

YEARLY PLANNING DISCUSSION TEMPLATE

General Questions

Program Name Film and Video. **Academic Year** 2024-2025

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? (e.g., new courses, degrees, certificates, articulation agreements)

The Film and Video Program created a course called *Race and Ethnicity in American Cinema* to fulfill the Ethnic Studies requirement. We are awaiting State approval to begin offering this course.

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

Yes, The Film and Video program map is in place. The film and video program has been successful in offering our planned program courses, conforming to our published map.

4. Were there any staffing changes?

Part-time instructors Richard Bott and Muhammad Muzammal were hired to teach Fall, 2025 as sabbatical replacement for Tim Webb while he is on sabbatical. In addition to sabbatical replacement, our intention is to build our part-time instructor base as we look to build innovative scheduling offerings.

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

The Film and Video Program assessed Curriculum and Teaching Design in the 2023-2024 school year. As noted in last year's review, we created new courses to broaden the appeal of film and Video studies courses. These courses included: *Great Directors of the Cinema* and *Race and Representation in American Cinema*. *Great Directors of the Cinema* Has been offered each Fall with growing enrollment. *Race and Representation in American Cinema* was created in response to the Ethnic Studies requirement. Once this course is approved at the state level, we anticipate strong enrollment. Both courses take place in our state-of-the-art screening room where students experience cinema in a theater setting.

In addition to these new offerings, we are beginning to see strengthening enrollment trends in both production and studies courses. We attribute these trends to a slow recovery from the Covid pandemic and curriculum reflecting current trends in the industry, strong instruction and a state-of-the-art new building and equipment.

- a. Please summarize key results from this year's assessment.

The Film and Video Program has aligned all Program Learning Outcomes between those stated in SPOL and those stated in CurriQunet. In addition, we have been working with Erik Arevalo to associate all our courses with specific outcomes, separating out film studies courses from film production courses. This will facilitate more specific feedback for our program and prepare us for a possible film studies degree. We will wait to interpret results from these learning outcome data sets.

Courses Assessed tracked closely with years prior. Film and video courses maintain success rates consistently above AHC averages.

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

The data did not reveal any areas of concern. Resource requests have been generated to maintain a high level of technical professionalism in all our courses.

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

None

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

The film and video program worked closely with Erik Arevalo to ensure Program Learning Outcomes match between CurriQunet and SPOL. In addition, we have already input data over successive semesters to track course outcomes over time.

Distance Education (DE) Modality Course Design Peer Review Update (Please attach documentation extracted from the *Rubric for Assessing Regular and Substantive Interaction in Distance Education Courses*)

- a. Which courses were reviewed for regular and substantive interactions (RSI)?

In accordance with the published *Distance Education Course Peer Review Process*, the film and video program will undertake a peer review of all DE film and video courses in the 2026 – 2027 update cycle.

“All distance education courses within a program should be assessed at least once within the six-year program review cycle. Ideally, a relevant sample of every course should be assessed during this cycle.”

We have reviewed the rubric and have confirmed that all Film and Video courses conform to the stated best practices.

The Film and Video Program employs the following strategies to engage students consistently in our DE courses:

1. Instructors communicate routinely with students on e-mail both individually and with group e-mails relevant to all students in class.
2. Instructors provide routine and specific feedback in writing to all students on student papers and discussion boards.
3. Instructors provide routine opportunities for peer to peer interaction. Discussion boards require students to respond and give feedback to their student colleagues.

b. What were some key findings regarding RSI?

TBD

- Some strengths: TBD
- Some areas of possible improvement: TBD

c. What is the plan for improvement? TBD

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

a. Does the program meet documented labor market demand?




Since December the motion picture industry in California has experienced just under 2% growth and a 1% decrease in unemployment. While not monumental, the nation as a whole is still experiencing an economic malaise, so any positive growth is worth noting.

Uncertainty permeates the industry as it does most industries currently with the looming reality of slow economic growth ahead and the very real prospect of an economic recession. The motion picture industry has always worked under pressure. This storm will be yet another in a series to weather.

<https://www.bls.gov/iag/tgs/iag512.htm#workforce>

Occupations common to the industry and projections of occupational employment change

Employment and Unemployment

Data series	Back data	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025
Employment (in thousands)					
Employment, all employees (seasonally adjusted)		399.4	406.9	(p) 408.8	(p) 413.5
Employment, production and nonsupervisory employees		321.7	331.0	(p) 299.3	
Unemployment					
Unemployment rate		7.2%	12.0%	13.1%	11.0%
Footnotes					
(p)_Preliminary					

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

This is the only college level program within a 60 - mile radius that provides training in the area of film and video production with an emphasis on cinema.

