

Santa Rosa Junior College

Program Resource Planning Process

Media Services 2024

1.1a Mission

Media Services offers audiovisual expertise with educational technology, learning space design/support, videoconferencing and districtwide multimedia resourcing, though an array of tiered production, technical and client services to bolster teaching and learning, enhance district events and activities, and serve multimedia initiatives across all sites.

Housed within the library buildings on both the Santa Rosa and Petaluma campuses, Media Services functions primarily to provide districtwide media services and support, chiefly in campus learning spaces. The range of technical and audiovisual services is expansive and continuously undergoing change, yet instructional support to further teaching and learning is core to our mission, as a vital component of Academic Affairs housed with the Learning Resources and Educational Technology (LRET) cluster.

Media Services ensures instructors have ubiquitous access to mediated learning spaces, with standards-based approaches, reflecting current technologies appropriate for California Community Colleges and supporting educational technologies and tools that will help equip students for university or the field. While operation of the classroom equipment is the responsibility of the instructor, Media Services offers client training and rapid technical support, with extended service hours when classes are in session, as resources permit. Alignment with the District's long-range plan meant staffing reductions and continued leaner operations in recent year(s), refocusing strategic efforts on sustainable classroom technology support models.

1.1b Mission Alignment

In our role of providing support to all District users, Media Services regularly adapts its services to match evolving institutional needs. The phrase "Any activity that requires information to be distributed, using sound or light projection, to a group of credit learners, in a classroom setting, shall be supported by Media Services" was a fairly encompassing historical mantra over the

years to emphasize the departmental ethos for supporting approved District activities and functions, within resource limitations. While there are challenges to this vision with fewer resources, the team strives toward its eventual realization even if not presently attainable. Amid the digital evolution, the “College without walls” concept is dependent on the ability of Media Service to help capture, produce and distribute materials for digital delivery, such as live and on-demand web streaming, and anytime/anywhere videoconferencing as part of the tools to support remote instruction, distance learning, emerging hybrid/hyflex modalities, and evolving business need.

Media Refresh in Learning Spaces: A comprehensive digital refresh of learning spaces across the district will be the primary focus of Media Services’ spending plan for Measure H bond monies, as called out in previous iterations. Phased over multiple years, mediated classrooms, teaching labs, meeting rooms, and specialty/large venues where teaching and learning take place are methodically being updated to a new baseline AV standard which is: fully digital, intuitive, dynamic and scalable to accommodate future changes in pedagogy and anticipated evolutions in educational technology—all in support of this institution’s mission. Beyond a robust digital infrastructure, key features include simplified AV touch controls, wireless presentation capabilities, student collaboration tools, and more; design components factor in ease-of-use, flexibility, and reliability. The media design, integration, faculty training and ongoing support of these instructional spaces continues to be a top priority; over the next several years, Media Services will continue to refresh aged learning spaces in collaboration with Capital Projects, IT, and stakeholders. This upfront funding provided through Measure H enables a critical conversion of these venues, after which point refresh spending will taper in the final years of the bond.

Large Venue Spaces: In addition to classrooms, teaching labs, and meeting rooms, several large venues have received dedicated refresh funding. These include Newman Auditorium on the Santa Rosa campus and Ellis Auditorium on the Petaluma campus, among others. An initial investiture of capital funds will bring these spaces up to usable states again to meet academic programming needs, as well as handle the requirements for internal constituents and outside groups as key event spaces/rental facilities. In particular, failures in the lighting/dimming system in Newman compounded the inadequate media system and highlighted the importance of channeling accelerated funding to refresh the auditoriums.

Attempting alignment with the District's long-range plan for fiscal sustainability, Media Services is reviewing its services and structure relative to reduced personnel. The loss of key positions on multiple campuses make reorganization efforts a priority for this next year (in tandem with Academic Affairs component reorg plans), now with centralized management and tactical efficiencies attempted, while reducing scope of historic services to fit within new staffing, resource and budget parameters.

1.1c Description

The Media Services department provides three key functions to the entire District: (1) technical services, (2) production services, and (3) client services. Each unit is listed below with a summary, title and job description for any positions therein, and a supervisor's assessment of those duties for future reclassification efforts, along with performance goals from the most recent evaluation cycle.

TECHNICAL SERVICES- *this area is responsible for the operation, troubleshooting and replacement of supported media equipment within the District. They prioritize rapid response to service requests in classrooms and meeting spaces. They supervise maintenance of media systems and perform alterations to media equipment installations in District facilities. They set-up and operate many campus events, where resources permit.*

Media Systems Technician I

Summary: Under general direction, Media Systems Technicians perform the following duties across all Sonoma County Junior College District campuses and sites: Design, integrate, install, commission, maintain, secure, manage and support audiovisual systems, equipment and software; in classrooms, labs, conference rooms, event and athletic venues production studios and other spaces; Design, program and install A/V control and management systems; Design, coordinate, set up, configure and operate complex sound, lighting, video, recording and streaming systems for live events; Provide immediate, on-demand support to technology users and resolve equipment, system and software failures while classes, meetings, conferences or events are in progress; Create media rich A/V instruction and training materials and provide training to faculty and staff.

