

CTECC (Career and Technical Education Coordinating Committee) MULTIMEDIA PROGRAM ADVISORY COMMITTEE SELF EVALUATION

Program Committee Name:	<u>Multimedia Design</u>
Advisory Committee Members	
Division Chair:	<u>Rick Williams</u>
Committee Chair:	<u>Merrick Simms</u>
Advisory Chair	<u>Ken Loge with Oregon Research Institute</u>
Committee Review Date and Time:	<u>December 12, 2006 at 8:00 a.m.</u>

Rating Scale: E=Excellent ME=Meets Expectations NI=Needs Improvement
NA=Not Applicable +*=Performance deemed exemplary by Committee

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1. Committee Accomplishments

- 1 A. *1) Describe your advisory committee and what types of businesses or organizations are represented in your committee. 2) How many are in your committee? 3) How often do you meet?*
- The committee is diverse and comprised of media industry professionals and educators. The membership represents a cross section of the media arts field including audio/video production, interactive multimedia, web design, and arts education research and development.
 - The committee is made up of 7 to 8 outside members, 1 student and another 6 to 8 outside members who are also part-time faculty in the Media Arts program.
 - We meet formally 3 times a year as well as informally, when we lease the Media Arts Studio to advisory committee members who use program students as production assistants and talent on their projects.
- 1 B. *What are 3-5 outcomes that have been accomplished by your committee?*
- Restructured the Multimedia Design two-year degree program to keep pace with the media industry.
 - Developed and implemented 3 new courses Drawing for Media, Lighting Fundamentals, and Photo Journalism.
 - Increased enrollment by reducing the number of prerequisites required for several core courses allowing more students to enroll.
- 1 C. *How did your advisory committee help with achieving those goals?*
- Through brainstorming sessions and open discussions the committee has been instrumental in helping the program to reassess and redefine the core competencies needed by our graduates to be successful in the media industry.
 - The committee continues to help the program identify and develop new courses to provide our students the experience and/or training allowing them to be better prepared for and successful in seeking gainful employment in their chosen fields.
 - By encouraging the program to reduce the number of prerequisites for a few core courses we have increased our enrollment opportunities in those courses.
- 1 D. *Describe your committee efforts in developing and generating community support.*
- Several advisory committee members are also coop partners for the program. They routinely use Media Arts students to help them on their projects for local clients and community organizations. This collaboration not only allows program students an opportunity to with industry professionals but other community members and organizations as well. This helps increase awareness of the Media Arts program, the college and is instrumental in generating community support.
- 1 E. *What do you think are the committee members' strengths and weaknesses?*
- The strength of the committee members is their knowledge of the Media Arts

industry and their range of professional knowledge and skills. The committee's membership well represents most if not all the essential areas of the Media Arts discipline.

- A challenge for committee members is their availability and flexibility to attend committee meetings. Their individual work schedules routinely conflict with program staff availability preventing all members from being able to come together at one time.

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2. Committee Involvement in Planning and Design

2 A. *What is the committee's involvement for keeping your program "state of the industry?"*

- The committee is made up of working professionals from all disciplines of the Media Arts industry. Just by the very nature of our industry our committee members and Media Arts faculty are required to provide state of the industry education and training that allows our graduates to continue to be competitive in the workforce.

2 B. *What staff development does the committee suggest your staff needs to meet future program skill needs?*

- The committee has not broached this issue as yet. I'll put it on the agenda for the winter term meeting!

2 C. *What is your committee's involvement in planning and design of the program?*

- The committee's involvement in the planning and design of the Media Arts curriculum is essential to the success of the program. Program planning and design continues to be the principle work and commitment of our advisory committee.

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3. Gender, Disability Adaptation, and Diversity

3 A. *How has your committee encouraged gender balance and diversity in your program student population?*

- By providing good examples in their own work environments employing a diverse workforce thereby encouraging the program to focus on and recruit women and minority students at Career Fairs, Lane Preview Night, and local High Schools.

3 B. *How does your committee assist students with special needs to successfully reach program outcomes?*

- The committee entrusts the program faculty and staff with the responsibility of assisting students with special needs.
- The program routinely makes accommodations as required by Disability Services and in accordance with Lane Community College's policies and procedures.

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4. Program Demand / Enrollment

4 A. *1) What does your committee think of regional projections and how are you dealing with this? 2) What does your committee say about these and local needs?*

- Regional projections are considerations as the committee works to keep our curriculum current with industry standards. The committee anticipates continued growth in Web Design, Gaming, and New Media Journalism.
- We are dealing with this by embracing change and have formed a partnership with the Computer Information Technology program to create multidisciplinary certificate and degree programs in both Web Design and Gaming. Media Arts is considering a New Media Journalism track as well.
- The committee feels we are doing a good job of addressing current trends and local needs. As evidence some committee members' businesses continue to experience steady growth. This has allowed them to hire Media Arts graduates.

4 B. *Describe the enrollment trends and capacity in your program?*

- The enrollment trends are very solid with the program enrolling approximately 30

new students a year with approximately 125 students participating in the program year-to-year. We graduate roughly 20 to 25 students a year receiving two-year degrees, one-year certificates and Associate of Arts Oregon Transfer degrees.

- Program capacity is very flexible and is determined term-to-term, year-to-year. The benefit of having access to the two classroom/computer labs equipped and maintained by program staff allows the program to adapt to current as well as future needs.

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5. Placement / Employment

5 A. *How would your committee rate the exit math, writing, and interpersonal skills of students who complete your program?*

- The committee rates them as very competent in all areas.
- Some committee members are so impressed with Media Arts graduates they hired them.

5 B. *How does your committee know that the students are graduating with the appropriate skills and level needed by the employers?*

- Again they are currently hiring Multimedia Design graduates and a number of our graduates transfer to four-year institution to continue their studies.

5 C. *How does your committee follow-up with your graduates or transfers?*

- Program faculty is entrusted with making the committee aware of program success stories and graduate's accomplishments.

5 D. *1) What are the outcomes (placement rate, transfer, etc.) of those students who participate in your program? 2) How is your advisory committee involved?*

- Last year the program graduated 20 to 25 Multimedia Design students. Of those 8 are currently employed in the media industry and 7 transferred to four-year institutions.
- Committee members provide the connection to the media industry necessary not only to maintain a successful program but also to have access to state of the industry education and training allowing our graduates to continue to be competitive in the workforce.

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6. Secondary / Postsecondary Connections

6 A. *1) How does your program connect with high schools? 2) Is your committee involved?*

- The committee has entrusted program faculty with outreach activities, which include High School Career Fairs, Lane County Youth Career Fair for students and families, and Career and Technology Exploration Day.

7. Questions for the PTECC Interview Committee

7 A. *1) What questions do you have for us? 2) How can we support you?*

- Should advisory committees have a roll in the budget redesign process? .