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

The film and video program has maintained a consistent rate of transfer for students to four-year institutions. This has traditionally been the favored pathway for students over two-year degree completion. An incoming transfer model degree will further support this trajectory. In general, the program vitality is healthy with a demand for courses in the discipline continuing.

- d. Has the program met the Title 5 requirements to review course prerequisites, and advisories within the prescribed cycle of every 2 year for CTE programs and every 5 years for all others?

Yes

- e. Have recommendations from the previous report been addressed?

Yes

Use the tables below to fill in **NEW** resources and planning initiatives that **do not apply directly to core topics**. ***This section is only used if there are new planning initiatives and resources requested.***

Justification:

The film and video program needs two additional Sony FX 6 Cinema cameras to facilitate group work in Intermediate Film and Video Production (Film 111). Currently, group sizes are too large and we have no back-up if we experience a camera failure.

In addition, lighting and sound is becoming difficult to facilitate with two production sections in the Fall and sometimes in the Spring depending on if we are offering *Directing for the Camera* or *Documentary Production*. In short, we are maxing out our lighting and sound equipment and coming up short some weeks.

Headphones between 2 production courses and 1 editing section also challenging.

New Program Planning Initiative (Objective) – Core Topic Only	
Title (including number):	2 – Sony FX6 Cinema Cameras
Planning years:	(The academic years this will take to complete). 2025/2026
<p align="center">Description:</p> <p><i>The Film and Video Program is in need of two additional Sony FX6 Cameras with lens, memory cards and batteries.</i></p>	
<p>What college plans are associated with this Objective? (Please select from the list below):</p> <p> <input checked="" type="checkbox"/> Ed Master Plan <input type="checkbox"/> Student Equity Plan <input type="checkbox"/> Guided Pathways <input type="checkbox"/> AB 705/1705 <input type="checkbox"/> Technology Plan <input type="checkbox"/> Facilities Plan <input checked="" type="checkbox"/> Strong Workforce <input type="checkbox"/> Equal Employment Opp. <input type="checkbox"/> Title V </p>	

New Program Planning Initiative (Objective) – Core Topic Only	
Title (including number):	6 - GVM 1200 LED Kit
Planning years:	(The academic years this will take to complete) 2025/2026
<p align="center">Description:</p> <p><i>The film and Video Program needs six LED light kits. This will improve student learning when teaching artificial lighting in Film 110 and Film 111 our core production classes.</i></p>	
<p>What college plans are associated with this Objective? (Please select from the list below):</p> <p> <input checked="" type="checkbox"/> Ed Master Plan <input type="checkbox"/> Student Equity Plan <input type="checkbox"/> Guided Pathways <input type="checkbox"/> AB 705/1705 <input type="checkbox"/> Technology Plan <input type="checkbox"/> Facilities Plan <input checked="" type="checkbox"/> Strong Workforce <input type="checkbox"/> Equal Employment Opp. <input type="checkbox"/> Title V </p>	

New Program Planning Initiative (Objective) – Core Topic Only	
Title (including number):	6 - AT 897
Planning years:	<i>(The academic years this will take to complete) 2025/2026</i>
<p align="center">Description:</p> <p><i>The film and Video Program needs six shotgun microphones for teaching sound production in Film 110 and Film 111, our core production classes.</i></p>	
<p>What college plans are associated with this Objective? (Please select from the list below):</p> <p> <input checked="" type="checkbox"/> Ed Master Plan <input type="checkbox"/> Student Equity Plan <input type="checkbox"/> Guided Pathways <input type="checkbox"/> AB 705/1705 <input type="checkbox"/> Technology Plan <input type="checkbox"/> Facilities Plan <input checked="" type="checkbox"/> Strong Workforce <input type="checkbox"/> Equal Employment Opp. <input type="checkbox"/> Title V </p>	

New Program Planning Initiative (Objective) – Core Topic Only	
Title (including number):	10 – Audio Technica Headphones
Planning years:	<i>(The academic years this will take to complete) 2025/2026</i>
<p align="center">Description:</p> <p><i>The film and Video Program needs ten sets of headphones for teaching sound production in Film 110 and Film 111, our core production classes.</i></p>	
<p>What college plans are associated with this Objective? (Please select from the list below):</p> <p> <input checked="" type="checkbox"/> Ed Master Plan <input type="checkbox"/> Student Equity Plan <input type="checkbox"/> Guided Pathways <input type="checkbox"/> AB 705/1705 <input type="checkbox"/> Technology Plan <input type="checkbox"/> Facilities Plan <input checked="" type="checkbox"/> Strong Workforce <input type="checkbox"/> Equal Employment Opp. <input type="checkbox"/> Title V </p>	

