Santa Rosa Junior College
Program Resource Planning Process

Media Services 2014

1.1a Mission

Media Services primary function is to provide media support to the classroom. 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.

Instructors shall have ready access to a well organized and broad based collection of media software (listening & viewing materials). Equipment shall be in good working order, be available in sufficient quantity and located conveniently. Equipment shall reflect current technologies for California Community Colleges. Operation of the equipment is the responsibility of the instructor. Media Services will provide user training and rapid technical support, in the event of equipment failure.

Original media materials used to enhance a concept shall be produced in a timely manner. The material shall be produced by professional staff, who will work closely with the presenter to determine the best method of presentation.

Support for non-instructional large group use of campus facilities shall be provided as resources allow. District facilities used for group events shall contain all equipment necessary to support media needs designated for that function.

Media Services staff shall participate in staff development activities, in order to maintain currency in their field. District human development activities shall be supported as resources allow. Media Services shall be a District resource in the long-range planning process by recommending warranted applications of instructional technology.

1.1b Mission Alignment

In our role of providing support to all College users, Media Services constantly transforms 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" is fairly encompassing and supportive to approved District activities and functions. With the transformation of information into electronic formats, the "College without walls" concept is very dependent on the ability of Media Service to record, convert and distribute course materials and college events into digital formats and multiple delivery modes. As the District's mission changes there is a natural change to the services offered by Media

Services. With additional legal requirements related to Section 508 and FERPA, carful assessment of existing supported activities needs to be considered. While a simple presentation can be recorded and retransmitted the additional work for captioning has a fiscal impactt. An area of continued growth is the use of video conferencing for departmental and committee meetings between campuses. This increasing are is directly supporting the "Green" initiatives reducing the need to drive between campuses.

1.1c Description

The Media Services department provides four basic functions to the entire District.
CIRCULATION- this area is responsible for maintaining and circulation our 10,000 plus audio & video titles that are used both in the classrooms setting and as extra reinforcement in the learning environment. The unit provides front line phone contact. Catalogs media and performs data entry of the fixed assets equipment. They support the media viewing activities for individual carrels, small group and large group rooms in the Libraries. They coordinate materials needing closed captioning for all classes including online classes.
TECHNICIAL SERVICES- this area is responsible for the correct operation, delivery and repair of all media equipment within the District. They respond to service requests in classrooms and meeting spaces within a 10 minute period. They supervise the delivery and cleaning of media materials and perform the installation and alterations to media equipment installation in District facilities. They set-up and operate many campus events.
PRODUCTION SERVICES- this area is responsible for the video recording 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 campus and with other colleges. They prepare materials in the closed captioning process.
ADMINISTRATIVE AND FACULTY SUPPORT- this area is responsible for the purchasing of all materials and equipment used to support the Media Services operations. The records related to copyright licensing and photographic permissions are maintained by this area. All facilities both new and those being remodeled are reviewed for issues related to Instructional technology. The department works closely with planners to assure District facilities include the correct infrastructure to support the media related functions for a particular space.

1.1d Hours of Office Operation and Service by Location

The department provides three different sets of hours, one to the public in the libraries for access to our collections and viewing services, one to College staff to support their duties and future activities and finally support for Community Education's Use of Facilities, which essentially are whenever the facilities are rented. STNC staff provides most of the Community Education support outside our normal staff hours.

PUBLIC HOURS

Doyle Library Santa Rosa
Spring and Fall: M-Th 7:45am-7pm; F 9am-3pm; Sat 11am-4pm
Summer: M, T - 9am-8pm; W, Th - 9am-3pm

Mahoney Library Petaluma
Spring and Fall: M-Th 7am-9pm; F 8am-1pm; Sat 10am-3pm
Summer: M, Th -9am-5pm

Staff Support Hours
Spring and Fall: M-Th 6:45am-10:30pm; F 6:45am-6pm; Sat 8am-5pm

Summer: M-Th 7AM-6PM

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 are similar to those provided by the Library, Facilities, Graphics, Computing Services and Instructional Computing. The support is varied and we are called to provide a service not BY a certain date, but AT A SPECIFIC TIME. An instructor may have requested a video title to be delivered to a certain room for a certain class. This requires us to perform this service within a 10 minute window or less. These services are relied on by almost every faculty member at some point during the semester. 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. This helps improve the information flow for every member of the SRJC community.

2.1a Budget Needs

One of the functions our students perform is the cleaning of the computer projector filters and overhead rolls. With the increase in deployment of these items, more hours are needed to keep up with use.
The department's 4390 supply account is used to buy all blank media materials, It is used to purchase repair parts for the more than **8,500** pieces of equipment in the Districts equipment inventory. Our 5000's are impacted by our campus vehicles and their trips supporting facilities in Windsor and Shone Farm. With the loss of TTIP funding, the cost for television services and video conferencing telecommunication connections and warrenty has fallen back to the base funding. A separate account is used to pay for much of the travel between Santa Rosa & Petaluma. The 5000's are also used to use outside shops to repair items our own technicians do not have the tools required to repair. With the addition of more complex systems in our buildings, this account needs to be mainatined.

