This peer assessment helped to drive the updates of the courses and in the Animation and Game area for courses to move to a combined 4 hr model with a noncredit Lab option for those students who need more time to work on projects. |

1. Describe the outcomes and accomplishments from previous year’s funded resource allocation request.

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| Brief description of funded request | Funding Source  (any additional award outside your base allocation) | Total  Award Amount | Outcome/Accomplishment |
| **Personnel: Student Worker**  While the IA situation is still in flux we need to ensure that we have enough student help to sustain student success |  | 20K per semester - 40K for year  part to go to summer | Did not get |
| **Software:**  Plugins for Video + ProTools update- Sound design, 30 seats  Toon boom and storyboard pro - in 3 years - upgrade - 41 seats 7000 approx |  | 2000  7000 | Sound classes could teach on professional level software.  2d animation classes: all 4 use yearly subscription needed for students to complete Animation certificates and degrees |
| **Supplies: Instructional Supplies**  SD cards - video disposables, dry erase markers and paper - flip charts and ink, Clay for stop-motion wire etc - approx 15K per year |  | 2000 supplies  5000 (ink)  15000 | Supplies needed for teachers teaching at home - headphones etc  Headphones cheap last 1 year – stop motion and sculpture class one usage clay etc to make kits |
| **Supplies: Non-Instructional Supplies**  Office supplies - folders, drives for backup - general |  | 2000 drives |  |
| **Technology & Equipment: New**  Microphones and web cameras - 15 sets Blue Yeti USB Microphone (Midnight Blue) **$129.99 x10 (b&H)**  **Web cam $129 x 10**  IMAC for Faculty teaching at Home - 10 imacs for part time faculty @3,500 estimate  Portable Lab carts for flexible 41 laptops and 3 carts - 2K per unit - 2.5 k for carts – can be used to check out to students who need full laps  For Video please see link: <https://docs.google.com/spreadsheets/d/1LQFuKXGqX7sqswOR0Ymp-rZ9ajCd1PHanlfaJ-ddqvw/edit#gid=239829569>  For Photo please see link:  <https://docs.google.com/spreadsheets/d/1sOkpv4zwi3FgY5E64hSpQFz5Kq66GZL7Z4H85ovoKiY/edit#gid=1732671158> |  | 1,419  1,419  40,000 (not including tax)  82,000 (not including tax)  7,500 ( not including tax) |  |
| **Technology & Equipment: Replacement**  Replacement video equipment see link:  <https://docs.google.com/spreadsheets/d/1LQFuKXGqX7sqswOR0Ymp-rZ9ajCd1PHanlfaJ-ddqvw/edit#gid=239829569>  Video Equipment Repair  Printer replacement 30K over 3 years  Printer Maintenance  Room 213 still needs 10 7 year old Mac computers replaced  Room 324 needs 10 mac computer replaced |  | 11,600  6400  30000  20000  80,000 |  |
| **Marketing**  PR/Advertising on Social Media @ 1500/semester |  | 3000 |  |

1. In the boxes below, add improvement actions and resource requests that are directly related to questions 1 thru 7. If there are no improvement actions or resource requested in this area, leave blank. *If you have more than one Improvement Plan, copy and paste the table below.*

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| **IMPROVEMENT ACTIONS** | |
| Name: |  |
| Description: |  |
| To be completed by [Date]: |  |
| Responsible person: |  |

**Prioritized Resource Requests**

In the boxes below, add resource requests for your department/program that have not been funded by existing sources. Provide justifications from your request based on evidence from your responses in questions 1 through 8 above. If there are no resource requested, leave the boxes blank.

