Santa Rosa Junior College

Program Resource Planning Process

Digital Media 2023

1.1a Mission

PRPP for Digital Media, prior to June 2015, was included in the Computer Studies PRPP. Digital Media will start its PRPP in the next cycle per discussions with the VPAA and VP of Petaluma.

June 2015:
The mission of the Digital Media Program at SRJC is to provide a strong foundation of knowledge, production and problem solving skills to a diverse community, including Career Technical Education certificates, degree programs, and university transfer (Game Development and Design), in five distinct areas of digital media, which include:

• Digital Audio Production
• Digital Filmmaking
• 3D Animation
• Interactive Multimedia/Web Design and Programming
• Game Development and Design

Students in the digital media program have a unique opportunity at SRJC to explore any of these fields, where just a few years ago, the only access was to such programs, was at expensive, private schools.

1.1b Mission Alignment

The Digital Media department mission aligns with the mission of the district in several ways:

• Providing lower-division academic preparation, including two transfer majors, Interactive Multimedia and Game Programming.

• Delivering Career and Technical Education through certificate programs in Digital Audio Production, Digital Filmmaking, 3D Animation, Interactive Multimedia/Web Design and Programming, aligning curriculum to support economic development and job growth:

• Continuously improving curriculum to reflect the growth and changes in digital media-related fields. During the next decade millions of positions will become available that require varying types and levels of technological skills. With technology being integral to many professions, Digital Media offers preparation and retraining in broad technology areas.

• Utilizing Student Learning Outcomes and Assessments to improve student retention and success.

1.1c Description

The Digital Media department serves a wide variety of clientele; students ranging in ages between 18-70, who are looking for entry level skills into the industry, re-training, aquiring skills in order to perform freelance work, or industry professionals updating skills in:

• Digital Audio Production (Certificates and Major)
• Digital Filmmaking (Certificates and Major)
• 3D Animation (Certificates and Major)
• Interactive Multimedia/Web Design and Programming (Certificates and Major)
• Game Development and Design (Transfer Major)

This is a collaborative, multi-disciplinary effort with the Music, Communication Studies, Math, Art and Applied Technology Departments.

The digital media program serves three main types of students:

• Students training to enter the digital media field

• Students employed in the field desiring to update their skills with the most recent technology

• Students looking to set up businesses and do freelance work

This program also includes a capstone class in which students from all the digital media disciplines work in teams on digital media projects, for non-profit organizations throughout the county. All programs include core courses in social media, which are also incorporated into this capstone class.

1.1d Hours of Office Operation and Service by Location

The Digital Media office is located in Room 2935, third floor Maggini Hall and represents both at the Santa Rosa and Petaluma campuses. Classes are offered in both Petaluma and Santa Rosa from 8:00 AM until 10:00 PM, Monday through Thursday, and during the day on Friday and Saturday. Setting up an office space on the Petaluma campus is a priority.

The Digital Media office on the Santa Rosa campus is generally open from 10:30am – 2:30pm Monday, Tuesday, and Thursday. These are the only hours we have staff available to keep the office open. When the coordinators have office hours outside of these hours, or when no student employee is available, students can go to the back door of the office and ring a door bell to gain entrance.

The Santa Rosa lab hours are controlled by Instructional Computing.
The Petaluma lab hours are controlled by Petaluma Administration.

1.2 Program/Unit Context and Environmental Scan

Immediate need: Hire adjunct faculty member to take over both the Game design and development classes that are currently offered on the Petaluma campus.

Digital Media programs at community colleges and four year schools are relatively new within the last five years. Digital Media at SRJC was fully up and running in the fall of 2013. Enrollment has been strong and has increased over the last four semesters.

Current technologies are, as always, changing rapidly, and Digital Media strives to keep pace with these changes. For example, the department completely updated the curriculum in the web area. Formerly there were 11 certificates in the area; after revamping there are 4. In addition, the capstone project class has been revised to better serve students working in teams on projects for local community non-profits. We also combined two advanced post-production classes into one semester, so film students in particular can complete the program more efficiently.

The labor market continues to show rapid growth in most digital media related occupations, and especially in areas such as game development, multimedia, animation, web development and design, mobile application development, and audio and video production. We have a pretty good base of both part-time and full-time faculty to keep the classes running, but we do need to add some key faculty to add some depth to our"bench", as there are many classes with no additional or back-up instructors.

2.1a Budget Needs

The Digital Media department needs to have an annual budget defined.