Petaluma

Petaluma has seen positive growth in its media program over the last 6 years, but still has needs for additional resources to become a full service site to support the

operations of the campus. We have a need for two additional positions to have a minimum staffing base of operations, to offer equivelent services as those offered in Santa Rosa, As Petaluma's installed base of equipment ages, the amount of support incidences and equipment failures is increasing. We will need additional test tools and repair resouces to deal with these normal failures.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Petaluma	00	00	$6,000.00	All of the projectors lamps originally purchased for Petaluma campus have been used. This currently will cost approximately $6k per year to keep our classrooms operating.
0002	Santa Rosa	00	00	$2,000.00	With the addition of new equipment in new facilities on-site maintenance is inadequate.
0003	Petaluma	00	00	$5,000.00	Petaluma, the existing resources for on-site maintenance and supplies inadequate.
0004	Petaluma	00	00	$9,900.00	Espansion of Student Assistants presence during operating hours that currently is very limited.
0005	ALL	00	00	$3,000.00	With the addition of new equipment in new facilities outside repair fund is inadequate.
0006	ALL	00	00	$5,000.00	With the addition of new equipment in new facilities repair and installation supplies are inadequate.

2.2a Current Classifed Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Media Resources Specialist	40.00	12.00	Operates Circulation services, lead on cataloging
Media Resources Specialist	40.00	12.00	Operates Circulation services, lead on fixed assets and equipment cataloging, Provides Saturday support (currently Vacant, waiting for replacement approval)
Purchasing Specialist	40.00	12.00	Maintains all department records related to staffing and purchasing including purchases related to all Media Equipmnet for bond projects
Media Systems Technician II	40.00	12.00	Installs Complex Media Systems, Inspects Contractor installed projects, Maintains Equipment.
Media Systems Technician I	40.00	12.00	Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events
Media Systems Technician I	40.00	12.00	Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events
Media Systems Technician I	40.00	12.00	Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events
Media Systems Technician I	40.00	12.00	Saturday technical Support, Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events (currently vacant due to retirement, Awaiting replacement approval) Backfilled with Salary Savings STNC
Media Production Technician	30.00	12.00	Produces Media Materials, emphasis on Video Conferencing
Media Production Technician	40.00	12.00	Produces Media Materials, emphasis on Graphic Production
Media Production Technician	32.00	12.00	Produces Media Materials, emphasis on Audio/Video Production
Media Production Technician	8.00	10.00	Above Position 32 hours extra hours for Fall/Spring (essential make position full time 10 months)
Media Lab Technician	36.00	11.00	Support instructors in the use and operation of media resources, (essential to make position full time 12 months)

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Manager, Media Services	40.00	12.00	Districtwide Instructional Technology Planning and Ongoing Support
Manager, Media Services Petaluma Campus	40.00	12.00	Districtwide Instructional Technology Planning and Ongoing Support Direct Support to Pataluma Activities

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Media Production Technician (5 people)	5.00	12.00	(total 221.5 hrs /year) STNC- After hour support for Departmental projects,Music Finals,Staff Development and Use of Facilities permits.
Circulation Student (5 people)	45.40	12.00	Work at front counter, fill required two person on duty for our Public Service desk.
Delivery/Cleaning Student (4 people)	42.10	12.00	Deliver equipment and media to classrooms, clean overhead rolls and change filters in projectors.
Production Student (1 Person)	6.80	10.00	Assists with production activities, records lectures, does some after hour production work.
Media Production Technician (5 people)	5.00	12.00	(total 216.25 hrs /year) STNC- After hour support for Departmental projects,Music Finals,Staff Developmnet and Community education use of facilities permits.
Petaluma Cleaning/ Delivery Student	20.00	10.00	Respond to instructor support calls, deliver media equipment and clean projectors.

2.2d Adequacy and Effectiveness of Staffing

As a unique provider of service to the entire District, normal data record comparisons are not possible. Below is a comparison of service providers on campus. Total budget impact of these service groups is 12.85%.

The following compares total percentage cost to the District for each service area.

Selected Services as a Percentage of District Expenditures

Service	2006/07	2007/08	2008/09	2009/10
Media Services	0.90%	0.91%	1.01%	1.04%
Library	2.37%	2.52%	2.52%	2.43%
Graphic Services	0.59%	0.65%	0.66%	0.58%
Information Technology (IT & IC)	3.26%	3.34%	3.46%	3.78%
Facilities - Maintenance	1.90%	1.85%	1.80%	1.88%
Facilities - Custodial	2.18%	2.09%	2.17%	2.34%
Facilities - Grounds	0.75%	0.76%	0.78%	0.80%
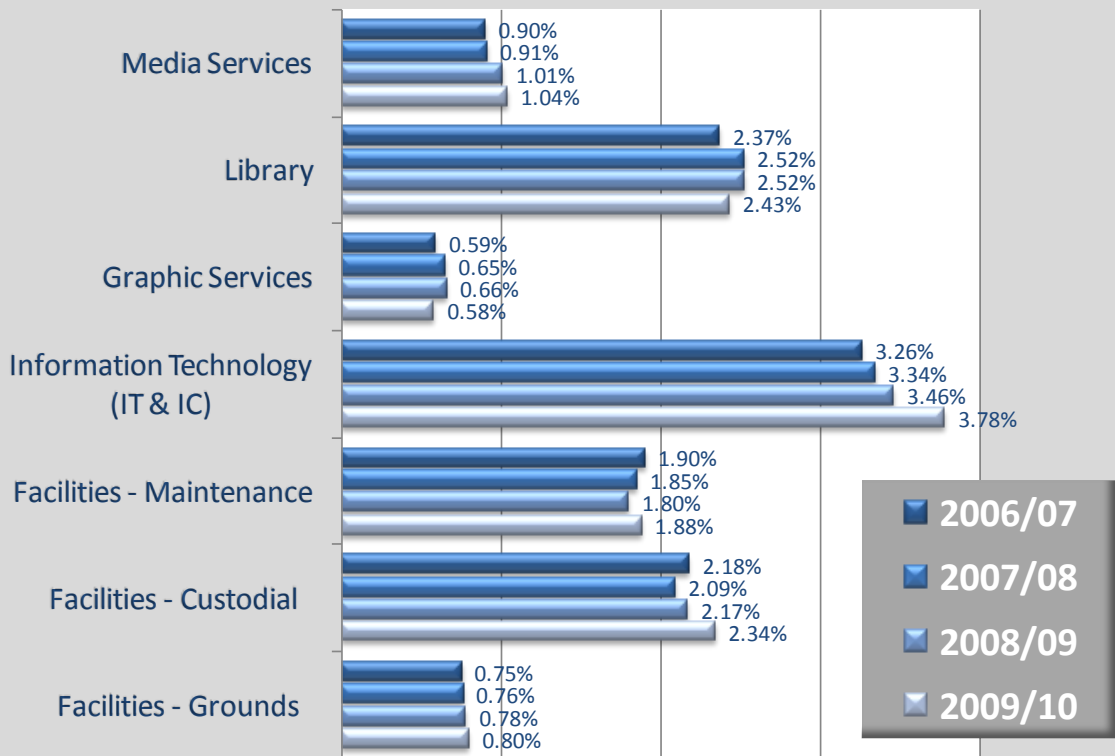
With a fiscal impact of 1%, the cost of the services provided by our department would seem to be a good value. The direct support to the technology services in the learning environment is the primary focus of Media Services. The increase between 2007 and today reflect the addition of two staff positions supporting Petaluma operations.

