

YEARLY PLANNING DISCUSSION TEMPLATE

General Questions

Program Name: Film and Video Production **Academic Year:** 2022/2023

1. Has your program mission or primary function changed in the last year?
NO

2. Were there any noteworthy changes to the program over the past year? (eg, new courses, degrees, certificates, articulation agreements)
NO

Learning Outcomes Assessment

- a. Please summarize key results from this year's assessment.
The Film and Video Program is engaged in standardizing

- b. Please summarize your reflections, analysis, and interpretation of the learning outcome assessment and data.

The film and video program is engaged in assessing program PLOs and standardizing assessment rubrics across sections and in all courses. We are developing an assessment plan and will begin collecting relevant assessment data and imputing results to SPOL Fall, 2023.

The faculty leads of Film and Video have been meeting to assess PLOs and designing assessment strategies across all program courses. In addition, we are conferring with and exchanging ideas with other fine Arts faculty.

- c. Please summarize recommendations and/or accolades that were made within the program/department.

The Film and Video Program has moved to the new fine Arts facility. We anticipate growing enrollments as students learn about new and dramatically improved facilities. We have responded to recommendations by purchasing 4K video production equipment and new lighting so our students can use industry standard equipment. Putting these purchases and our new facilities to utmost use is a direct response to feedback for the past five years.

- d. Please review and attach any changes to planning documentation, including PLO rubrics, associations, and cycles planning.

3. Is your two-year program map in place and were there any challenges maintaining the planned schedule?

Yes. *The Film and Video two-year program map is an important tool for students to make it through our program in a defined amount of time. We find a significant number of*

students take time off to work or deal with family issues. When they re-enter, they are often out of sequence. When we attempt to offer a key class out of cycle as a response to student needs, we are told it cannot be scheduled because it does not conform to our two-year plan. In our view, this is not in the best interest of our student population. Programs need more flexibility to offer classes off sequence when the need arises.

4. Were there any staffing changes?

NO

5. What were your program successes in your area of focus last year?

Our area of focus last year was improving program equipment and planning a move to our new facility. Both focuses have been met.

CTE two-year review of labor market data and pre-requisite review

6. Does the program meet documented labor market demand?

Yes. *Jobs in the motion picture industry are expected to increase at a rate of between 8 and 12 percent (Bureau of Labor Statistics, 2023). This rate is higher to much higher than other occupations. California is the nation's largest employer of motion picture professionals. The film and video Program is the only program in northern Santa Barbara or San Luis Obispo counties that trains students for the motion picture industries. The AHC Film and Video program is the only community college program between Los Angeles and the San Francisco Bay Area that offers students the opportunity to train in state-of the art facilities with state-of the art equipment. Our students learn 4K camera technology, green screen studio techniques, Apple final Cut Pro editing software and diverse film studies offerings in a state-of the art theater space.*

7. How does the program address needs that are not met by similar programs?

We are the only program on campus training students to compete in the labor market with skills necessary for the motion picture and television industries.

8. Does the employment, completion, and success data of students indicate program effectiveness and vitality? Please, explain.

Yes.

9. Have recommendations from the previous report been addressed?

Yes. *We have purchased and deployed 4K cameras, new lighting equipment and moved into a new building.*

Validation for Program Planning Process:

10. Who have you identified to validate your findings? (Could include Guided Pathway Success Teams, Advisory Committee Members, related faculty, industry partners or

higher education partners)

We routinely exchange information and solicit feedback from faculty colleagues in the fine Arts Department. In addition, the film and video program solicits feedback and recommendations from the film and video advisory committee. We meet yearly and stay in close contact. We also communicate with faculty partners at 4 year institutions.

11. Are there specific recommendations regarding the core topic responses from the validation team?

NO

Area of Focus Discussion Template

ENROLLMENT TRENDS AND EFFICIENCY

Enrollment Trends and Efficiency – look for areas of growth or decline, relationship to the college and similar programs, and head count (enrollment and full-time equivalents for students and full-time equivalents faculty). Sample activities include the following:

Possible topics:

- Review FTES, headcount and enrollment trends disaggregated by population groups.
- Assess trends in productivity.
- Review retention and success rates by modality and disaggregated by population groups.
- Analyze through put of students from every completion and assess time to completion and disproportionate impact.
- Collaborate with guided pathways success teams to determine if programmatic barriers exist.
- Establish program goals for success rates.

1. What data were analyzed and what were the main conclusions?

We examined the success, retention, and persistence rates of our *Intermediate Film and Video* course, *Film 111*. In general we experienced high success and retention rates over the last six years, but obviously, a significant decrease during the pandemic semesters of 2020/21. That said, the numbers have rebounded as of 2021/22. We need to take decisive action to ensure the numbers remain consistently high.

2. Based on the data analysis and looking through a lens of equity, what do you perceive as *challenges* with student success or access in your area of focus?

Equity must be achieved by ensuring all students can achieve the same outcomes with access to the proper tools. The challenge is to constantly ensure that we are providing students with industry standard equipment.

3. What are your plans for change or *innovation*?

Accentuating the brand new FX6 high res camera packages we have recently acquired with stabilization equipment for better visual outcomes in the area of cinematography. The measurement of this outcome is described in the next section.

4. How will you *measure* the results of your plans to determine if they are successful?

The course average in the area of cinematography for the first project in the Fall 2022 semester was 90%. As faculty, this is the bare minimum of success we have set. The students are meeting standard but we seek to increase this to an even higher percentile. We will continue to utilize the cinematography grade of the first project, monitor its outcomes, and adjust as needed to achieve higher results.

