

## **Arts 2008-09 Initiative: Redesign Media Arts CT Program: Journalism Component**

### **Summary:**

Significant evidence exists to suggest that a CT Journalism certificate program housed under the Media Arts CT program and linked directly with the University of Oregon School of Journalism and Communication, will be highly successful in developing a strong, new student base, increasing enrollment and generating fte. When integrated with a new publications program and a redesigned graphic design program in a contiguous space, this integrative program will reflect real life trends in the professions and provide students enhance abilities to find entry level jobs or articulate with a four year program at UO or other institutions.

### **Description:**

The purpose of this initiative is to provide the technology development funds thorough Perkins and Tact to facilitate the development of the Journalism/Photojournalism tracks in Media Arts. Because student publications is now housed in media arts and we are also requesting funds to develop a publications program around the Torch newspaper, this is an opportune time to develop both programs, as well as graphic design into an integrated communication offering that will eliminate overlap of courses and sections, provide an integrated approach to communication studies that reflects real world best practices, develop state of the art facilities and significantly enhance student learning and success along with enrollment and fte.

Additionally, integrating the major branches of media arts, design, journalism, publications and new media in a model that supports independence while providing integrated opportunities in a state of the art facility, better prepares our students and gives them a cutting edge for either entry into the job market or articulation with a four year university.

Research from IRAP (Mary Brau) indicates a significant opportunity to develop the existing Journalism and Photojournalism components of our Media Arts program into a certificate program within the Media Arts Family. Jobs are available in a variety of related work areas including design, advertising, writing, photography and media arts, all of which are integral to the practice of Journalism and Communication. Additionally, the high level of success of the School of Journalism and Communication at the University of Oregon and our direct relationship with them provides a secondary opportunity of importance for students who plan to articulate with a four year institution.

In the last two years the Media Arts program has initiated four new photojournalism courses which have filled, this term with 27 students each. This has brought approximately 100 students annually into new photo classes. At the recent Lane Preview Night, the number one questions that was asked by high school students at the Arts table

was "What do you offer in Journalism?" We read these facts as another positive predictor for the development of a Journalism/Photojournalism program.

The UO has recently redesigned their pedagogical model and I am working with the head of that redesign committee to make sure that we create journalism courses that will articulate seamlessly with their basic courses in design, production, writing and visual communication.

This initiative, combined with the first initiative to provide new studio space in building 17 renovations, will facilitate the development of this program. Should the new space not be available or if we receive funding for the technology before new space is available, the current torch, graphic design and media arts facilities will provide the space for these enhanced programs.

---

### **Strategic Direction**

- Achieve and sustain fiscal stability.
- Build organizational capacity and systems to support student success and effective operations.
- Commit to a culture of assessment of programs, services and learning.
- Create a diverse and inclusive learning college: develop institutional capacity to respond effectively and respectfully to students, staff, and community members of all cultures, languages, classes, races, genders, ethnic backgrounds, religions, sexual orientations, and abilities.
- Create, enhance, and maintain inviting and welcoming facilities that are safe, accessible, functional, well-equipped, aesthetically appealing and environmentally sound.
- Foster the personal, professional, and intellectual growth of learners by providing exemplary and innovative teaching and learning experiences and student support services.
- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.
- Promote professional growth and provide increased development opportunities for staff both within and outside the College.

### **Learning Plan Goals**

- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Facilitate more integrated and connected educational opportunities.
- Increase support for innovation in instruction.

### **Student Affairs Plan Goals**

- Develop and promote a seamless transition for students from Lane to four-year institutions of higher education, maximizing their chances for success and enhancing their personal, social, and academic growth.
- Enhance Recruitment Efforts.
- Ensure success-oriented systems and experiences.

### **College Council Priorities**

- 1.b. Enrollment Management: Recruitment and Retention
- 1.c. Enrollment Management: Workforce Development
- 1.e. Enrollment Management: Increase Credit Enrollment Level
- 1.f. Enrollment Management: Partnerships with 4-year Colleges and Universities
- 3. Efficiencies
- 4.1 Responding to unit plans/council plans: Innovation
- 4.2 Responding to unit plans/council plans: Curriculum Development
- 4.3 Responding to unit plans/council plans: Enhancing Classrooms
- 5.1 Instructional Redesign: Work Processes
- 5.2 Instructional Redesign: Leveraging Technology

### **Questions and Answers**

*How is the initiative linked to the Unit Plans most recently submitted?*

1. *How does it continue the achievement of those goals?*
2. *If this is a continuation of an initiative started last year, make sure that relationship is clear.*

*How is this initiative linked to the efficiencies and productivities plans you had last year?*

1. *How does it continue the achievement of these plans?*
2. *If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.*

The focus of the Division of the Arts in the last three years has been in two areas; efficiencies and growth or productivity. By combining sections, increasing minimum enrollment, limiting Independent study in exchange for additional classes taught and integrating curriculum to eliminate overlap we have significantly reduced costs and increased net profits. This initiative facilitates efficiencies by integrating classes and production and facilities for three disciplines; graphic design, journalism and publications.