Detail: Over the past five years the audiovisual (A/V) industry has experienced a dramatic paradigm shift in every aspect of media and communications technology. This short period of time has seen the "sunset" of most analog equipment and content delivery systems as A/V technology has moved solidly into the digital realm. As examples: · LED, phosphor-laser and laser/hybrid light sources have replaced lamp-based projection, display and stage lighting. · Media content is recorded, stored and delivered in digital files rather than on magnetic or optical media. · Much live event production equipment and systems are fully digital and operate on private networks. · In many cases audio and video sources now connect to production equipment wirelessly. · Classroom, conference room and auditorium A/V systems are now interconnected and managed over enterprise networks.

Digital, network and cloud-based technologies have facilitated an explosion of new capabilities for A/V equipment and systems. Education, as one of the largest beneficiaries of A/V technology, has been quick to embrace the possibilities offered by these new technologies. A resultant host of new pedagogical models have emerged to leverage these powerful new capabilities.

As a result, the Media Systems Technician position has been virtually reinvented over this five to seven year period. Media Techs are now required to be competent with the design and

implementation of network based media systems including IP based control, management and content delivery over wired and wireless private, local, campus and wide area networks. They must also understand and be able to train and support faculty with new systems and pedagogical models that may include Active Learning; Remote Collaboration; Augmented Reality (AR) and Virtual Reality (VR) systems; Onsite, Online and Hybrid teaching models and a variety of Interactive Learning systems.

The pressure to quickly retrain and retool to support the rapid advent of the aforementioned technologies has been enormous. And more new technologies are emerging at a rate exceeding the predictions of Moore's Law, forcing Media Technicians to be continually leveraging industry and manufacturer training resources in an effort to remain current and relevant in their positions. To this end, Media Systems Technicians are now being required to earn and maintain the ANSI/ISO/IEC 17024 accredited Certified Technology Specialist (CTS) certification as well as manufacturer specific certifications for equipment and systems they support.

Media Systems Technicians at Santa Rosa Junior College face unique challenges: they provide immediate, real-time technical support during active classroom instruction, conferences and events of all sizes, requiring them to assess, troubleshoot and resolve problems quickly, quietly and professionally in front of an audience of students, faculty, staff and/or event attendees. Often, by the time they are contacted and arrive onsite they may be dealing with a technology user whose emotional state ranges from mildly frustrated to irate. Technicians are then faced with the challenge of trying to assuage the user's frustration sufficiently to enable effective communication regarding the problem. This, along with the pressure to quickly resolve the issue in front of an expectant audience, requires a high level of equanimity and skill. Each technician answers numerous service calls each day. Performing calmly and competently under pressure is definitely a requirement for this position.

As reflected on the Job Description Worksheet, the Media Systems Technicians wear many hats in their broad and varied range of duties and responsibilities. During any given week they may serve as a System Designer, Project Manager, Integrator, Installer, Fabricator, Programmer, Consultant, Support Provider, Trainer, Sound Engineer, Video Engineer, Recording Engineer, Acoustician, Rigger, Technical Director, Maintenance and Repair Technician, QA/QC Technician, Supervisor of Student and STNC employees and Student in a highly accelerated technology course. They are responsible for the management of well over ten thousand individual pieces of A/V equipment throughout the College District. This equipment comprises hundreds of systems found in nearly all instructional spaces, conference rooms, auditoria, athletic and event facilities, television studios, and sound recording studios throughout the College District. These systems and their roughly 2000 users are supported by 4.5 FTE Media Systems Technicians for a total of 84 hours spread over six days each week. These same technicians support hundreds of events each year whenever they occur, modifying regular work schedules as required.

Assessment: As a 23 year veteran of the Media Services department I have witnessed the dramatic evolution of the Media Systems Technician position. I can say with assurance that the position today bears little resemblance to what it was just 5 to 7 years ago, let alone 23 years ago. The almost exponential increase in technical knowledge and expertise required today over what was needed a few years ago, the steadily expanding range of duties and responsibilities, the evolving scope and nature of the work growing out of an accelerating rate of technological development and the requirement for continual, fast-track learning demands a very different type of technician today. The ability to perform competently in front of an audience has always

been there, but the complexity of current systems has upped the ante considerably. All of these factors taken together offer a compelling basis to consider realignment of this position relative to other technology positions in the district. It is my considered opinion that the Media Systems Technician position should fall closer on the scale to the IT Network Technician position than is currently the case, in the interest of moving closer to a competitive position in the job market. If we were to lose a Media Systems Technician at this point it could be a challenge to attract a candidate of equivalent skill level and commitment of any of the incumbents at the current level salary levels.

It should be noted that we currently have job descriptions for both a Media Systems Technician 1 and 2. The MST 2 position was created during the Hay Group classification study, as a result of a unanimous request by the incumbent technicians at that time, to acknowledge one member of the team who was performing a higher level of work in A/V system design and installation. That group of technicians have all retired except for myself and I have since moved to a management position. The current team of Media Systems Technicians are all performing duties above and beyond those described in the current MST 2 job description and have been doing so for the past three years. For this reason we were prepared to request an out-of-cycle classification review had the current classification study not been commenced. We have also informally dropped the 1 and 2 designations, as neither of those current job descriptions apply to the type and level of work that the current technicians perform.

As part of the PDQ process, Petaluma asked to have a new classification created entitled Media Systems Engineer. That position would be distinguished from the Media Systems Technician by an even higher level of system design and engineering experience and expertise. We are fortunate have a Media Systems Technician at the Petaluma Campus who has a vast amount of experience and expertise in system design and integration and we have been leveraging those higher level skills to move ahead with some major redesign projects throughout the College District, through several years of working-out-of-class and temporary promotions. Creating this new classification would help retain and appropriately compensate this employee who has become a valuable asset to the district and will continue to save the district a great deal in outside consultant fees.

