

Santa Rosa Junior College

Program Resource Planning Process

Petaluma Media Services 2019

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 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:

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

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 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	06	07	\$2,000.00	Department professional memberships and certifications.
0002	Petaluma	08	07	\$5,000.00	Staff Professional Development, Certification and Travel

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.
Media Production Technician	30.00	12.00	Produces Multimedia Materials to support instructional and event needs of 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	12.00	10.00	Clean media equipment in classrooms on a weekly basis and assist installations.

2.2d Adequacy and Effectiveness of Staffing

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. We do have periods of thin staffing and do not always 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
0001	Petaluma	08	07	Media Systems Technician 1	Audio Visual Systems Engineer	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 Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	04	00	Classroom Screen HD Conversion	21	\$5,500.00	\$115,000.00	Matt Pearson	TBD	Matt Pearson
0002	Petaluma	04	00	Ellis Projector Upgrade	1	\$120,000.00	\$120,000.00	Matt Pearson	310A	Matt Pearson
0003	Petaluma	04	00	Unplanned Equipment Replacements	1	\$30,000.00	\$30,000.00	Matt Pearson	TBD	Matt Pearson
0004	Petaluma	04	00	Classroom Unplanned Replacement equipment budget	1	\$20,000.00	\$20,000.00	Matt Pearson	TBD	Matt Pearson
0005	Petaluma	04	00	Checkout Equipment	1	\$7,500.00	\$7,500.00	Matt Pearson	TBD	Matt Pearson

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Petaluma	04	07	ITG - LED lighting fixtures	12	\$4,500.00	\$54,000.00	Matt Pearson	PC310	Matt Pearson
0002	Petaluma	04	07	ITG - LED Wash Stage Lighting	20	\$1,000.00	\$20,000.00	Matt Pearson	PC310	Matt Pearson
0002	ALL	04	07	ITG - Media Check out equipment	1	\$7,500.00	\$7,500.00	Matt Pearson	TBD	Matt Pearson

0003	Petaluma	04	07	Makeup mirrors and tables in Ellis dressing room	4	\$1,400.00	\$5,600.00	Matt Pearson	PC311	Matt Pearson
0005	ALL	04	07	ITG - Media Event Production Equipment	1	\$10,000.00	\$10,000.00	Matt Pearson	TBD	Matt Pearson

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	05	Urgent	310 - Ellis Auditorium	310	\$2,000.00	Add curtains to existing mountings on stage doors.
0001	Petaluma	04	07	Urgent	310 - Ellis Auditorium	310	\$8,000.00	Replace Stage flooring vinyl
0001	Petaluma	04	07	Urgent	310 - Ellis Auditorium	310	\$0.00	Carpet has water stains near stage side door, Replace carpet.
0002	Petaluma	04	07	Urgent	311 -Ellis Dressing room	311	\$15,000.00	Add lighted make up mirrors / workstations in dressing room.
0002	Petaluma	04	07	Urgent	Campus Covered walkway		\$0.00	Walkway steel structure has paint flaking off and some spots are rusting and needs to be repaired. Additionally the frosted glass covering needs to be cleaned as it is turning dirty and brown or deteriorating.
0002	Petaluma	00	07	Urgent	Petaluma Campus buildings		\$0.00	Campus buildings exterior wall Stucco is covered with algae and need to be either cleaned or painted.

2.5b Analysis of Existing Facilities

The facilities for Petaluma Media are mostly adequate. We need additional secure space to store high value equipment that is not provided for in the current facilities. We request to turn an staff work area currently used by the library for art gallery storage 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

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	Petaluma	04	01	1.0 Upgrade 4 additional classrooms as agreed with Dean of Instruction and the major refresh of systems on Call 640 and 630, and Ellis.	1.1 Upgrade the media technology in six classrooms using feed back from the experimental classrooms	Current through 2019	The AV control system in Ellis was upgraded in January 2019. Six classrooms were updated during spring break 2019. Call 640 was upgraded in Summer 2019. Upgrades in Call 630 were postponed due to a possible space reassignment.
0002	Petaluma	02	07	2.0 Work with internal and external users to support campus events.	2.1 Support the technical production needs of internal and external rental clients productions throughout the year.	Throughout 2018/19	Petalum Media supported 170 events and 445 video conferences through 2018/19 academic year. This took 2900 staff hours to support.

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 Upgrade 16 additional classrooms as agreed with Dean of Instruction and the major refresh of systems on Call 640 and 630, and Ellis.	1.1 Upgrade the media technology in six classrooms using feed back from the experimental classrooms	Current through 2019	Measure H funds, Media Staff time, Facilities staff time, external contractors.
0002	Petaluma	02	07	2.0 Work with internal and external users to support campus events.	2.1 Support the technical production needs of internal and external rental clients productions throughout the year.	Throughout 2018/19	Media Staff, Media STNC's