Additionally, this integration of pedagogy, facilities and technology advances student learning in a model of media that reflects real world practices and industry standards. This better prepares students to either enter the job market with a 2 year certificate or

articulate with a four year university, particularly the School of Journalism and Communication at the University of Oregon with which we are coordinating these efforts. We expect that the introduction of state of the art facilities and technology in an integrated, real world model that articulates with the UO will enhance student engagement, learning, success and enrollment.

Additionally, this initiative addresses our commitment to growth by adding new courses in journalism that will align with the best practices in the field and with the new journalism curriculum at the UO. These ongoing efforts have shown great success as we have added four new photography classes in journalism, all of which have filled to capacity.

*Describe the resources needed:*

Computer Workstations: (Total = \$45,360.00)

20 iMac 2.8GHz Intel Core 2 Extreme Processor (20 @ \$2,268.00 = \$45,360.00)

Software: (Total = \$21,660.00)

20 Licenses of Adobe Creative Suite 3 (20 @ \$615.00 = \$12,300.00)

20 licenses Maya (Maya 2008) (20 @ \$468.00 each = \$9,360.00)

Grand Total = \$67,020.00

*What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.*

Expand current program in journalism and photojournalism that will draw at least 150 new students a year within 3 years. Data elements.

Integrate this program with graphic design and student publications components within a media arts context. Measure cross over among students in these areas and elimination of redundant sections or courses.

Provide students with a broad array of media and communication skills that will give them a clear advantage in the job market or in articulation with a four year institution. Track job and articulation data.

*Department Priority:*

2

*Unit Resources:*

Because this is an expansion within an existing Media Arts program all of the division resources will be applied to this area in the same way they are to other areas. New adjunct

faculty will be needed to teach courses, but this should produce a profit as Media Arts is the most profitable area in the arts and photography the most profitable in Media Arts. General fund support as M&S is expected to be about \$10,000 annually. Current media labs will be available to students in addition to the journalism lab.

---

### **Carl Perkins Funding Request**

*Is this a Career & Technical Education program approved by the state and offered through Lane for credit?*

Yes

*If not a Career & Technical Education program, does your request provide considerable support for students enrolled in these programs?*

Yes

*Do you have an advisory committee that meets 2-3 times per year?*

Yes

*If request is for personnel, will funds be used to replace an existing position?*

Does not apply

*How will funding this initiative increase or sustain the academic achievement and technical skills attainment (GPA of 2.0 or better) of Career and Technical Education students?*

By developing and integrating a journalism/photojournalism component into the media arts program students have the opportunity to work in a real world model that crosses disciplines in journalism, publications, graphic design and new media.

Funding this initiative will provide access to state of the arts equipment that represents the standards used in the industry, thus giving our students the competitive edge they need to succeed.

By working hand in hand with graphic designers and publications and new media majors and photographers, these students will gain a deeper and broader understanding of the world of media production and dissemination that will give them an edge in the market.

*How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one year certificate from Lane and help prepare the students for employment?*

By providing students with state of the art equipment and technology and facilities we will draw more students to participate in this program and retain more of the students that we have.

By designing this program to articulate with the UO School of Journalism and Communication basic courses we assure that students will articulate seamlessly and will be receiving the most advanced journalistic pedagogy.

By integrating classroom learning with a real world model of media production and dissemination we provide students with cutting edge experience that gives them greater opportunities in the job market and/or in their articulation with a four year program.

By integrating the journalism component with graphic design, new media and publications, students learn a broader range of skills that can be applied to a broader range of job opportunities throughout the communication spectrum.