Sections/ FTE Media Staff

Year	Value
2004-05	906
2005-06	774
2006-07	717
2007-08	771
2008-09	658
2009-10	555
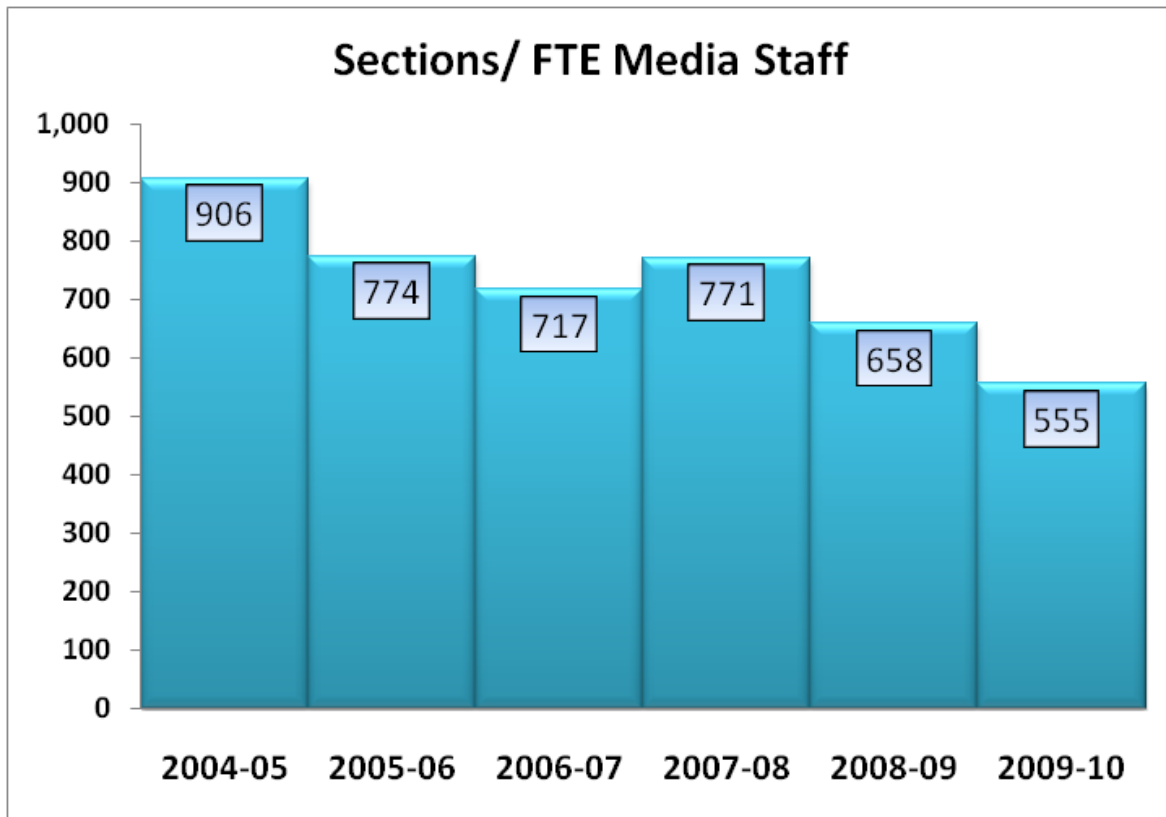
The reduction in sections has helped with workload demand. Especially the technical area is directly impacted by the number of classes meeting. The additional of a second manager helps distribute responsibilities and improve site advocacy.