Based on the narratives for the prompts above, what are some program planning initiatives and resources needed for the upcoming years? Use the tables below to fill in **NEW** resources and planning initiatives. ***This section is only used if there are new planning initiatives and resources requested.***

Example:

	Definition	Sample
Mission	The values and philosophy of the program, a vision of what the program is supposed to do.	The mission of the Film & Video program is to train students in various methods of image and sound acquisition by providing opportunities for the creation of meaningful and engaged visual projects. These projects are aimed at addressing community issues and fostering dialog.
Goals	The general aims or purposes of the program and its curriculum. Effective goals are broadly stated, meaningful, achievable and can lead to assessable outcomes	Competency in the areas of cinematography, editing, lighting, and sound recording. Utilize visualization as a means of communication for addressing socio-political issues in a regional and national capacity.
Program planning initiatives	Program planning initiatives are specific activities that a program would need to complete in order to achieve goals and mission.	Enhance the necessary tools for successful acquisition of visual media.
Actions/Resource Request	These are the specific actions/resources needed to complete a planning initiative.	Acquire image stabilization hardware to enhance student learning outcomes.

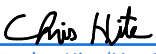
The tables below are to create objectives/planning initiatives that come from the discussion and narrative above.

Sample:


New Program Planning Initiative	
Title:	<i>(Short description of the planning initiative)</i> Image Stabilization
Planning years:	<i>(The academic years this will take to complete)</i> 2023-2024
Description: <i>(A more detailed version of initiative. Please include a description of the initiative, why it is needed, who will be responsible, and actions that need to happen, so it is completed.)</i> Achieving learning outcomes in the area of cinematography includes support mechanisms for image stabilization. We need to upgrade our technology in this area to offer professional grade cinematography tools. And now having a dedicated studio space also warrants such enhancements.	
Resources: Priority Level: Low Medium High Resource Type: Equipment Staff Faculty Supplies and Materials Quantity: 2 Per Item Price: \$1700.00 Description: Apple 24 I-mac computer Price with taxes/shipping, etc.: 3740.00 https://www.apple.com/shop/buy-mac/imac/blue-24-inch-8-core-cpu-8-core-gpu-8gb-memory-512gb Priority Level: Low Medium High Resource Type: Equipment Staff Faculty Supplies and Materials Quantity: 6 Per Item Price: \$399.00 Description: Price with taxes/shipping, etc.: \$2640.00 Camera Ribbon Rig QR Classic Camera Support for Sony cameras. https://www.bhphotovideo.com/c/product/841304-REG/CameraRibbon_RIG_QR_QR_Shoulder_Rig_Camera.html Priority Level: Low Medium High Resource Type: Equipment Staff Faculty Supplies and Materials Quantity: 1 Per Item Price: 1979.00 Price with taxes/shipping, etc.: \$2176.00 Description: Proaim Orion Geared Head https://www.proaim.ca/products/proaim-orion-geared-head Priority Level: Low Medium High Resource Type: Equipment Staff Faculty Supplies and Materials Quantity: 1 Per Item Price: 648.00 Price with taxes/shipping, etc.: \$713 Description: Proaim Mitchell Heavy-duty Camera Tripod Stand with Spreader https://www.proaim.ca/products/proaim-heavy-duty-mitchell-tripod-stand-with-spreader	

New Program Planning Initiative	
Title:	Image stabilization
Planning years:	2023-2024
Description:	
<p>Achieving learning outcomes in the area of cinematography includes support mechanisms for image stabilization. We need to upgrade our technology in this area to offer professional grade cinematography tools. And now having a dedicated studio space also warrants such enhancements.</p>	
Resources:	
<p>Priority Level: Low Medium High Resource Type: Equipment Staff Faculty Supplies and Materials Quantity: 1 Per Item Price: 3644.00 Price with taxes/shipping, etc: 4008.00 Description: FotodioX CamDolly Cinema System with 2 x 50' Rolls of Flexible SnakeTrack https://www.bhphotovideo.com/c/product/1247493-REG/fotodiox_camdolly_2rail_kit_camdolly_cinema_system.html</p>	
<p>Priority Level: Low Medium High Resource Type: Equipment Staff Faculty Supplies and Materials Quantity: 3 Per Item Price: 3499.00 Price with taxes/shipping, etc.: \$11,546.70 Description: E-Image Air-Controlled Pedestal Kit https://www.bhphotovideo.com/c/product/1339022-REG/e_image_ei_7100h_kit_air_controlled_pedestal_kit.html?ap=y&ap=y&smp=y&smp=y&smpm=ba_f2_lar&lsft=BI%3A6879&gclid=CjwKCAjwov6hBhBsEiwAvrvN6AvQ8z3DxOLOM3K80vD7bS3hAKQ44GRRMap-oicfNdYTFfIFV8JwsxoCs50QAvD_BwE</p>	


Program Review Signature Page:


Christopher Hite (May 30, 2023 13:14 PDT)
Program Review Lead

May 30, 2023
Date


Program Dean

May 31, 2023
Date


Vice President, Student Services

Jul 20, 2023
Date









F2022-S2023 Yearly Planning Update and Enrollment Trends and Efficiency Discussion Core Topic Report - FILM and VIDEO PRODUCTION 5.30.23


Final Audit Report

2023-07-20

Created:	2023-05-30
By:	Maryfrances Marecic (mmarecic@hancockcollege.edu)
Status:	Signed
Transaction ID:	CBJCHBCAABAAjUWzCNTEZWECW5TYhM7J0j5x-vDrAxxr

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