

Arts 2008-09 Initiative: Redesign Media Arts CT Program: Student Publication Component

Summary:

Upgrade publications and the Torch technology in order to integrate the existing student publications component of media arts with journalism, photojournalism, graphic design and media arts components and develop curriculum that directly serves student publications in an integrated lab/work environment that uses coordinated technological and pedagogical resources to advance student learning in a real world setting. We expect this to increase enrollment as it grows to articulate students with the UO journalism and publications programs.

Description:

The Media Arts program's primary initiative for 2008-09 is to develop an integrated pedagogical and production system among our currently independent disciplines in publications, journalism and graphic design that makes the best use of current technology and reflects real world, professional work practices. In order to do this all three groups must work from the same technologies and equipment. This requires that we upgrade and/or replace student publication's, the Torch's, outdated computer hardware, software, and equipment (cameras, lenses and voice recorders) to coordinate with the tools used in journalism and graphic design and in the profession. This initiative can be divided into two sub-initiatives: hardware/software and facilities. The facilities component is addressed in Initiative 1, the Bond initiative. This initiative addresses the technology needs to upgrade student publications, the Torch's, equipment to meet industry standards. Until the Bond issue provides additional and integrated space, the upgraded equipment can be used in the current student publications space with no additional cost to the school.

The Torch has been operating on shoestring budgets since at least 2000. Much of the hardware: computers, cameras, printers, voice recorders, etc. are in need of repair or replacement because they are now four or more years past their life expectancy. The publication design and production software applications currently used are several generations outdated and need to be upgraded. Even if they had the funds to purchase newer software applications the older hardware is unable to run it. Upgrading the publications and the Torch's technology will facilitate an integrated model within media arts pedagogy that assures the highest levels of learning and proficiency for our students in a real world environment that integrates curriculum and production in design, journalism and publications.

Funding the initiative will allow publications and Torch staff and students to learn with and apply current industry standards, practices, and methodologies. This enhances their ability to be competitive in current and future job markets. It is essential to continue providing our students access to industry standard tools and facilities used to develop skills in publication design and journalism production.

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.
- Curriculum enhancement.
- Enhance student success and retention

Student Affairs Plan Goals

- Commit to a culture of routinely assessing programs, services, and learning to encourage continuous quality improvement.
- Create innovative, flexible, and collaborative programs that are responsive to the needs of students and employers and facilitate a smooth transition from college to the workplace.
- Enhance Recruitment Efforts.

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
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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. This initiative facilitates efficiencies by integrating classes and production and facilities for three disciplines; graphic design, journalism and publications.

Additionally, this integration of pedagogy and 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 and enrollment.

Additionally, this initiative addresses our commitment to growth by adding new courses in publications that will align with the Torch, and our expanded tracks in journalism and graphic design. 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:

Describe the resources needed.

4 Apple iMac computers 4 @ 2118.00 = 8472.00
3 MacBooks 3 @ 2048.00 = 6144.00
1 HP Black and White Laser Printer = 1800.00
1 HP Color Laser Printer = 1600.00
6 Sony Digital Recorders 6 @ 65.00 = 390.00
8 Licenses of Adobe Creative Suite 3 8 @ 600.00 = 4800.00

Hardware: Total = 23206.00

2 Canon 40D Digital Cameras 2 @ 1950.00 = 3900.00
2 Canon Rebel XTi Cameras 2 @ 50.00 = 1500.00
4 Canon 50mm F1.4 Lenses 4 @ 450.00 = 1800.00
2 Canon 70 200mm F2.8 Lenses 2 @ 1140.00 = 2280.00
2 Canon 300mm F4L AFS Lenses 2 @ 1119.00 = 2238.00
4 Canon 580 EX II Flash 4 @ 375.00 = 1500.00
4 Camera Bags 4 @ 85.00 = 340.00

Cameras: Total = 13558.00

Grand Total = 36764.00

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.

1. These improvements will dramatically reduce production time and increase workflow, efficiency, learning and production in student publications. This can be directly measured by tracking production time in writing, design, photography and production.
2. Students will learn by applying current industry standards, practices, and methodologies. This enhances their ability to be competitive in current and future job markets or other academic institutions. Track student success in job markets and articulation to four year schools.
3. Development of new courses in publications and journalism will increase enrollment and fte. Data elements.
4. New facilities, technology and courses will attract a higher level of student which should improve the quality of student publications. Track awards won by student publications

Department Priority:

3

Unit Resources:

This is an innovative way to produce a more efficient and productive student publications program that is integrated with existing media programs that are relevant to publications. The resources that are generally available to the media arts program will be available to student publications which is now integrated into media arts. This includes current instructors, additional adjunct instructors to fill new course loads that are self sustaining, current space and equipment and a percentage of the M&S budget and expected enhanced revenue from advertising sales in the new Torch. Anticipated M&S approximately \$6,000.

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 integrating student publications into the media arts program students have the opportunity to work in a real world model that crosses disciplines in journalism, publications and graphic design.

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 journalism majors and photographers, these students will gain a deeper and broader understanding of the world of media production and dissemination.

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 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 publications component with graphic design and journalism students learn a broader range of skills that can be applied to a broader range of job opportunities.

EQUIPMENT \$

13558

COMPUTER HARDWARE \$

18406

COMPUTER SOFTWARE \$

4800

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:

If the other half is funded by Tech Funds.

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

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 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?

Approximately 300

6. Describe the benefit?

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

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 integrating classroom learning with a real world model of media production and dissemination using state of the art technology, 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 publications technology component with graphic design and journalism components, using the same equipment, students learn a broader range of skills that can be applied to a broader range of job and educational opportunities.

COMPUTER HARDWARE \$

31964

COMPUTER SOFTWARE \$

4800

STAFFING \$

Question Not Answered

INSTALLATION \$

Question Not Answered

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