-Batteries
-Equipment Repair
-General Fund
(Survey Instructors)

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	00	00	$50.00	itemize budget requests

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Digital Media Program Coordinator	3.00	10.00	-Review curriculum and course sequences (once per semester) -Coordinate with scheduling committees to avoid scheduling conflicts times, days, rooms for DM classes -Coordinate Advisory Committee meetings (minimum one per year) -Maintain PRPP -Meet with counselors before each fall and spring registration to verify current and relevant information -Meet with all DM track leaders faculty (minimum once per semester) -Available to all current and potential DM students with program questions and inquiries -Schedule multi-instructor "office hour" for all DM instructors and students, one room,, one time, (once per semester) -Work with DM State Director and Deputy Sector Navigators -Work with High School DM instructors -Administer Credit By Exams for CS74.21A, CS74.21B and CS70.11A (once per semester)

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
None	0.00	0.00	

2.2d Adequacy and Effectiveness of Staffing

The DM program will need admin support within the 2015-16 school year. One main area will be for the jobsite (TalentPond.org) that launches in spring, 2016.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	02	01		Admin Assistant II	Classified

2.3a Current Contract Faculty Positions

Position	Description
Digital Media Coordinator (100%) (CS)	Coordinates district-wide digital media program. Teaches Photoshop and Video Post Production.
Film (COMMSTUDIES)	Faculty Lead/Teaches Production classes (field, studio, digital journalism)
Audio (MUSIC)	Faculty Lead/Teaches Recording and Production Audio classes
Interactive Multi-Media	Faculty Lead/Teaches Intro to Digital media and co-teaches Capstone Projects class

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description

2.3c Faculty Within Retirement Range

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2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

Animation: Current Lead Faculty is an adjunct, who needs to be hired full time

Game Design and Development: Classes are currently suspeneded due to lack of instructor, need to hire adjunct for both classes

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale

2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

Some of the courses taught in the DM are online. Some of these courses utilize CCCConfer and are recorded or broadcast real time to students via the web. Such teaching innovations require some specialized instructional equipment, such as multi/omnidirectional microphones, wireless headsets, webcams, etc.

Our Department is moving rapidly toward more instruction in design for mobile devices, particularly in our InDesign class, Graphic Design classes, and our new mobile media courses. For that reason, the Department needs Android tablets and iPads to test the platforms being taught. A locking cabinet/charging rack are necessary to safeguard equipment and ensure it is operational throughout the class.

Testing Lab for web and mobile: Android, Apple, Mac, PC, multiple browswers, versions...

Budget Requests:

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact

2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description

2.5b Analysis of Existing Facilities

3.1 Academic Quality

Currently working on Phase 2 (2015-16) of the Job Site with a CTEA grant that runs from 7/1/15 to 6/30/16.

3.2 Student Success and Support

The diversity statement of each applicant applying to work in our department is read and considered as part of the paper-screening and interview process.

Each prospective instructor is asked a question that tests their sensitivity to and awareness of diversity issues during their interview.

Our department works well with students with disabilities. The department's wide variety of on-line courses makes college more accessible to those with limited mobility.

3.3 Responsiveness to Our Community

DM needs additional funding for conference attendance, as this rapidly-changing field requires constant skill updates.

3.4 Campus Climate and Culture

We have 2 department safety leaders, one located on the 2nd floor of Maggini and one on the 3rd floor.

4.1a Course Student Learning Outcomes Assessment

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4.1b Program Student Learning Outcomes Assessment

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4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented

4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7

4.2b Narrative (Optional)

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5.0 Performance Measures

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5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)

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5.2a Enrollment Efficiency

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5.2b Average Class Size

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5.3 Instructional Productivity

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5.4 Curriculum Currency

All courses and programs have been updated within the last 6 years.

5.5 Successful Program Completion

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5.6 Student Success

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5.7 Student Access

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5.8 Curriculum Offered Within Reasonable Time Frame

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5.9a Curriculum Responsiveness

Digital Media is constantly reviewing and updating courses and certificates to stay on the cutting edge of technological advances.

The Department is excited about its role in the recently launched Digital Media certificates. Game Design and Programming courses have been added to the curriculum; however, due to the difficulty in finding/retaining faculty in this highly employable area, two sections (Spring and Fall 2014) had to be cancelled because there was no faculty to teach.

Mobile Media is an emerged/recently emerged area in which the Department has developed curriculum. However, the curriculum has not been presented in Cluster Tech or to the Curriculum Review Committee because no lower division comparable (to date) has been located from a California institution. Even if the course were to be approved - like Game Development and Design courses - the Department may experience difficulty finding/retaining qualified faculty.

Course offerings continue to be collaborated with our Advisory Committee.

5.9b Alignment with High Schools (Tech-Prep ONLY)

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5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

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5.11a Labor Market Demand (Occupational Programs ONLY)

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5.11b Academic Standards

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6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required