

Santa Rosa Junior College

Program Resource Planning Process

Petaluma Media Services 2016

1.1a Mission

Media Services primary function is to provide district-wide media support, chiefly in campus learning spaces. 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, careful 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 impact. An area of continued growth is the use of video conferencing for departmental and committee meetings between campuses. This increasing area 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.

TECHNICAL 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

Mahoney Library Petaluma Circulation

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 7:00am-8pm; F 7am-6pm; 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

Petaluma Media has been blessed with adequate resources this year from Measure H funds to replace equipment and update classroom technologies. What we continue to struggle with is adequate staffing and resources for staff professional development. With the increase of both IELM and bond funded projects it has placed strain on existing staff to to be able to keep up with our demand for services and lack the downtime learn new technologies and methods of media delivery.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Petaluma	08	07	\$5,000.00	Staff Professional Development, Certification and Travel
0001	Petaluma	00	07	\$15,000.00	STNC Budget for event coverage and Staff backfill

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Media Lab Specialist	36.00	11.00	Support Classroom and video conferencing media needs of campus.
Media Systems Technician 1	40.00	12.00	Maintain, repair and install media systems on campus.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Manager of Media Services, Petaluma Campus	40.00	12.00	Oversee the operation of Petaluma Media Services

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Media Student Worker	5.00	10.00	Clean media equipment in classrooms on a weekly basis.

2.2d Adequacy and Effectiveness of Staffing

Media Services at the Petaluma Campus remains understaffed to support the demand for services on the campus. With the recent loss of a media systems technician to a campus transfer we have been surviving with STNC coverage. The Petaluma Campus media department supports around 400-500 technical support calls, 700 video conferences and 200 events a year.

This has left us running at a pretty high pace to keep up. Thin staffing causes issues when our limited staff resources do not have the ability to react when multiple issues or events occur which can happen often. This staffing shortage creates opportunity for commitments to not be met and failures in event support as we have seen multiple times this year. We currently also can not offer tech support to during all hours of instruction on the campus. This occasionally creates situation where the Santa Rosa media department is having to support a distressed instructor remotely on the phone not always successfully.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Petaluma	08	07	Media Lab Specialist	Upgrade from 11 month .92 fte to 12 month 1.0 FTE	Classified
0002	Petaluma	08	07		Media Production Specialist	Classified
0003	Petaluma	08	07		STNC Media Technician	Classified

2.3a Current Contract Faculty Positions

Position	Description
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2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
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2.3c Faculty Within Retirement Range

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

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 and Software 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, Software, and Technology 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
0001	Petaluma	08	07	1 Year	700 - Mahoney Library	700	\$50,000.00	Create media storage space in unused office cubicle space in media area.
0001	Petaluma	04	07	Urgent	700- Mahoney Library	712-2	\$5,000.00	Install C-Cure exterior entrance card reader

0001	Petaluma	04	07	Urgent	300 - Ellis Auditorium	310c-2 / 310c-3 / 311-2	\$15,000.00	Install C-Cure exterior entrance card reader
0001	Petaluma	04	07	Urgent	311 -Ellis Dressing room	311	\$15,000.00	Add lighted make up mirrors / workstations in dressing room.
0001	Petaluma	00	05	Urgent	310 - Ellis Auditorium	310	\$2,000.00	Add curtains to existing mountings on stage doors.

2.5b Analysis of Existing Facilities

The facilities for Petaluma Media are somewhat adequate. We need additional secure space to store high value equipment that is not provided for in the current facilities. We have requested to turn an unused staff work area in media into a secure storage area and will require the construction of either a cage or real wall with a door.

We also have a few locations where it is difficult to access such as from the south side of the library into media (door 712-2 card reader request) and in Ellis Auditorium. These spaces would greatly benefit from the addition of a card readers for our access system for staff to enter these doors.

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. 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 2065 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

3.5 Establish a Culture of Sustainability

We use rechargeable batteries whenever possible. We verify processes require printed materials and we reuse paper if possible.