*EQUIPMENT \$*

Question Not Answered

*COMPUTER HARDWARE \$*

45360.00

*COMPUTER SOFTWARE \$*

21660.00

*MATERIALS & SUPPLIES \$*

Question Not Answered

*CURRICULUM DEVELOPMENT (Hours)*

Question Not Answered

*PART-TIME FACULTY \$*

Question Not Answered

*TIMESHEET STAFF \$*

Question Not Answered

*TRAVEL \$*

Question Not Answered

*Can this initiative be partially funded?*

No

*EQUIPMENT \$*

Question Not Answered

*(E) Explanation of effect of partial funding:*

Question Not Answered

*COMPUTER HARDWARE \$*

Question Not Answered

*(CH) Explanation of effect of partial funding:*

Question Not Answered

*COMPUTER SOFTWARE \$*

Question Not Answered

*(CS) Explanation of effect of partial funding:*

Question Not Answered

*MATERIALS & SUPPLIES \$*

Question Not Answered

*(MS) Explanation of effect of partial funding:*

Question Not Answered

*CURRICULUM DEVELOPMENT (HOURS)*

Question Not Answered

*(CD) Explanation of effect of partial funding:*

Question Not Answered

*PART-TIME FACULTY \$*

Question Not Answered

*(PF) Explanation of effect of partial funding:*

Question Not Answered

*TIMESHEET STAFF \$*

Question Not Answered

*(TS) Explanation of effect of partial funding:*

Question Not Answered

*TRAVEL \$*

Question Not Answered

*(T) Explanation of effect of partial funding:*

Question Not Answered

---

**Curriculum Development Funding Request**

*1. List the following information*

- *Course Numbers (titles if not currently offered)*
- *Instructor Name(s) who will work on the curriculum development*
- *Whether each of the courses is in, or has been through, the curriculum approval process*

Question Not Answered

*2. List each course number (or title) and the materials to be created for each class*

- *Instructional goals, objectives, syllabi and outlines*
- *Lab instruction packets*
- *Practice, quiz, presentation &/or demonstration materials*
- *Other (specify)*



Question Not Answered

*3. List each course number (or title) and give your timeline for beginning and completing each course curriculum development.*

Question Not Answered

*4. What are up to 3 departmental instructional goals that are met through the development of curriculum in each class?*

Question Not Answered

*5. List each course number (or title) and give the value of the development of curriculum in each course to other faculty members.*

Question Not Answered

*6. List each course number (or title) and say how many students will be served by the development of curriculum in each class.*

Question Not Answered

*7. List each course number (or title) and give the specific benefits to students that you expect from the development of curriculum in each class.*

Question Not Answered

*8. List each course number (or title) and give the specific benefits for diversity that you expect from the development of curriculum in each class.*

Question Not Answered

*9. List each course number (or title) and give the specific benefits to sustainability that you expect from the development of curriculum in each class.*

Question Not Answered

*10. List each course number (or title) and give the specific effects on distributed learning that you expect from the development of curriculum in each class.*

Question Not Answered

*Hours requested for Curriculum Development funding:*

*Please enter the amount of one of the following:*

- 100 hours maximum for new development.
- 70 hours maximum for course revision
- 50 hours for 3-4 credit conversion
- other (use if multiple courses addressed in one initiative)

***Do not enter any characters other than numbers and a decimal.***

*How many hours are you requesting? If there are multiple courses addressed in the initiative, please list each course number (or title) and give the number of hours requested for each course.*

Question Not Answered

*Can this initiative be partially funded?*

No

*Partially funded curriculum development HOURS requested:*

Question Not Answered

*Explanation of effect of partial funding:*

Question Not Answered

---

## **Technology Fee Funding Request**

### *1. Category of request*

- Maintain existing technology
- Increase student access to technology
- New technology

*Please type in the category of the request in the field below.*

Increase student access to new technology

### *2. Campus location*

- Main Campus
- Downtown Center
- Florence
- Cottage Grove
- CLC (list specific locations)

*Please type in the location of the request in the field below.*

main campus

*3. Names of the person(s) with more information (if needed):*

Rick Williams

Rick Simms

*4a. Budget ORGN*

621001

*4b. Budget PROG*

111000

*5. How many students will benefit per year?*

300

*6. Describe the benefit?*

By developing and integrating a journalism/photojournalism component into the media arts program students have the opportunity to work in a real world model that crosses disciplines in journalism, publications, graphic design and new media.

Funding this initiative will provide access to state of the arts equipment that represents the standards used in the industry, thus giving our students the competitive edge they need to succeed.

By working hand in hand with graphic designers and publications and new media majors and photographers, these students will gain a deeper and broader understanding of the world of media production and dissemination that will give them an edge in the market.

By providing students with state of the art equipment and technology and facilities we will draw more students to participate in this program and retain more of the students that we have.

By designing this program to articulate with the UO School of Journalism and Communication basic courses we assure that students will articulate seamlessly and will be receiving the most advanced journalistic pedagogy.

*COMPUTER HARDWARE \$*

45360.00

*COMPUTER SOFTWARE \$*

21660.00

*STAFFING \$*

Question Not Answered

*INSTALLATION \$*

2000.00

*LICENSING \$*

Question Not Answered

*Can this initiative be partially funded?*

No

*COMPUTER HARDWARE \$*

Question Not Answered

*(CH) Explanation of effect of partial funding:*

Question Not Answered

*COMPUTER SOFTWARE \$*

Question Not Answered

*(CS) Explanation of effect of partial funding:*

Question Not Answered

*STAFFING \$*

Question Not Answered

*(S) Explanation of effect of partial funding:*

Question Not Answered

*INSTALLATION \$*

Question Not Answered

*(I) Explanation of effect of partial funding:*

Question Not Answered

*LICENSING \$*

Question Not Answered

*(L) Explanation of effect of partial funding:*

Question Not Answered