Sections/ FTE Media Technical Staff

Year	Value
2004-05	1,982
2005-06	1,665
2006-07	1,685
2007-08	1,813
2008-09	1,679
2009-10	1,283
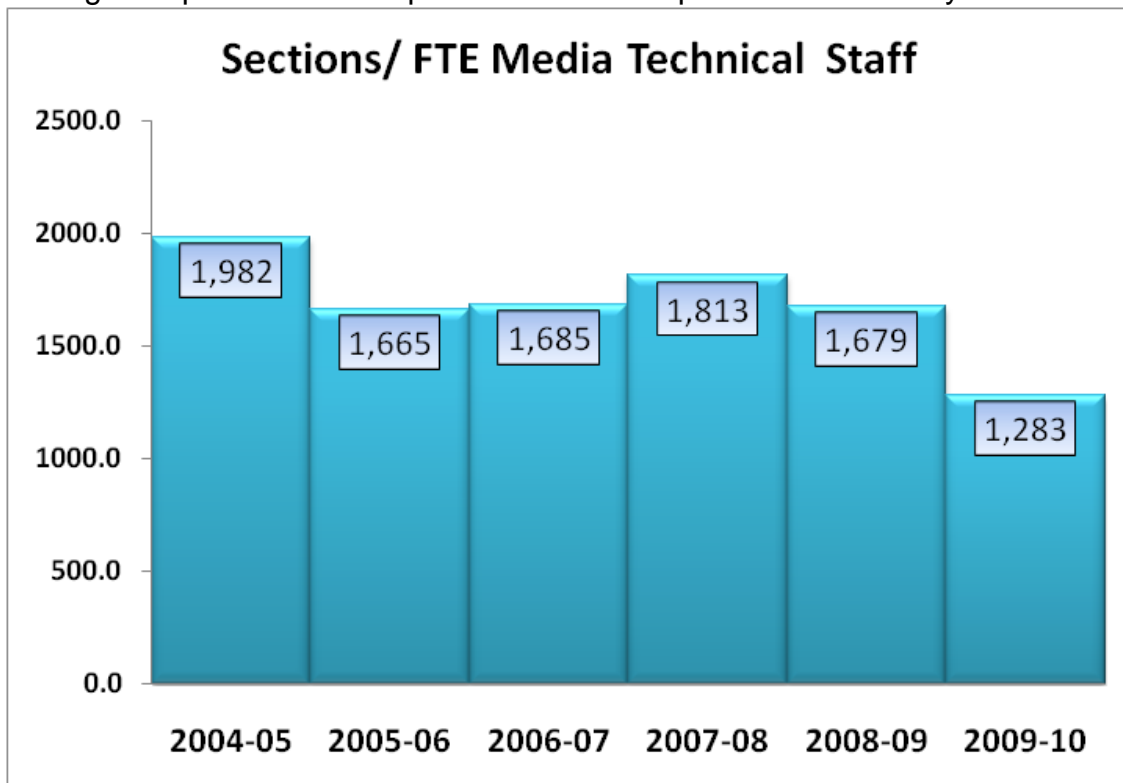
This chart shows the number of class sections supported by each of the Technicians/Support specialists. The addition of a staff position in Petaluma has helped with this ratio. It is still an impressive number to assume each technical position supports well above 1000 classes.

Petaluma

The Petaluma campus classified support staff consists of a 92% 11 month media lab technician and twice weekly visits from staff from the Santa Rosa campus. There is a strong need to provide additional support staffing to provide a base level of service for the instructional needs of the site. Currently if the Petaluma Media Manager is not onsite or available there is no support available before 12 noon, which can significantly disrupt a class session. To remedy this problem it is recommended that a Media Systems Technician be added to provide this on call support during both day operations. Additionally it is recommended that a Media Production Technician be hired to lead production efforts and assist instrutors with their production needs.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	00	00	Media Systems Technician I - Replacement	Same	Classified
0001	Santa Rosa	00	00	Media Resources Specialist 1 - Replacement	Same	Classified
0002	Santa Rosa	00	00	Media Production Technician - Upgrade to 1 FTE	Same	Classified
0003	Santa Rosa	00	00	Media Production Technician - Upgrade .75 to 1.0	Same	Classified
0004	Petaluma	00	00	Media Support Specialist- Evening - Upgrade to 1.0	Same	Classified
0005	Petaluma	00	00	Media Systems Technician I	Same	Classified
0006	Petaluma	00	00	Media Production Technician	Same	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
0001	ALL	00	00	(None)	

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

Items Reqested are for ongoing support and conversion to more digital production and storage.

Petaluma items requsted are to support the media requests that have been made and not adequately met due to the recent expansion of facities, and programs including a relatively new and growing Media Services department.

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	00	00	ITG Tech Plan Equipment Request	1	$155,400.00	$155,400.00	Media Services	District	Russ Bowden
0002	ALL	00	00	Digital Audio mixer for events	1	$3,580.00	$3,580.00	Technicians	4214	Matt Pearson
0003	Santa Rosa	00	00	Backdrop Hangers	1	$1,300.00	$1,300.00	Production	4214,	Russ Bowden
0004	Petaluma	00	00	Specialty microphones for campus performances	1	$3,000.00	$3,000.00	Theo Chatneuf	Media Service	Russ Bowden
0005	Petaluma	00	00	Event PA system	1	$10,000.00	$10,000.00	Production	713	Matt Pearson

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	00	00	Replace staff editing workstation	8	$10,000.00	$80,000.00	Russ Bowden	Media	Russ Bowden
0002	Santa Rosa	00	00	HD/SDI video tester	1	$2,400.00	$2,400.00	Ken Genz	Media	Russ Bowden
0003	Santa Rosa	00	00	Network cable / connection tester	1	$1,700.00	$1,700.00	Ken Genz	Media	Russ Bowden

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	00	00	1 Year	Doyle Library	N/A	$1,100.00	Card Reader Between First Floor and Second Floor Stairway on upstairs wall. Lack of this item forces staff to use elevator or leave building to get up to other floors.
0002	Petaluma	00	00	1 Year	Mahoney Library	N/A	$4,000.00	Card Reader entrance on break room door. There is currently no exterior access on east side of building.
0003	Petaluma	00	00	1 Year	Carol Ellis Auditorium	N/A	$8,000.00	Card Reader entrance on stage doors. There is currently only one entrance with a card reader on auditorium.