Current Goals: All Media Systems Technician I classified professionals are now expected to achieve AVIXA certification as a Certified Technology Specialist (CTS) as a baseline certification. Additional objectives include: 1) Complete 30 renewal units (RUs) of continuing education and training to maintain standing as a Certified Technology Specialist. 2) Complete an advanced audio training course such as Rational Acoustics Smaart Basics or Smaart Operator Fundamentals or a SynAudCon course. 3) Complete one additional manufacturer training from, E.G.: Biamp, Crestron, Extron, etc. 4) Attend an industry conference such as Infocomm, AES, UBTech, CCUMC and/or other. 5) Participate in District provided health, safety and certification trainings including Arc Flash, Confined Space, Fall Protection, Ladder Safety, Lifting/Carrying/Transporting Heavy Objects, Active Shooter, AED/CPR/First Aid, Blood Borne Pathogens, Disaster Preparedness, NIMS/SEMS, Aerial Lift Certification, Respirator Certification, Office Ergonomics

PRODUCTION SERVICES- *this area is responsible for the videorecording of classes, lectures and other college events; they duplicate materials for distribution and convert media for alternate uses including PowerPoint and video streaming on the web. Additionally, they facilitate the use of video conferencing facilities between campuses and with other colleges, primarily leveraging web conferencing tools and by producing webinars and streaming video to the web. They maintain the District's online video repository and prepare materials in the closed captioning process to assist with accessibility measures.*

Production Technician

Summary: Under general supervision, plan, initiate, coordinate, guide, produce and/or perform a wide variety of instructional, promotional, developmental and audiovisual presentation material for classes and administrative needs, covering the full range of pre-production through post-production.

Perform operations and provide advanced technical and creative support for District-wide events and production assistance and related work as required, which means in effect: setup and operate presentation and/or recording equipment (cameras, monitors, microphones, lights, switchers, control or mixing boards, computers, networked AV devices, connection cables or devices enabling wireless operation for much of the above), while supervising production support staff and student technicians.

Detail: There are currently two full-time Media Production Technicians based on the Santa Rosa Campus who work under the supervision of Director, Media Services & Learning Technologies to perform districtwide advanced media production services. The increasingly complex duties of of this classification require specialized technical expertise and duties, and demonstrate a shift in the direction of the traditional media production tech role.

A word about the significant evolution of technology in this AV production field: while traditional analog conversions, circulating VHS/DVD, as well as other historic functions such as disc burning & printing, large-format printing, and other physical deliverables are being phased out of media services' core portfolio, they are being replaced by expanded digital video services that require great adaptability, which our production team has been doing as we undergo transition. The rapid advent of live-streaming video and the exponential increase of on-demand video for events and course capture/ distance education, as well as media clips being created and used for all manner of instruction (face-to-face, hybrid and online), have changed the workload to require rapid distribution of produced videos, while learning new systems and processes.

Today these media production technicians are expected to comprehend networked AV, wireless video transmission, live streaming of video over IP, and related digital services to ensure high-quality, real-time delivery of video across devices and platforms, as well as on-demand playback of video. Expectations of proficiency with Zoom, YouTube Live, Boxcast, Wirecast, 3CMedia and more have been added to an already extensive collection of software requirements such as Final Cut Pro / Adobe Premiere, Photoshop, audio correction / restoration tools, etc. As we head into a new academic year, the production tech role delves less into outputting physical products like VHS or DVD on a routine basis, but still requires knowledge of these and an ability to digitize analog media to preserve and convert it into electronic format. Today's production tech must also have extensive experience with filming, capture and producing multi-camera videos for

scripted shoots and complex projects, as well large-scale district events for the campus and broader community. It is a blend of highly technical and wonderfully creative skills that come with core education, harnessing of talent, and significant field experience.

Further, with accessibility on the forefront, rapid capture of video entails liaising with 3rd party live captioning services and on-demand captioners to ensure that every video produced and delivered by SRJC is considered accessible and in compliance with media copyright, in consultation with the Media Librarian. Keeping up on these elements while remaining adaptable to the changing technology and having the creative prowess to produce, direct and deliver quality digital products for live or on-demand consumption remains a high bar to cross that only those with a particular combination of skills can perform effectively.

Assessment: in the course of this evaluative process, it may behoove those involved to explore the addition of a second classification for this role. Perhaps in a similar model to our Media Systems Technician I and Media Systems Technician II roles, it could be that the work of the SR Production Technicians could be elevated to a new classification such as "Media Production Technician II" or "Senior Media Production Technician," in order to encapsulate the complex technical and creative elements of the work they perform daily, that would differentiate their positions from introductory level video production roles. The duties they perform today have certainly evolved from what they did a decade ago, and could not readily be performed by someone coming in to the District without sufficient experience or the express knowledge and skills they possess that allow them to create, capture, produce, direct, edit and output video products and graphics that are expected.

