

# Arts 2010-11

## Enhance Enrollment and Retention by Integrating Student Publications Into Media Arts

### Summary:

Increase Media Arts efficiencies and student enrollment and retention by upgrading student publications and the Torch technology to industry standards and integrating the existing student publications component of media arts with journalism, photojournalism, web design, graphic design and multimedia components. Develop curriculum that directly integrates student publications in an interdisciplinary lab/work environment that uses coordinated technological and pedagogical resources to advance student learning in a real world setting. We expect this initiative to help increase enrollment by 600 and fte by 60 and to help 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 model among our currently independent disciplines in multimedia, journalism, graphic design and web 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 in contiguous lab and studio spaces. The approved bond initiatives for Media Arts provide the physical space. This initiative provides the pedagogy and technology needed to upgrade and integrate the student publications facilities and equipment to Media Arts standards and into Media Arts programs. Until the Bond issue provides additional and integrated space, the upgraded equipment can be used in the current student publications and graphic design facility 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 The publication design and production software applications currently used are several generations outdated and need to be upgraded.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 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 multimedia. We were able to upgrade most of the camera equipment in the 2009 allocations so this initiative focuses on computer components. Funding the initiative will allow publications and Torch staff and students to learn with and apply current industry standards, practices, and methodologies as they integrate with and contribute to the workplace learning environment generated by new initiatives in Multimedia, Journalism, Web Design and Graphic Design. Thus, student publications no longer stands alone, but becomes an integral component of the integration of Media Arts that supports advanced,

interdisciplinary learning and increased enrollment and fte. This initiative enhances the student's ability to be competitive in multiple 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.

## **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, tracking minimum enrollment, and integrating curriculum to eliminate overlap and facilitate learning we have significantly increased enrollment and reduced costs. This initiative facilitates efficiencies by integrating classes and production and facilities for four media arts disciplines; multimedia, graphic design, journalism and web design.

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, web design and graphic design. Further, integrating student publications with other media arts components provides media arts students with professional, hands on publishing experience and encourages students to join the Torch staff and increase productivity, efficiencies and quality of publications. These ongoing efforts have shown great success as we have added four new photography classes in journalism, all of which have filled to capacity.

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 degree 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 industry standard facilities and technology in an integrated, real world model that articulates with the UO will enhance student engagement, learning and enrollment as well as opportunities for employment in multiple media industries.

**Describe the resources needed:**

**Hardware:**

4 - Apple iMac computers 21 inch 3.33GHz Intel Core 2 Duo- \$2,200.00 each = \$8,800.00  
2 - MacBook Pro Notebook- 13.3" # 2.26GHz Intel Core 2 Duo 2GB (2x1GB) RAM \$1,349.00 each = \$2,698.00  
1 - Color Laser Printer = \$1,399.00

**Software:**

6 - Licenses of Adobe Creative Suite 5 - \$659.00 each = \$3,954.00  
Total = \$14,289.00

**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.**

This initiative is most accurately seen in conjunction with and support for journalism, web and graphic design initiatives that are expected to generate over 600 new enrollments and 60 new fie.

These improvements will dramatically reduce production time and increase work flow, efficiency, learning and production costs in student publications. This can be directly measured by tracking production time in writing, design, photography and production cost.

By integrating publications with journalism, multimedia, web and graphic design we provide extensive hands on learning and production opportunities for students as well as publication outlets for their work. This component should attract new students to the program.

Simultaneously, the integration of the programs will provide new and better trained students to work on student publications staffs, thus increasing the efficiency and production of the publication efforts.

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  
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:**

4

**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.

### **Funding Request: Carl Perkins**

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

No

**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?**

DNA

**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, multimedia, web design and graphic design.

This initiative will provide access to industry standard 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 industry standard 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, web design, multimedia and journalism students learn a broader range of skills that can be applied to a broader range of job opportunities.

**EQUIPMENT \$**

1599

**COMPUTER HARDWARE \$**

11498

**COMPUTER SOFTWARE \$**

2,400

**MATERIALS & SUPPLIES \$**

**CURRICULUM DEVELOPMENT (Hours)**

**PART-TIME FACULTY \$**

**TIMESHEET STAFF \$**

**TRAVEL \$**

**Can this initiative be partially funded?**

No

**EQUIPMENT \$**

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

**COMPUTER HARDWARE \$**

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

**COMPUTER SOFTWARE \$**

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

**MATERIALS & SUPPLIES \$**

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

**CURRICULUM DEVELOPMENT (HOURS)**

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

**PART-TIME FACULTY \$**

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

**TIMESHEET STAFF \$**

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

**TRAVEL \$**

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

**Funding Request: Curriculum Development**

**Funding Request: Technology Fee**

**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 and 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  
Tom Madison

**4a. Budget ORGN**

621001

**4b. Budget PROG**

111000

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

300

**6. Describe the benefit?**

By providing students with industry standard 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 industry standard 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 industry standard 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, multimedia, web 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.

By providing student editors, writers and photographers with better skills, all campus readers of student publications benefit from more professional and better designed and produced publications.

**COMPUTER HARDWARE \$**

13097

**COMPUTER SOFTWARE \$**

2400

**STAFFING \$**

**INSTALLATION \$**

**LICENSING \$**

**Can this initiative be partially funded?**

No

**COMPUTER HARDWARE \$**

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

**COMPUTER SOFTWARE \$**

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

**STAFFING \$**

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

**INSTALLATION \$**

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

**LICENSING \$**

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