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
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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
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
Video Conferencing Activities		X			X	X		X					X			X
Video Viewing Carrels		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

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6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	Petaluma	08	07	1.0 Continue development of media instructional support services for SRJC Petaluma.	1.1 Design and develop a Media Services page on the SRJC Petaluma website.	2015-16	Completed. The District Media Services web page has been completed rebuilt using the new Drupal format.
0001	Petaluma	04	06	2.0 Assist with purchase and deployment of the district Event Management System.	2.1 Work with district stakeholders to identify funding, identify a product, begin the acquisition an implementation of product.	2015-16	In Progress - The district Event Management System (EMS) has been purchased and is in process of deployment for a Fall 2016 launch.
0003	Petaluma	05	07	3.0 Develop a district visual resources and asset management system.	3.1 Work with Public Relations and IT to acquire a districtwide photo and video management system to track and easily find both images/footage, identify the subjects, and release rights.	2015-16	In Progress. Since Momentum on the digital asset management system has been delayed for multiple reasons Media has purchased and launched a commercial service (Smugmug) to host the photographic collections of the Media Department. A district wide Digital Asset Management solution still needs to be procured.
0004	Petaluma	05	07	4.0 Assess current video conferencing needs and develop a plan to create additional implementations.	4.1 Assess the requirements of unmet video conferencing requests and identify new spaces to potentially install additional video conferencing resources. Apply for bond funding from ITG to fund and develop these spaces.	2015-16	In Progress - Bond funds have been requested for new video conferencing spaces and technology. Assessment of new technologies will occur Fall 2016.

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
ALL	<p>Media Services continues to face a staffing crisis that has been identified and documented in annual PRPP reports by each LRET administrator for the past five reporting cycles. District growth in live event requests, video production requests, and expanded, sophisticated learning space technology demands require Media Services for professional expertise and implementation. These increased demands for mediated technological support services are occurring at a time when instruction is rapidly shifting to online delivery, causing an increase in requests by faculty for video lecture content production support and materials captioning requests.</p> <p>Media Services has a strong service ethos to support and enrich SRJC instruction. This distinguishing focus on faculty and student support is a hallmark of this unique unit in Academic Affairs and serves to the benefit of the District's instructional programs across the curriculum. A call for increased ability to acquire, hire, and deploy adequate technical expertise necessary to meet continued demand for service should be addressed to allow Media Services to effectively serve District instruction.</p> <p>In the 2016-2017 academic year, Media Services' plans include but are not limited to the following projects:</p> <ul style="list-style-type: none"> *Deploy an ambitious comprehensive digital refresh of learning spaces across the District to rapidly improve classroom instructional environments *Reposition staff and services to meet increased demands for live event support and video production support *Reassess and streamline online instructional material captioning processes to meet increased demands for captioned materials by traditional and online instructors *Deploy comprehensive improvements to highly used, aging and failing large-venue spaces in immediate need of repair *Establish state-of-the-art audiovisual standards for classroom technology to guide bond-funded construction *Identify and deploy demonstration classroom technologies *Implement an Event Management System to facilitate increased revenue generation for facility rentals

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Petaluma	04	01	1.0 Update six classrooms on the Petaluma campus to latest media standards.	1.1 Upgrade the media technology in six classrooms using feed back from the experimental classrooms	Spring 2017	Measure H funds, Media Staff time, Facilities staff time, external contractors.
0002	Petaluma	08	07	2.0 Assist Facilities Management with the deployment of the Event Management System.	2.1 Develop the database, processes and train college community on the use of the EMS system.	Current to Spring 2017	Scheduling staff across the entire college.
0003	Petaluma	04	01	3.0 Develop and install the Petaluma Campus Experimental Classrooms.	3.1 Create two classrooms spaces showcasing new technology that may be used for future classroom installations and evaluate their effectiveness to instruction.	Fall 2016	Measure H funds, External Contractors, Media Staff
0004	Petaluma	01	02	4.0 Work with Petaluma Student Dean to refresh Petaluma Student technology	4.1 Develop list of projects and begin a technology replacement cycle that include items such as digital signage, background music systems, etc.	Fall 2016 - Spring 2017	Measure H Funds, Grant Funds, Media staff time, external contractors.
0005	Petaluma	02	07	5.0 Work with internal and external users to support campus events.	5.1 Support the technical production needs of internal and external rental clients productions throughout the year.	Throughout 2014/17	Media Staff, Media STNC's