Current Goals: 1) Learn relevant new systems: continue acclimation to the Zoom platform and ultimately Zoom Rooms as these come online; increase understanding with tech areas in Newman, Burbank, Bertolini, etc. to expand events support role and troubleshooting abilities. 2) Become more familiar with and provide support as needed to other studio spaces within Doyle Library, including 2nd floor Digital Media Suites, and 3rd floor CETL Studio. 3) Proactively review upcoming events requiring production support and track tickets in production queue, prioritizing post-prod event videos; ensure timely creation, updating and resolution of cases in ServiceDeskPlus and shared calendar entries in Outlook/EMS as appropriate. Focus on rapid delivery with appropriate consideration for captioning, consistent processes for naming convention, use of cloud-based video repositories, and communication with colleagues for related cataloging, billing, and broad dissemination. 4) Prepare for space transitions as we remove dup racks, reorganize production storage areas, purge legacy gear, clear & relocate offices; maintain clean and functional spaces conducive for guests to collaborate on post-production projects. Surplus or remove unnecessary items from office and storage spaces prior to summer office transitions, and preserve common areas to keep production gear neat, tracked and organized. 5) Help with design input to refreshed media systems (video systems for new MTRs, e.g), and continue to offer recommendations on new purchases for hardware, software and production systems for events, checkout and studio uses. 6) Coordinate ongoing hiring and training of auxiliary production staff, supervising student employees, equipping event-based STNCs, and providing relevant instruction on processes, technical direction for jobs, and written documentation. Ensure personal understanding of the refreshed technologies and apprise STNCs/students of resources and video system changes, including a feedback mechanism following events. 7) Communicate with stakeholders and clients for clear expectations regarding timelines and deliverables; indicate service boundaries when needed, and clarify objectives for individual production requests with service-oriented goals including client satisfaction.

CLIENT SERVICES & ADMINISTRATION- *this area is responsible for system and office administrative functions, staff and faculty support, and all front-of-house operations. These team members serve as our media concierges, system admins, technical liaisons and trainers, as well as handling all room, AV resource & technician scheduling, media technology procurement under several budget categories (unrestricted, bond, grants, etc.)*

Media Resources Specialist (MRS)

Summary: the Media Resources Specialist is a versatile technology and customer support position that has changed over the course of the past few years and will continue to do so in the coming years as technologies advance even further. This title has become a hybrid concierge position and technical trainer paired with the necessity of tiers one and two technical skills in both analog and digital hardware and software programs, media production and video editing processes, administration of and training on web conferencing, streaming and booking platforms including Zoom, 3CMedia and the Events Management System. A strong grasp of communication and customer service skills, including supervisory experience, is essential in maintaining positive relations with staff, faculty, and the greater campus community as well as liaising with other constituents for myriad media resources, spaces and services

Detail: MRS facilitate reservations for rooms and resources, ensuring internal stakeholders and guests have access to the tools and equipment needed for their meetings or classes, and scheduling/supporting all conferencing functions. With the transition this past year away from point-to-point videoconferencing and the advent of anytime/anywhere web conferencing with Zoom, as well as the upgrade in technology to the reservable spaces in Doyle Library, the MRS has become Media Services' resident Zoom guru and handles the full range of support for clients in creating and configuring their accounts, providing training, scheduling Zoom meetings in rooms that require a tie-in to legacy videoconferencing hardware, and performing backend administration of the Zoom platform. The MRS regularly trains other team members on elements of the system, liaises with the Chancellor's office on our district needs for Zoom, and uses many of the advanced scheduling and reporting features within the event management system (EMS.) Further, the MRS handles the intake of video clips, performs a range of production functions including ingestion of video clips from ripped DVDs and streaming formats, uploads for third-party captioning, and performs duties that overlap significantly the media production team as well as some overlap with the systems technicians. Additional technology-infused elements of this role include creating and embedding live stream video links into websites, producing Zoom cloud recordings, and ensuring the URLs are catalogued by the library team in coordination and consultation with the Media Librarian.

Assessment: Given the fundamental shift in the very nature of this work, as well as the complex degree of technological expertise required to perform these functions successfully, the Media Resources Specialist qualifications of the past have very little bearing on current and future needs, and it is now a unique blend of production technician, media resources specialist, media events coordinator, and technical trainer. Any reclassification exercise with this role in the next year should take into account the full range of services and support provided, and the blend of

technical expertise, training, communication and customer service skills needed to perform effectively.

Current Goals: 1) Adapt to and assess the recent Doyle 1st floor space changes, developing a scheduling strategy, helping with the transition of room numbers building-wide, welcoming new neighbors and expanding university partnerships/new booking types in these revamped areas. 2) Plan for and communicate strategies for proactive scheduling, updating web resources, building hours and access programming, room and resource scheduling, etc. Ensure timely follow-through for colleagues, managers and clients and keep all stakeholders apprised of outcomes to any issues, etc. Create clear documentation for processes such as opening/closing of 1st floor Doyle, staffing guidelines for students and desk staff, and planned maintenance/upkeep of spaces in our team's purview. Review relevant aspects of building safety and preparedness for coverage in designated ASC role. 3) Expand Zoom web resources, training and support for customers districtwide. Assist with creation and support of Zoom Rooms, and advanced Zoom production needs in specialty spaces, as well as Zoom webinars. Manage and administer Zoom sub accounts for our district. Create a standard procedure for processing/cleanup of cloud recordings, recommend retention policies, and review accessibility of media resources in this area.