New Program Planning Initiative (Objective) – Core Topic Only	
Title (including number):	25 – Final Draft screenwriting software licenses
Planning years:	<i>(The academic years this will take to complete) 2025/2026</i>

Description:
<i>The film and Video Program needs 25 licenses of Final Draft an industry standard screenwriting software. Our students in our screenwriting sequence require free access to this software in order for them to be a successful as possible.</i>
What college plans are associated with this Objective? (Please select from the list below):
<input checked="" type="checkbox"/> Ed Master Plan <input type="checkbox"/> Student Equity Plan <input type="checkbox"/> Guided Pathways <input type="checkbox"/> AB 705/1705 <input type="checkbox"/> Technology Plan <input type="checkbox"/> Facilities Plan <input checked="" type="checkbox"/> Strong Workforce <input type="checkbox"/> Equal Employment Opp. <input type="checkbox"/> Title V

Resource Requests: Please use the Resource Request Excel template located on the Program Review web page to enter resource requests for equipment, supplies, staffing, facilities, and misc. resources needed. Send completed excel document along with completed program view core topic for signature.

Area of Focus Discussion Template

INNOVATIVE SCHEDULING

Innovative Scheduling embraces mapping, scheduling, and student outcomes. This focus includes a review of modalities, times, days, and sequence of courses. It supports areas of interest. It is based on student success, retention, and completion/graduation data. Sample activities include the following:

Possible topics:

- Review scheduling matrices – program map alignment, successes, and challenges.
- Collaborate with guided pathways success teams to assess scheduling conflicts and bottlenecks within and across disciplines that impact student completion.
- **Assess mix of teaching modalities – mornings-afternoons-evenings; weekends; face-to-face, hybrid, and distance learning. NOTE: Hybrid is the combined use of various teaching modalities.**
- Address scheduling conflicts or dependencies across disciplines or general education areas.
- Student access – cultivate majors, support cohorts and interdisciplinary connections.
- Review units and time to course and program completion.

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

The first data set that we analyzed was our **program Enrollment and Headcount**. We see two outcomes from this data that are instructive. (Appendix 1)

- First: Since 2019/2020 the film and video program has reduced the number of DE students by a full 10%. We have worked to prioritize face to face, and it is working.
- Second: The film and video program is close to our historic program attendance of 874 in 2019/2020, almost completely recovered from the losses after Covid.

The Second piece of data we looked at was the heatmap of film and video courses. (Appendix 2) What is clear is that many of our courses are concentrated mid-day and early afternoon on the Santa Maria campus. We are discussing the possibility of offering courses on Fridays and late afternoons and evenings to accommodate working and non-traditional students.

The third piece of data we looked at was the success, Retention and Persistence rates. The film and video persistence rates track closely with those of the college.

We also looked closely at Program Review: Awards. (Appendix 3) We see Certificates remaining steady at 2 per year while AS degrees dropped sharply after the onset of Covid, they are beginning to climb. We are currently engaged in streamlining the degree and removing required units that are not essential for student success. We are working to remove as many barriers as possible for students as they move through the program. In addition, we are in discussion concerning a transfer degree and a film studies degree and certificate. We feel all these changes combined will increase the number of graduates with degrees and certificates.

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?

While the film and video program continues to offer a first-rate community college film education, we have identified several areas that will potentially contribute to improved accessibility to classes and more streamlined degree requirements. Addressing these areas will improve efficiency in our program over time.

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

The Film & Video program is undertaking an evaluation of its A.S. degree and certificate that will result in a reduction of its core and selected units. This change will decrease the time required for degree attainment by students and reduce existing scheduling

conflicts with other Fine Arts programs that are currently listed as required units for the degree.

In addition, the film and video program is exploring additional strategies to capture enrollment through innovative scheduling.

These areas of innovation are as follows:

- Explore scheduling courses on Fridays, late afternoons and evenings. We will also investigate possibilities for hybrid offerings.
- Streamline the film and video AS degree.
- Research opportunities for a film and video transfer degree and a film studies degree/certificate.

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

We will see student numbers increase and course offerings at different times will fill.

Validation for Program Planning Process: If you have chosen to do the Validation this year, please explain your process and the findings.