You will be required to present your request(s) to the Resource Allocation Committee in order to qualify for funding. Work with your administrator/supervisor to estimate costs. (link to salary for faculty/staff)

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| Resource Category | Description/Justification | Estimated Annual Salary Costs | Estimated Annual Benefits Costs | Total  Estimated  Cost | Overall  Priority Ranking (1=Most important) |
| Personnel |  |  |  |  |  |
| Classified Staff | department coordinator | 62,000 | ? | 62-80K |  |
| Student Worker | TAs, LRC tutors for classes over 35, work study student workers.  AV Equip Coordinator @ 20hrs/wk/42wks | 40,000  13,440 | ? |  |  |
| Part Time Faculty |  |  |  |  |  |
| Full Time Faculty | One generalist with a focus on incoming students to replace Joe Doyle who passed away this past May. |  |  |  |  |
| Instructional Designer | [Job description here](https://www.higheredjobs.com/search/details.cfm?JobCode=177336560&Title=Distance%20Education%20Coordinator%2FInstructional%20Designer%20%28One%20Year%20Full%2DTime%20Temporary%29%20Madera%20Community%20College%20EXTENDED%20FILING%20DEADLINE) | 100,000 |  |  |  |
| **Personnel: Printer Maintenance**  DI teacher stipend to keep printers functional |  |  |  | 8000 |  |
| Professional Development | Description/Justification |  |  | Estimated Cost |  |
| Department wide PD needed | Continued Distance Ed training | | | 30,000 |  |
| Personal/Individual PD needed | industry specific conferences to keep up on new trends and expectations.  Digital marketing workshops and training focusing on upcoming social media trends. | | | 30,000 |  |
| Supplies | Description/Justification | | | Estimated Cost |  |
| Software | Plugins for 2yrs ProTools update- Sound design @ $2k/yr for 30 seats + teacher re-certification  Editing Plugin & Stock Footage  Plugins for Animation - After effects - Bao Bones @99puX41 = 4,059  Zbrush additional 10 seats at 475 per seat - 4,750  Toon boom and storyboard pro – 8.450 per year  2d animation classes all 4 use yearly subscription needed for students to complete Animation certificates and degrees  Sync Sketch (LTI for Canvas) - $2 x 750  LTI for visual classes – needed to provide consistent feedback in online classes for Digital Imaging, Animation and Video classes  VR plugins - tilt brush = 20.00 x 41 = $820  Other Plugins for VR/AR - 2,000K  C4D plugins - particle effects check on price  <https://insydium.ltd/shop/index.php?route=product/product&product_id=50> | | | 5,000  2700  4059  4,750  8,450  2000  820  2,000  12,000 |  |
| Books, Magazines, and/or Periodicals | Online teaching requires certain materials to be ADA compliant in PDF form | | | 800 |  |
| Instructional Supplies | sd cards - video disposables, dry erase markers and paper and ink, Clay for stop-motion wire etc - approx 15K per year- <https://docs.google.com/document/d/1lMNqlOyZ98idH1Zq2wWc2Ksgb_p-4KeMq9Hn1q5UFbU/edit> sculpture supply kit | | | 18,500 |  |
| Non-Instructional Supplies | Office supplies - folders, drives for backup - general | | | 3000 |  |
| Technology & Equipment | Description/Justification | | | Estimated Cost |  |
| New | **Splash top**, continued support  Laptops, Wacom tablets/ ipad tablets for teaching from home.  Stylus Pen  New classroom set small wacom tablets for check out to students for photoshop and sketching for design class 80 intuous pro | | | 3,000  31,000  200\*31=  6,200  31680 |  |
| Replacement | Update computers in labs  2 ENG HD Cameras | | | 7100 |  |
| Facilities | Description/Justification | | | Estimated Cost |  |
| Classrooms | 4 Teaching Space - Space for setting up teaching environment for online teaching - white boards – Monitor + webcam (Joe check) | | |  |  |
| Offices | Offices for Part Time Faculty - with 31 faculty we cannot fit in one office space | | |  |  |
| Labs | multipurpose Lab/lecture for Laptops  Larger studio space for video production. | | |  |  |
| Other | VR Lab / Design Thinking space  Secure storage for Equipment lending library | | |  |  |
| Library | Description/Justification | | | Estimated Cost |  |
| Library materials | Digital books for animation and video production. Online teaching requires certain materials to be ADA compliant in PDF form. | | | 3000 |  |
| Library collections |  | | |  |  |
| Other | Description/Justification | | | Estimated Cost |  |
| OTHER Description | PR/Advertising on Social Media @ 2000/yr | | | 2000 |  |