Administrative Assistant III *[*This position was eliminated as of 2021; duties were reassigned/reassessed in 2022-2023.]*

Summary: the AAIII, Media Services position can be broken down into three major areas: administration, technology and equipment procurement, and events coordination. The administrative duties encompass the management of Media Services' office and personnel matters, as well as the oversight of a multimillion dollar combined budget, and the support of three classified administrators. The responsibilities related to technology and equipment procurement span the breadth of those processes, including requesting and analyzing vendor quotes, creating requisitions, maintaining asset inventories, and approving invoices. This aspect of the job demands a comprehensive understanding of District purchasing protocols and procedures, as well as diverse technologies used for media events, production, and system installations. The events coordination duties include communicating with organizers, matching technology needs to available resources, scheduling equipment and technicians, hiring temporary staff, and invoicing for our services. All aspects of the job require the AAIII to communicate and collaborate with others throughout the District and outside the District.

Detail: Historically this role was classified as a Purchasing Specialist by the incumbent's predecessor, who retired after nearly 30 years on the job. The position was then requested for re-classification by the CRC as a Coordinator, Technology Procurement, since that job description was the closest existing match to the increasing duties the AAIII presently performs for Media Services. However, given the additional elements and responsibilities that are integral to the role—including comprehensive media coordination for District events, administrative duties for three classified administrators, and office management support for the entire Media Services department—there were significant aspects of the job that did not fit into that CTP role. The only other near match among existing classifications was Administrative Assistant III, which permitted flexibility with the role's nuanced functions, but unfortunately came with a lower grade on the classified payment scale. Thus, we perceive a level of inequity in that the AAIII is

essentially performing as a Coordinator, Technology Procurement as well as additional AAll and Media Events Coordinator duties, without commensurate remuneration.

Assessment: As part of this process, the AAll re-wrote his job description to align better with the work he performs. He used the Coordinator, Technology Procurement as a template to frame his role, but then added on to it with relevant elements that comprise his other day-to-day duties. The Director, Media Services & Learning Technologies agrees that this expanded write-up better reflects the breadth and depth of the role. Further, the director would support and highly recommend a new classification be created to ensure a better fit for this pivotal job in Media Services. Daniel's position is one that serves as the glue that holds all units of this department together, and acts effectively as the hub of Media Services' districtwide wheel; with this in mind, ideas for new titles include: "Coordinator, Media Services" or "Coordinator, Media Technology Procurement & Events" or "Coordinator, Technology Procurement & Media Events Support" or some variation thereof to encompass his multifaceted role on the team.

Current Goals: 1) Assist with guiding a major transition of departmental services and change of physical spaces in Doyle 1st floor following planned construction—to include office moves, re-envisioning of storage areas, adjusting client-facing environments, and integrating new neighbors over the next year. 2) Oversee full procurement processes from start to finish: vendor quotes & bid documents, as well as receiving of deliverables / inventory tracking, and invoicing/budget reviews. 3) Strengthen understanding of all relevant budget areas (unrestricted, trusts, IELM & grant-funded sources under media's purview), to include tracking expenses, maintaining & reporting balances. 4) Assist with developing processes to increase efficiencies with recruitment and retention of event-based personnel, processes for coordinating and scheduling STNCs, and managing resources for ad-hoc events & projects, and continuing to represent the media team at planning meetings.

1.1d Hours of Office Operation and Service by Location

Media Services provides multiple tiers of operating hours, ensuring a range of opportunities for public-facing and walk-up client services within the libraries, as well as an extended technical services hotline for employees at all district sites, in order to support instruction as well as special District activities. Additional staff (typically Professional Experts, or technician overtime) are scheduled on an ad-hoc basis to support department and program-level events as well as the Use of Facilities, whenever Districtspaces are rented (including evenings/weekends), and media staff are hired to provide technical support for internal or external clients, with cost-recovery models in place for these services.

MEDIA SERVICES - PUBLIC HOURS

Doyle Library (Santa Rosa) 707-527-4261

Spring & Fall: M-Th 8am-5pm; F 8am-1pm

Summer: M-Th 9am-5pm

Mahoney Library (Petaluma) 707-778-3985

Spring & Fall: M-Th 8am-7pm; F 8am-1pm
Summer: M-Th 9am-5pm

Closures on district holidays and during intersession periods are posted at media.santarosa.edu.

Staff Technical Support Hotline Hours (Santa Rosa) 707-527-4771

Spring & Fall: M-F 7:30am-7pm; (some reduced hours on Fridays)

Summer: M-Th 7:30am-7pm

Remote: M-F 7:30am-7pm* (special hours when district sites are closed and all support is provided remotely)

Exceptions to regular hours are posted at media.santarosa.edu. Petaluma Tech Hotline (778-3985) rolls over to SR as needed.

Media staff operate out of the Santa Rosa and Petaluma campuses, but also provide technical services and support to all District sites, including the Public Safety Training Center, Shone Farm, and Roseland (formerly Southwest Center).

1.2 Program/Unit Context and Environmental Scan

Media Services performs a unique set of services to the entire District. The department performs functions that complement and intersect with those provided by the Libraries, Distance Education, Public Relations, Graphics, IT Infrastructure, Instructional Computing, Disability Resources, Facilities and more. The support is varied and we are called often to provide a service not by a certain date, but at a specific time. Responding to support calls in the classrooms typically requires the technicians to perform their services with rapid response, as reduced staffing resources permit. These services are relied on by almost every faculty member at some point during the academic year. When the college gathers for large events, Media Services is called upon to provide both sound reinforcement as well as visual support for those present. Additionally, we are then requested to record the event and make it available for individuals who were not able to attend or post online for public interest. This helps improve the information flow for every member of the SRJC community.