2.5b Analysis of Existing Facilities

Three Technology Spaces not adequately cooled (4222,4223,4230)

Exterior Doors have problems closing, this creates security issues.

We are still awaiting the arrival of two adjustable height tables for our video viewing carrels (7 years). While our current carrels are ADA compliant as it relates to wheelchairs, students with other disabilities would be better accommodated with the additional viewing locations/furniture.

Petaluma

The facilities at Petaluma are five years old, and adequate for the existing needs of the campus.

3.1 Develop Financial Resources

3.2 Serve our Diverse Communities

Media Services has used "sensitive to diversity" as a component in all hiring for the past 5+ years. Our staff is balanced between genders and has strong minority representation. One area that still is weak is Spanish speaking at our public service desk. .
As a provider of the District collection of audio visual media, there has been a long time commitment to grow and strengthen the collection in this area. We currently have over 1,627 titles that address cultural diversity (14% of all titles)

3.3 Cultivate a Healthy Organization

This has always been problematic, as typically during the PDA days we as a department are required to facilitate the activities making it harder to attend them. In past years, staff have applied for Staff Development activities off campus. The Managers attend a statewide conference each year allowing them to stay current with technology applications at other colleges & universities. This year much of the travel and conference costs were absorbed directly by the managers.

Funding is needed to send support staff and managers to industry training opprotunities in areas of emerging growth and change. These training events are rarely local, but usually regional requiring trips to locations such as L.A. or Las Vegas.

3.4 Safety and Emergency Preparedness

Pat Soran (Day)
Joni Koors (evening)
Greg Wycoff (Evening)
Anne O'Toole (Evening and Saturdays)
Matt Pearson

Jo Ann Gaglione (evening)

3.5 Establish a Culture of Sustainability

We use rechargeable batteries whenever possible. We verify processes require printed materials and we reuse paper till both sides are covered.

4.1a Course Student Learning Outcomes Assessment

As the primary coordinator of audiovisual materials, we support both the staff development opportunities for improving awareness and requirements of SLO and by providing learning materials in alternate forms to text we help address the diversity of learning styles.
As a support service, we do not initiate direct service but instead support all activities required by instructional departments.

4.1b Program Student Learning Outcomes Assessment

Media Services offers technological support to every department in the District.

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
Lecture and event video recording		X			X		X	X					X			X
Media Collection		X			X		X	X		X			X			X
Online Streaming Content		X			X	X	X			X			X			X
Video Conferencing Activities		X			X	X		X					X			X
Video Viewing Carrel		X			X		X						X			

4.2b Narrative (Optional)

Delivery modes are clearly technology driven that require self discipline. In addition, the ability to time shift the activity reduces stress which is health related. By being able to review from other locations improves the impact on the environment. Finally being responsible for when and if material is reviewed improves personal responsibility.

5.0 Performance Measures

Classroom Support

This was the first year Classroom support trouble tickets were completely measured by the IT ticket system. Below is a breakout of tickets for support by site and an estimated amount of hours calculated by each responding technician that the calls took to resolve the problem ticket. Future years will show growth as new installations have come on line in Santa Rosa and the ticket system is more ingrained in the habits of the employees.

Campus	Tickets	Hours
Culinary Arts Center	8	9
Forestville	1	1
Petaluma	290	370
PSTC Windsor	6	12
Santa Rosa	953	1184
	1258	1576
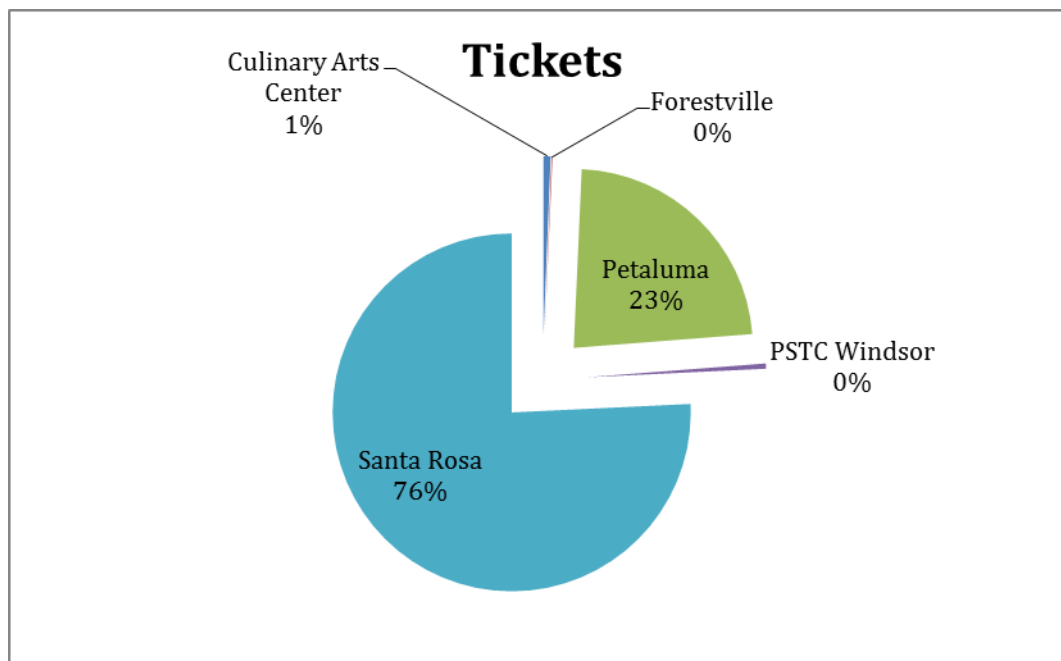
In 2013 Media Services also:
- Upgraded 5 classrooms to Media Enhanced Status utilizing Media Services Staff only (no outside contractors)
- Replaced aging sound system in Haehl Pavilion.
- Transitioned classroom control system (Utelogy) to centralized system allowing for more effective remote support. And upgraded 46 spaces to newer system