1. 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)
 - The Film and Video Program has identified an advisory group including:
 - Randi Barros, Director, Editor, Screenwriter and Adjunct Professor Cal Poly San Luis Obispo
 - Jacob Gustafson, Ernest Righetti High School
 - Cheryl Lee, Santa Ynez High School
 - Jeff Barnes, Visual Effects Artist, Creative Executive, Producer, Executive Producer, Production Executive
 - In addition, we routinely invite prominent filmmakers (often in collaboration with partners at Cal Poly SLO) to campus to present their work and interact with program students. We solicit feedback from these professionals concerning our program, curriculum, facilities and equipment. This year we brought award winning Kurdish director Hisham Zaman.
 - **Hisham Zaman**, award winning director of: *Bawke (2005)*, *Vinterland (2007)*, *Before Snowfall (2013)*, *Letter to the King (2014)*, *A Happy Day (2023)*.

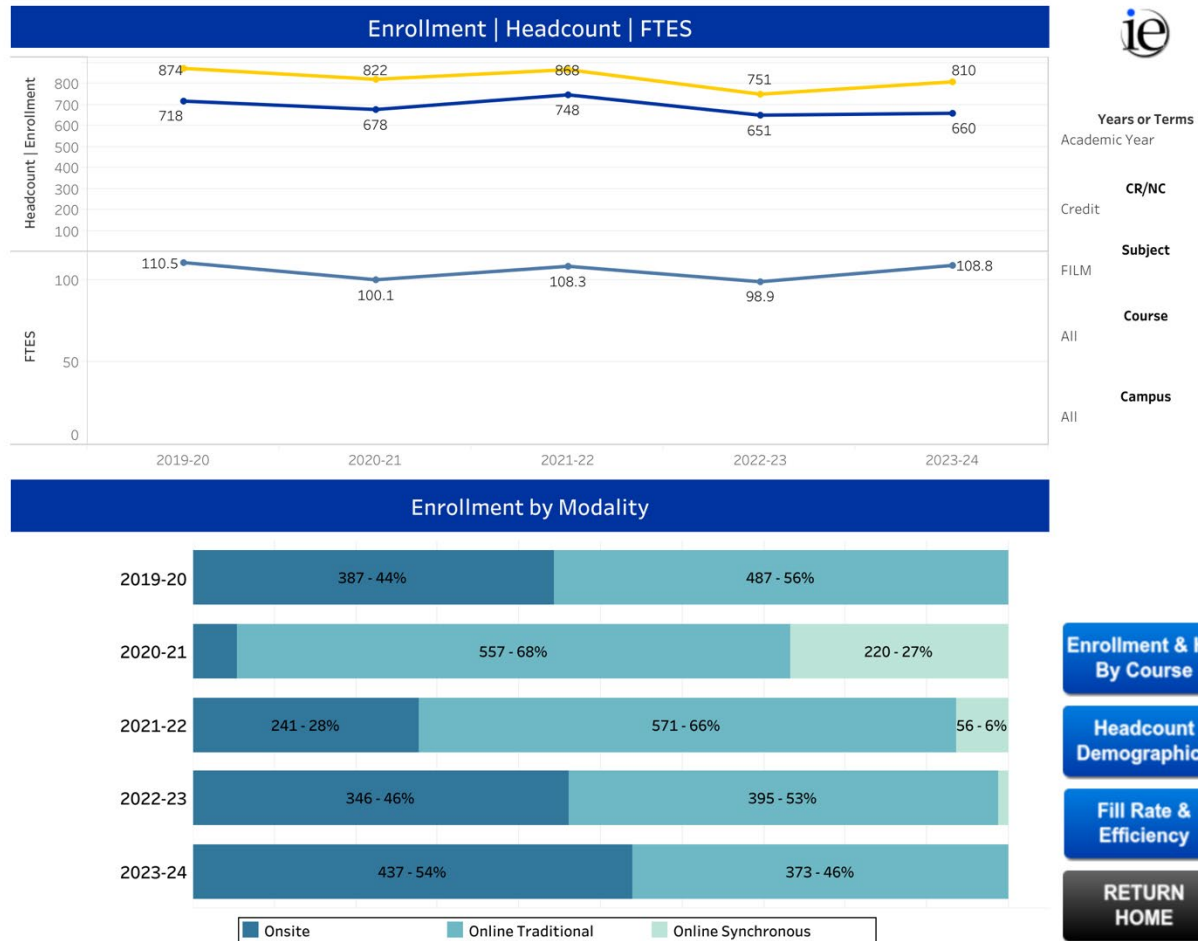
2. Are there specific recommendations regarding the core topic responses from the validation team?

This year the feedback has been overwhelmingly positive. The new fine Arts building with a dedicated studio and screening room with updated projector and screen coupled with a strong array of production equipment puts us in a very strong position.