2.1a Budget Needs

No new budget requests for 2024-2025, outside of departmental reorganization and codifying permanent staffing needs for long-range operational sustainability of core services and support.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
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2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Media Resources Specialist	40.00	12.00	NATE- manages front-of-house services (morning/afternoon shift), schedules all Doyle 1st floor rooms and resources, supervises students at front desk, provides leadership and support with EMS, maintains websites for media.santarosa.edu and live.santarosa.edu, trains users on Zoom and manages district's Zoom cloud services through administrative portal and distributes licenses as system admin for the district's Zoom subaccount, assists with Zoom operations in the classroom, schedules and supports Zoom meetings and webinars, and performs client outreach/education. Serves as primary contact for front desk email and phone support, liaises with media librarian, district police access control, and serves as area safety coordinator.; has been in WOOC state for last couple of years; anticipated reclass to Media Services Coordinator via job study.
X- Media Resources Specialist 47.5%	19.00	12.00	*VACANT / TO BE ELIMINATED AS OF 7/1/2024 in AAC Budget Reduction Targets* (backfilled by SIPHO as STNC sub via salary savings)- supports front-of-house and production services, assists with production resource scheduling, assists with live captioning and accessibility of digital media, live streaming/Zoom webinars, administration backup, coordination with live captioners, facilitating streams for all board meetings, generating produced video content, and reviewing all posted assets for compliance (compatibility, accessibility and permissioning). Liaises with Media Librarian, Distance Education teams, Disability Resources, and/or Public Relations and participates in captioning/copyright workgroups.
X- Administrative Assistant III*	40.00	12.00	*ELIMINATED AS OF APRIL 2021 BOARD MEETING* (formerly DAN-) office administration, payroll for students/STNC, PAFs, purchasing for all media equipment (bond, IELM, CTEA, other grant, unrestricted accounts) for entire district, maintains department records related to staffing, procurement, and fixed asset inventory, administrative support for 3 managers, and calendar coordination and resource planning with media event requests, coordination with production projects and events/prod. billing, etc.
Media Systems Technician II: Coordinator	40.00	12.00	THEO- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events; includes evening shift; has been working since spring 2022 as an MSTII - Coordinator, Media Events & Production
Media Systems Technician I	40.00	12.00	ZERAI- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events
Media Systems Technician I	40.00	12.00	DAVID- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events, supports instructional use of Newman Auditorium
Media Systems Technician I	40.00	12.00	MIKE- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events; includes Saturday shift

Position	Hr/Wk	Mo/Yr	Job Duties
Media Production Technician	40.00	12.00	JAMES- Produces Media Materials, emphasis on Graphic Production, still photography including additional support for PR dept, operates video production systems for conferences and events, scheduled and facilitates webinars
Media Production Technician	40.00	12.00	YARROW- Produces Media Materials, emphasis on Audio/Video Production, Livestreams, captioning coordination, production equipment research, operates video production systems for conferences and events, facilitates webinars
Media Systems Technician I	40.00	12.00	SUNNY- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events, maintains inventory, performs quality control checks and tagging of new media assets
PET- Media Lab Specialist	36.00	12.00	JO ANN- Support Classroom and video conferencing media needs of campus. (12-month, part-time) -- Request in motion to increase to 40 hours (1.0 FTE) effective July 1, 2024; anticipated reclass to Media Systems Technician via job study.
PET- Media Systems Tech II: Engineer	40.00	12.00	DAN V-Maintain, repair and install media systems on campus. (Has been working out of class and temp promoted for past 4 years as a Media Systems Technician II as a 'Media Systems Engineer'); anticipated re-class next year as Media Systems Admin via job study.
X- PET- Media Production Tech	30.00	12.00	*ELIMINATED in 2022 (formerly ANGELICA)- produces Multimedia Materials to support instructional and event needs of campus. (12-month part-time 75% FTE)

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Director, Media Services & Learning Technologies	60.00	12.00	Q- Districtwide Instructional Technology Planning and Ongoing Support; Staffing Direction, Administration, Major Events, Client Services & Production Services Management, and Overall Department Leadership
Technical Supervisor, Media Services	60.00	12.00	GREG- Districtwide Instructional Technology Planning and Ongoing Support; Media Infrastructure Projects Management and Vendor Coordination, AV Design, Major Events, Supervision of System Technicians
X- Manager, Media Services, Petaluma	60.00	12.00	[This position was eliminated due to lack of funding as of the April 2021 board meeting; Media Services working through reorganization and centralization of management.] (formerly MATT P)-Oversee the operation of Petaluma Media Services.

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
PROFESSIONAL EXPERTS- Media Prod Techs (7 people)	8.00	12.00	(total 1000+ hrs /year) Professional Expert STNCs- After-hour support for ad-hoc events, special departmental projects, music concerts, lectures, staff development, community activities and Use of Facilities permits. Supported via revenue generation accounts.
STUDENT- Client Services / Front Desk	6.00	12.00	Patron support at media front-of-house areas, meeting & event support, Zoom startups, and special projects as assigned, area supervision and general patron support, as well as other Public Service desk duties in concert with Library desks upstairs.
STUDENT- Tech Services	12.00	12.00	Assists tech services with tier 1 phone support for instructors, event setup/teardowns, project assistance, delivering equipment to classrooms, changing filters/lamps in projectors & classroom maintenance.
STUDENT- Production	24.00	12.00	Assists production unit with video production activities, ingesting footage, checking video equipment, recording lectures, providing videoconferencing support, some after-hour production work.
STUDENT- Petaluma Media	12.00	10.00	Clean media equipment in classrooms on a weekly basis and assist installations.