- Replaced over 40 existing classroom projectors

Production Support

The majority of Production support occurs on the Santa Rosa Campus as that is where the staff is located. Below you will find production support statistics for 2013.

Production Statistics - 2013

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Video/Audio Production	Events*	2	19	13	22	10	12	7	14	6	8	6	0
	Event Hours*	4	48	9	44	17	24	13	26	12	11	8	0
Video Conferencing	Events	70	120	84	119	86	35	14	25	44	57	58	29
	Hours	107	669	131	187	308	63	53	72	87	124	120	59
In 0.25	Set-Up Time (Hours)	17.5	30	21	30	21	8.7	3.5	6	11	14	14	7
Satellite Conferencing	Events	0	0	0	0	0	0	0	0	0	0	0	0
	Hours	0	0	0	0	0	0	0	0	0	0	0	0
Off-Air Tapings	Orders	0	0	0	1	1	0	0	0	5	0	0	0
	Hours	0	0	0	2	1	0	0	0	10	0	0	0
Radio Off-Air Tapings	Hours	0	0	0	0	0	0	0	0	0	0	0	0
Video/DVD Duplications	Orders	5	19	25	29	12	9	15	20	8	13	12	0
	Copies	10	107	116	133	116	10	65	146	28	76	66	0
CD/CD-ROM Duplications	Orders	2	0	2	1	1	2	0	1	0	2	3	0
	Copies	86	0	19	12	1	16	0	28	0	19	14	0
Closed Captioning	Orders	14	32	9	10	8	14	0	2	0	5	1	0
	Input Files	14	32	9	10	8	14	0	2	0	5	1	0
	DVD copies	0	1	0	0	0	9	0	2	0	5	2	0
	Output Files	14	31	9	10	8	14	0	2	0	5	1	0
Use of Newman	Events*	3	7	5	15	10	1	0	2	5	8	7	1
	Hours	4	14	12	31	25	1	0	4	7	9	14	2

	Set-Ups	3	7	5	13	10	1	0	2	5	8	7	0
Use of Bertolini	Events	4	7	7	14	19	1	4	4	7	3	5	2
	Hours	8	27	26	32	37	3	11	8	20	7	13	5
	Set-Ups	4	7	7	14	18	1	4	4	7	2	4	2
Use of NLE (Editing Room)	Events	0	0	0	0	0	0	6	6	2	0	0	0
	Hours	0	0	0	0	0	0	20	27	8	0	0	0
Photographic Prints	Orders	2	0	2	3	1	4	0	2	0	0	2	0
	Prints	45	0	2	4	144	50	0	5	0	0	9	0
35mm Slides	Orders	0	0	0	0	0	0	0	0	0	0	0	0
	Slides	0	0	0	0	0	0	0	0	0	0	0	0
Digital Output	Orders	2	0	3	0	0	3	1	0	0	0	0	0
	Output	2	0	2	0	0	30	2	0	0	0	0	0

*The above chart references actual hours of use not set up, clean up or preproduction meetings required to produce these events which will drastically increase the amount of hours it actually run events. Hour tracking for total production time started for the 2014 measurement period.

Video Conferencing

Video conferencing as usually remained a popular service that Media provided to the campus community. This year we began having issues with not having enough facilities on popular meeting days and had to turn some meetings away. Below are the statistics for Video conferencing usage by room across the district.

Call 632 had 101 occurrences, 196 hours

Newman Auditorium had 24 occurrences, 145 hours

Doyle 4246 had 159 occurrences, 381.93 hours

Doyle 4249 had 78 occurrences, 327.59 hours

Doyle 4243 had 177 occurrences, 336.80 hours

Plover 526 had 138 occurrences, 239.54 hours

Call 640 classroom had 2 occurrences, 2.07 hours

Call 602 had 94 occurrences, 153.06 hours

Betolini Senate Chambers had 61 occurrences, 386.67 hours.

Total Number: 834 sessions, 1954 hours

Production Highlights:

- Video Taped 119 Campus activities and Events
- Provided support for 741 Video conferences.
- Created original productions promoting the Culinary Program, Shone Farm, Paralegal Program and a General orientation about the college.
- Closed Captioned 94 videos
- Successfully supported Day Under The Oaks re-launch supporting multiple stages with sound reinforcement.
- Supported Community Forums for gathering input for the Strategic Planning Process.
- Created content and support for the Annual Commencement ceremonies and Presidents Address to the Community

Equipment Circulation

A major accomplishment for 2013 for the Circulation division was the was the successful transition to Voyager Media Module – integrating the media DVD/VHS library records, search and collection management with the Library's Voyager circulation system providing a seamless search environment for our patrons.