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 that pertain to the Core Topic only.***

Resource Requests: Please use the Resource Request Excel template located on the Program Review web page to enter resource requests for equipment, supplies, staffing, facilities, and misc. resources needed. Send completed excel document along with completed program view core topic for signature.

APPENDIX 1



APPENDIX 2

Section Heat Map (data as of 8/12/24)

grouped by hour of section begin time

Click cell in heatmap to see data for the chosen time slot. Click course in detail to see data for course.

Term Fall 2023 & Fall 2024|Campus All|Department Fine Arts|Discipline Film|
Course Attribute All | Part of Term All

BeginTime	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	1. Term Multiple values
6am								2. Campus All
7am								3. Building All
8am								4. Room All
9am	2	2	2	2	0	0	0	5. Department Fine Arts
10am	0	4	0	4	0	0	0	6. Discipline Film
11am	2	2	2	2	0	0	0	7. Course Attribute All
12pm	4	5	4	5	0	0	0	8. Part of Term All
1pm	0	2	0	2	0	0	0	
2pm	4	7	4	7	0	0	0	
3pm	2	2	2	4	0	0	0	
4pm	2	0	2	0	0	0	0	
5pm	2	2	4	4	0	0	0	
6pm	2	0	2	0	0	0	0	
7pm	0	2	2	2	0	0	0	
8pm								
9pm								
ONLINE	0	0	0	0	0	0	0	

Day All|Time All

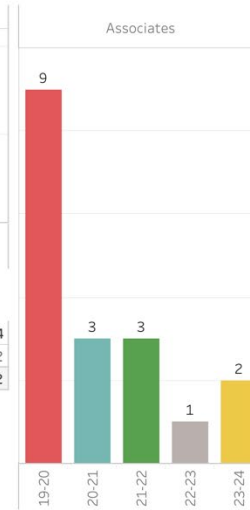
Status_	Department_	Discipline_	course	CRN	Campus Desc	BldgRoom	Part of Term Desc	BeginTime_	Days Comb	Census Enroll	FTES_	Non Online Sections
Credit	Fine Arts	Film	FILM101	20382	Online	Null	Term 2 8-w..	ONLINE	Null	20	1.9	29
				20404	Online	Null	Term 2 8-w..	ONLINE	Null	31	3.0	
				20405	Santa Maria	F257	Full Term	315pm	R	30	2.5	8
								545pm	R	30	2.5	
				20424	Online	Null	Term 2 8-w..	ONLINE	Null	29	2.8	Course Includes Day All
				20429	Santa Maria	F257	Full Term	315pm	R	27	2.3	
								545pm	R	27	2.3	
				20450	Online	Null	Term 2 8-w..	ONLINE	Null	33	3.2	
				20710	Santa Maria	F257	Full Term	930am	TR	30	2.5	
								1030am	TR	30	2.5	
				20779	Santa Maria	F257	Full Term	930am	TR	35	2.9	
								1030am	TR	35	2.9	

Appendix 3

Program: Film and Video Production | Degree Type Detail - Unduplicated



Degrees Total



AA/ADT Degree Type

- ☐ Summary
☒ Type Detail

Award Count Type

- ☒ Unduplicated
☐ Duplicated

Program

Film and Video Produc..

To select multiple degree majors across program titles use 'Degree Major Desc' filter below. Will not change cert data!

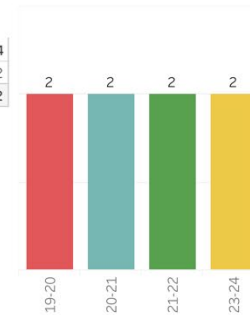
Degree Major Desc

All

Program: Film and Video Production | Certificate Description Detail - Unduplicated

		19-20	20-21	21-22	23-24
C3	Certificate 30-60semester unit Film And Video Production	2	2	2	2
Grand Total		2	2	2	2

Certificate Total



Award Demographics

4 Year Transfer By System

4 Year Transfer Demographics

Time to Degree Median Units

RETURN HOME

Equipment Needs Request

[illegible]

Program Review Signature Page:

Christopher Hite

04/29/2025

Timothy Webb

04/29/2025

Program Review Lead

Date

R.R.

[Rick Rantz \(May 1, 2025 12:57 PDT\)](#)

05/01/2025

Program Dean

Date

[Signature]

07/21/2025

Vice President, Academic Affairs

Date











F24-S25 Program Rev - FILM and VIDEO (Enrollment Trends and Efficiency)_4.29.25


Final Audit Report

2025-07-21


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