2.2d Adequacy and Effectiveness of Staffing

1. Adequacy of Workforce For Instructional Support

In recent years the nature of media support has undergone a notable shift (100+ new mediated rooms in 5 years), while staffing has remained largely unchanged, and more recently shrunk. Moving from an AV delivery model where few classrooms were permanently technology-equipped to an era where almost all learning spaces are mediated has greatly improved media access for instructors. However, this reality also yields a significantly higher number of systems requiring regular maintenance and greater field support needs for checking systems and repairing equipment, while at the same time reducing the heavy reliance on checkout gear as the delivery approach was phased out.

In a more contemporary staffing model, emphasis ought to be placed on networked AV systems, proactive maintenance/support cycles, and adjustments made for a more field-heavy tech team. High utilization of certain spaces creates some access issues for maintenance purposes, so such routine checks may need to occur on nights and weekends.

Media Services is seeing greater need for the technical skills of Media Systems Technicians to perform the specialized work associated with the district-wide technology refresh of classroom and learning spaces, as well as the increasingly technical operation of district media equipment.

This has caused reliance on STNC Media Technicians to meet the increased demand for the sophisticated work to accomplish the design, fabrication, installation, maintenance, and repair of media systems and equipment across the five district locations.

At the same time, while there is a large boom in the use of videos for instruction and district business, the need for traditional video production editing and videoconferencing coordination are anticipated to decrease as new technologies increase in usage. The introduction of new capabilities that allow live-streaming enhanced by mobile cameras using wireless, high-definition video transmission bring the potential to reduce the amount of production labor required to support event videotaping and minimize post-production requirements.

Concurrently, increased availability of video production and event streaming support through 3C Media, and increased options for videoconferencing, may further reduce demand for traditional production and conferencing services provided by production tech staff.

Another way Media Services is responding to increased faculty demand for classroom and instructional technology support through improved training of an increased student workforce. This low-cost solution will allow Media Services to rapidly respond to instructor requests for classroom technology support. The last pre-pandemic year showed a dramatic increase in classroom support hours logged, more than 33% from the previous year, and post-pandemic era support has not declined, but has fully bounced back.

A final area of significant increase has been in digital media accessibility requirements for live events and posted content. The imperative to ensure both copyright compliance of audio and video captured and provide comprehensive captioning of posted videos is a multi-tiered and complex process that intersects with the Media Librarian's research and various technical components. This position also supports live production functions that intersect with the production team, such as web conferencing account provisioning, setup and production of live webinars, and accessibility of those. Historically our 47.5% Media Resources Specialist assisted with such efforts, but the projected growth exceeds our current staffing model, so services were reviewed and scaled back since funding did not permit increasing back to 50% (\$6,500). This part-time Media Resources Specialist has primary responsibility for scheduling and operating Zoom webinars, coordinating with live captioners, ensuring copyright compliance and on-demand captioning services for all posted videos, digitizing analog media and creating videos for public use would extend their schedule to 20 hours per week in an effort to manage the growing events, production and administrative needs to ensure full digital media accessibility as a continued area of growth. (Historically this position was a 60% FTE role, but was scaled back in a previous year to 47.5% due to budget reductions, and is currently at 19 hours per week; it may need to be reevaluated amid the proposed department reorg.) This part-time position is on the docket to be eliminated as of July 1st, 2024 to meet AAC budget targets, so further shuffling of resources is underway in other areas to cover support needs where practical or eliminate from the department's ongoing service portfolio.

**Related to technical services provided by Media Services, but listed in the THEATRE ARTS PRPP for 2024-2025 is a request for a permanent classified professional Theatre Event Specialist 60% for Burbank Auditorium; we support and recognize the need for a dedicated position with specialized skillsets to support event requests in the theatre facilities, including internal and external requests. Currently requests that could be revenue-generating opportunities are turned

down for lack of staffing. Consideration for a dedicated position in Burbank Aud would work toward a goal of making that facility's usage more sustainable year-round.**

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	01	01	Media Systems Technician II	Coordinator, Media Events & Production	Classified
0002	Santa Rosa	01	01	Media Support Specialist 92%	Media Support Specialist 100%	Classified
0010	Santa Rosa	01	01	--	Theatre Events Specialist 60% (THAR PRPP ranked)	Classified

2.3a Current Contract Faculty Positions

Position	Description
(None)	

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
(None)	0.0000	0.0000	0.0000	0.0000	

2.3c Faculty Within Retirement Range

(None)

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

(None)

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
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2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
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2.5b Analysis of Existing Facilities

The existing facilities in Doyle and Mahoney* Libraries were designed for Media Services and serve the department's day-to-day operational needs, aside from the challenge of bulk equipment storage and staging for preparing equipment in the field. The team continues to work with Capital Projects and FacOps to identify and utilize vacant spaces in other campus facilities to meet this constraint.

*In Petaluma, the existing Media Services location in Mahoney has been proposed as the future home for the Tutorial Center, to bring learning support services under one roof, so the teams are working with architects and campus leadership to do construction (possibly in 2025?) to the Richard Call Building, to prepare a reduced footprint space that still meets the core operational needs of the department, in order to maintain full services on that campus.