Equipment continues to circulate in Santa Rosa in measurable quantities, items such as projectors and screens are still circulated. Due to Petaluma having installed equipment in all but two classrooms the same circulating equipment is used as often and is not measured.

Equipment and Materials Used – 2013 Santa Rosa

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
Slide Projector	0	0	1	0	1	0	0	0	2	1	0	1	**6**
16mm Projector	0	0	0	0	1	0	0	0	0	0	0	0	**1**
Overhead Projector	1	1	2	1	0	0	1	1	1	0	0	0	**8**
Opaque Projector	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Computer Projectors	12	15	18	30	36	12	6	16	26	30	27	18	**246**

Laptop Computer	7	19	11	20	27	4	5	7	17	24	21	14	**176**
Portable Screen	1	2	5	3	7	4	2	3	5	4	2	3	**41**
CD Player (All)	0	0	0	3	8	1	2	1	0	0	0	4	**19**
Audio Player - Other	2	1	3	0	0	0	1	0	0	0	0	0	**7**
Digital Audio Recorder	0	0	0	0	0	0	0	0	1	0	0	0	**1**
Wireless Microphone	0	0	0	0	0	0	1	7	4	8	9	3	**32**
Microphone	12	17	19	36	27	7	11	5	18	17	19	16	**204**
Record Player	0	0	0	0	0	0	0	0	0	0	1	0	**1**
P.A. System	0	1	1	6	9	1	2	5	2	3	2	4	**36**
Speakers	0	0	0	0	0	0	0	5	0	0	0	0	**5**
Lectern (Oak)	7	14	13	30	26	6	6	8	12	11	16	9	**158**
Easel	1	0	2	5	3	0	4	0	4	0	1	1	**21**
AC Extension Cord	6	2	4	16	16	5	3	9	6	6	2	7	**82**
Cable Adapters	2	0	0	0	0	0	1	0	5	2	11	4	**25**
VHS Deck	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Monitor/Cart	1	1	0	0	0	0	1	0	0	1	0	0	**4**
19" VHS VCR/Monitor	0	0	0	0	0	0	0	1	0	1	0	0	**2**
Camcorder	2	6	4	8	2	0	3	1	0	5	2	4	**37**
Tripod	0	5	2	4	0	1	0	1	0	4	2	2	**21**
Digital Camera	2	1	2	3	1	1	2	0	0	0	0	0	**12**
Document Camera	0	0	0	0	0	0	0	0	0	1	0	1	**2**
SD Card	0	0	0	0	0	0	1	0	0	0	0	0	**1**
Camera Lens/Camera Equipment	0	0	0	0	0	0	0	0	0	1	0	0	**1**
DVD Players	1	0	0	0	0	0	2	0	0	2	0	0	**5**
Cart	0	1	1	5	3	1	1	2	3	2	1	2	**22**
Polycom	0	0	2	2	0	0	0	0	3	3	3	2	**15**
Equipment Items Circulated	**57**	**86**	**90**	**172**	**167**	**43**	**55**	**72**	**109**	**126**	**119**	**95**	**1,191**

Petaluma Circulating Equipment

The following was circulated by the Media desk at Mahoney library to students and staff.

ITEM	USAGE
Calculator	**123**
Camera - HD	**1**
Camera - SD	**22**

Card Reader	49
Cassette	1
Compact Disc	187
DRD headset	0
Flash drive	8
Headphones	1099
iPad	89
Laptop	569
Mouse	7
Video (VHS & DVD)	248
VGA cable	45
Wireless pointer	3

Petaluma Media

Classroom Projector Usage

Below you will find a chart of the usage of video projectors in the Petaluma Classrooms for 2012-13. Total usage is slightly down from 2011-12. Next year this chart will be available for most mediated classrooms district but data was only kept for Petaluma this measurement period.

Average S2011	Total S2011	Total Yearly	Total F2011	Monthly Average S2012	Total S2012	Total Yearly	Total F2012	Monthly Average S2013	Total S2013	Total Yearly
18	72	129	179	76	381	560	346	60	241	587
54	216	349	196	69	345	541	357	60	239	596
42	169	445	369	31	153	522	255	34	136	391
29	116	260	424	5	25	449	91	4	15	106
29	117	186	100	50	249	349	266	78	313	579
17	67	288	484	74	372	856	461	70	278	739
19	77	322	364	84	420	784	445	65	259	704
0	1	11	21	14	72	93	29	3	11	40
16	63	213	236	55	276	512	278	70	279	557
42	167	235	142	38	189	331	280	63	250	530
18	72	185	138	15	73	211	156	31	124	280

16	64	205	406	56	279	685	214	24	94	308
12	46	300	232	10	48	280	204	19	76	280
20	80	159	110	8	40	150	98	23	90	188
38	151	377	337	56	282	619	200	51	203	403
9	35	81	127	23	115	242	45	59	234	279
22	86	115	241	41	205	446	249	48	192	441
29	115	199	306	67	333	639	341	49	196	537
5	21	106	60	33	167	227	59	27	106	165
0	0	0	529	107	534	1063	600	107	426	1026
0	0	0	529	107	534	1063	600	107	426	1026
0	0	0	506	106	532	1038	600	107	426	1026
0	0	0	532	106	532	1064	600	107	426	1026
7	29	74	111	29	147	258	161	28	110	271
34	134	203	119	35	174	293	151	19	76	227
32	128	440	258	88	442	700	345	77	306	651
33	131	278	139	53	265	404	302	49	197	499
36	144	320	174	45	223	397	209	47	188	397
42	166	366	273	34	171	444	203	38	151	354
24	96	233	250	32	158	408	343	45	178	521
24	94	259	272	17	85	357	263	37	146	409
41	164	363	350	49	245	595	373	83	331	704
30	119	405	304	52	261	565	428	82	327	755
42	167	368	263	62	311	574	363	62	246	609
41	164	446	282	63	314	596	312	69	274	586
11	43	180	79	17	86	165	74	23	92	166
24	96	181	183	22	110	293	172	29	117	289
15	59	321	343	55	275	618	424	66	265	689
28	112	277	173	25	124	297	206	29	114	320
36	143	324	620	51	257	877	302	58	231	533
29	117	270	336	88	440	776	131	54	216	347

18	70	152	202	63	313	515	169	35	139	308
36	143	488	344	60	301	645	432	50	199	631
33	130	384	320	60	301	621	420	47	189	609
1	2	331	475	75	376	851	554	63	251	805
16	62	933	127	18	91	218	132	33	132	264
		11761			Total All	24191			Total All	22758

Key:

High	
Low	
Same	
Yearly Total	

Event Support - Petaluma

Petaluma Media in 2013 supported 98 events that took 522 staff hours from our department support or roughly 21% of all the available staff hours in the department. The events this year increased by 11% from the previous year.

Conclusion:

Media Services provides a broad level of support to the activities of the college and serves as the front line immediate support to instructors in the classrooms, events both instructional and public and assists with material development for the public relations missions of the college. Recent increases in the complexity of productions, the evolution to installed classroom technology and instructional materials production support have drastically changed the department work load which staffing levels have not changed to keep up with. We have been seeing roughly a 10% increase annually in demand for live event support and staffing needs have not been adjusted.

In future years of this report we are now keeping detailed records of the staff committed to each of these efforts to illustrate the demand placed on staffing to support each of these services.

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

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	04	00	Fund the replacement and upgrading of generic classroom media equipment to maintain a highly functional instructional enviroments.. This does not fund specialized equipment used within an individual discipline	Replace ageing media projectors, playback and control systems as needed. This is currently funded by the soon to be expended Measure A and a new funding source needs to be identified.	Ongoing	Media through Measure A funding has been able to replace ageing classroom projectors at a rate of 30 per year. This is an ongoing process.
0002	ALL	04	00	Establish a fund to replenish the Media Check out equipment used by Staff and Faculty.	Replace ageing portable media projectors, cameras and other equipment that is circulated to staff and faculty across the district to support their on and off site Media needs.	2 years	$7000 was made available throught the tech plan and measure A alotment. This still leave a funding deficit of $13,000 per year.
0003	ALL	04	07	Update current video camera systems for capturing district activites to High Definition.	Replace the ageing current Santa Rosa production cameras with High Definition models, that cost less to operate and maintain. This will also allow Media to provide a better finished recording district events.	1 year or as sooner	Waiting for the funding to become available. $30,000 one time is required.

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
Petaluma	It is essential that we hire an new FT Media SystemsTechnician at the Petaluma campus to be able to offer production support services to the campus community.
ALL	Develop ongoing budget resources to keep actively used Media Equipment in good working order. A new funding source will be required when Measure A funds are expended.
ALL	Using Public Services Desk examples from the Libraries, develop Service Outcomes for each service unit.
Santa Rosa	With the recent retirement and resignation of several staff members, replacement of open staff positions is required to maintain a base level of operation support to destrict classes, events and the business operations that media services supports. Any additional losses in staffing level in the department will result in the difficult choice or needing to reduce support to the operations of the district.

6.2b PRPP Editor Feedback - Optional

Media Services continued to provide good District-wide event support despite the loss of one FTE media tech and .5 FTE Media Resource Technician in Santa Rosa. The overall issue of adequate staffing remains a concern.

The SR Media Services manager's postion is need of review to assess job responsibilites relative to workload.

Petaluma continues to be understaffed to where it can not provide staff coverage during the all of the hours that classes are offered on the campus and the continued need for a full time media and production technian places a strain on the productivity of the Petaluma Media manager.

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Media Services recognizes the needs to assume a more active role in the
effective use of educational technology from the physical classroom to the
virtual classroom. There is a need to explore more effective ways of using
technolgy to increase student retention and engagement. A district wide
discussion with faculty should be held to explore means of improving our
delivery methods pending funding resources become available. Media Services
needs to develop and implement an assessment tool that provides information
about usage and user satisfaction.
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6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	00	05	Update Department Website	1.1 Convert Department Website to Drupal Content Management System. 1.2 Develop additional content for college reference.	12 - 18 Months	Staff time.
0001	ALL	00	07	Particpate in selection and implementation of a Digital Asset Management system.	A.)Assist in selection and acquire a system. B.) Develop a material organizational structure, and train media staff C.) Begin uploading media content, and uploading and tagging historic content (18-24 months)	2 years	Resources allocated through ITG
0001	ALL	00	00	Continue converting media collection assets to digital means of distribution and increasing ADA compliance of the collection.	A. Purchase or convert existing titles in DVD or Bluray formats when possible. B. Acquire streaming rights to collection materials were relevant.	24 Months	Staff time.
0002	Santa Rosa	04	07	Continue the rollout of the Utelogy Server Classroom Control System.	Convert and upgrade district classrooms to be controlled by Utelogy Control Server.	3 years	ITG funded.
0002	ALL	00	05	Assess media collections and develop a process to obelete and dispose of out of date materials in the collection that are no longer circulated	In Collaboration with academic departments, devolop a collection obsoletion process, and a list of materials ot obsolete this year.	12 - 18 Months	Staff time.