3.1 Academic Quality

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3.2 Student Success and Support

Media Services has used sensitive to diversity as a component in all hiring for the past 10 years. Our staff has a blend of genders and strong minority representation, both with classified professionals and professional expert/student workers, including those with a FWS grant. Each person is made to feel welcome and valued, and given the tools to succeed as part of our service ethos. We work closely with groups like DRD to ensure media equipment and learning tools meet or exceed current accessibility requirements, and we ensure that all videos posted in a public forum and/or for instructional use are professionally captioned. We also live caption the monthly board of trustee meetings that are streamed in real-time, and assist groups to secure transcripts or translation services upon request. We undergo annual training as required by the state and our employer, and participate in districtwide activities that foster a culture of diversity, equity and inclusion.

3.3 Responsiveness to Our Community

3.4 Campus Climate and Culture

Area/Building Safety Coordinators

- Doyle Library 1st floor / Media Services -

* Nate Musser

* Theo Chatneuf (evening)

- Mahoney Library / Media Services -

* Dan Van Gorkom

* Jo Ann Gaglione (evening)

3.5 Establish a Culture of Sustainability

Media Services uses rechargeable batteries whenever possible. We avoid printing unless necessary, and have been phasing out print services over the past several years. No longer do we output to physical media, but provide digital and streaming copies of content that can be sent electronically or viewed from the cloud.

4.1a Course Student Learning Outcomes Assessment

4.1b Program Student Learning Outcomes Assessment

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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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
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4.2b Narrative (Optional)

5.0 Performance Measures

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

N/A

5.2a Enrollment Efficiency

N/A

5.2b Average Class Size

N/A

5.3 Instructional Productivity

N/A

5.4 Curriculum Currency

N/A

5.5 Successful Program Completion

N/A

5.6 Student Success

N/A

5.7 Student Access

N/A

5.8 Curriculum Offered Within Reasonable Time Frame

N/A

5.9a Curriculum Responsiveness

N/A

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

N/A

5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

N/A

5.11a Labor Market Demand (Occupational Programs ONLY)

N/A

5.11b Academic Standards

N/A

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	01	01	Complete Media Services staffing reorganization/centralization	Restructure key staff positions to meet demand for a wide array of sophisticated event and instructional services districtwide, and realign as needed to meet new service goals within budget constraints.	2023-2024	PARTIAL: broader AAC reorg timeline pushed back again, and SEIU job study delayed, but partial progress toward a 12-month tech position and reclassifying several positions once implementation is approved.
0001	ALL	01	01	Develop next phase of planning for bond-driven projects, including a comprehensive digital refresh of learning spaces across the District to improve classroom instructional environments	Recommend next phase of a multi-year phased spending plan for Measure H and continue implementation of bond-driven projects and equipment expenditures. Execute spending strategies in alignment with capital projects construction, institutional needs, and 2030 master plan, using the master technology plan as a framework to facilitate fuller integration of technology into learning; upgrading & standardizing obsolete learning space AV systems.	2023-2025	ONGOING: development of tech master plan was worked on in ITG committee this year, but paused before it went to Cabinet and will be revisited next fiscal year; priorities in development for AV refreshes for remainder of Measure H(series C) under review with stakeholders.
0001	ALL	01	01	Continue staff training to ensure a strong professional development focus	Provide ongoing funding to ensure team members remain current in their field, promote lifelong learning, encourage industry-recognized certifications, and set measurable goals to keep these active. Specifically, set targets for AVIXA CTS-certified techs to earn a minimum of (10) annual renewal units annually over the next three years in order to be eligible for CTS renewals to maintain core certifications.	2023-2025	ONGOING: provided staff time for on-site and off-site professional development. 3-year RU credit and training processes ongoing, with dedicated funding, AVIXA and ETC memberships renewed, and annual RUs in progress.

6.2b PRPP Editor Feedback - Optional

Two suggestions:

- 1) At PRPP login screen, reverse order of rows in template to put the newest and most accessed rows at the top, so users do not need to scroll down each time to access the current year.
- 2) Change default to show PRPP sections that can be edited, since most users look at those frequently and more rarely access the global list.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	01	01	Complete Media Services staffing reorganization/centralization	Restructure key staff positions to meet demand for a wide array of sophisticated event and instructional services districtwide, and realign as needed to meet new service goals within budget constraints.	2024-2025	See staffing funding requests in section 2.2e.
0001	ALL	01	01	Develop next phase of planning for bond-driven projects, including a comprehensive digital refresh of learning spaces across the District to improve classroom instructional environments	Recommend next phase of a multi-year phased spending plan for Measure H and continue implementation of bond-driven projects and equipment expenditures. Execute spending strategies in alignment with capital projects construction, institutional needs, and 2030 master plan, using the master technology plan as a framework to facilitate fuller integration of technology into learning; upgrading & standardizing obsolete learning space AV systems.	2024-2025	Ongoing Measure H funding (series C); project management support.
0001	ALL	01	01	Continue staff training to ensure a strong professional development focus	Provide ongoing funding to ensure team members remain current in their field, promote lifelong learning, encourage industry-recognized certifications, and set measurable goals to keep these active. Specifically, set targets for AVIXA CTS-certified techs to earn a minimum of (10) annual renewal units annually over the next three years in order to be eligible for CTS renewals to maintain core certifications.	2024-2025	Staff time, on-site and off-site professional development. 3-year RU credit and training processes ongoing, with dedicated funding (no new monies requested.)