# Arts 2010-11

## Increase Learning and Enrollment by Developing a New Media Journalism AAS 2 Year Degree In Media Arts

**Summary:**

Increase annual student enrollment in Media Arts by 600 and fte by 60. Generate net annual revenue increase of $79,500 first year and $159,000 all subsequent years of this two year AAS degree program. Total Cost of Development is $107,500. Significant student and workforce demand exists to indicate that a CT Journalism AAS degree offered through 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 media arts, a new publications program and a redesigned graphic design program in a contiguous space, this interdisciplinary program will reflect real life trends in the professions and provide students enhanced abilities to find entry level jobs in multiple disciplines or articulate with a four year program at UO or other institutions.

## Description

The purpose of this initiative is to meet a critical need for students to enter media and journalism fields with integrated multi-disciplined abilities in writing, visual communication and web design. Many university programs, including the University of Oregon, the University of Texas, Wisconsin University and the University of Missouri are redesigning their programs toward multi-disciplined, new media pedagogy. To facilitate speed and quality in communication, efficiency in operations and fiscal responsibility, professional media are transforming their operations into integrated units staffed by multi-disciplined communicators who report visually and verbally through in print and electronic media.

To support an integrative approach to media communication and more effective transition to four year institutions, all Media Arts programs will be designed to train students in multi-discipline techniques in integrated classrooms and facilities in one building. Graphic design and student publications will be housed in media arts and we are developing an innovative CT Program in New Media Journalism that will integrate with the Torch newspaper. All three will be located in contiguous spaces in building 17. Additionally, our high-end Media Arts technology programs, Multimedia and Web Design will converge on the first floor of building 17 along with visual communication components to round out our integrative model. This is an opportune time to develop new media arts programs that eliminate overlap of courses and sections, provide an integrated approach to communication studies that reflect real world best practices, develop industry standard facilities and significantly enhance student learning and success through technology while generating significant increases in enrollment and fte.

This New Media Journalism Program, that reflects programs that Dean Rick Williams has helped pioneer at the University of Texas and the University of Oregon, will increase annual student enrollment in Media Arts by 600 and fte by at least 60. It will generate a net annual revenue increase of $79,500 first year and $159,000 all subsequent years of this two year AAS degree program. Total cost of development $107,500 recouped by end of second year.

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 advantage for either entry into the job market or articulation with a four year university.

Research from IRAP and state workforce data indicates a significant opportunity to develop the existing Journalism and Photojournalism components of our Media Arts program into an AAS program within the Media Arts Family. Jobs for these multi-disciplined media specialists are available in a variety of related work areas including journalism, electronic media, graphic design, web 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 critical secondary opportunity 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 with as many as 27 students each. This has brought approximately 100 students annually into new photo classes. The new AAS program will add additional sections and students to that effort. 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 well as the fact that the UO Journalism program registers more than 2,200 enrollments each term, as positive predictors for the success of the development of a New Media Journalism/Photojournalism program at Lane.

The UO has recently redesigned their pedagogical model and Dean Williams is working with the the UO Associate Dean and the 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 as well as other AAOT transfer courses.

This initiative, combined with the Bond funds 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 limited, but less integrated interim space for these enhanced programs.

## 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 enrollment, fte and net profits. This initiative facilitates efficiencies by integrating classes, production and facilities for four Media Arts disciplines; Multimedia, Graphic Design, Journalism and Web Design.

Additionally, this integration of pedagogy, facilities and technology advances student learning in a model of media that reflects real world practices and industry standards. By producing multi-disciplined media specialists, this program better prepares students to either enter the job market with a 2 year AAS degree or to 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 pedagogical model that articulates with the UO will enhance student engagement, learning, success and enrollment.

This initiative addresses our commitment to growth, excellence and technology by adding new technology and new courses in journalism that align with the cutting edge and emerging 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 continued to fill to capacity.

**Describe the resources needed:**

25 Apple iMac computers 21 inch 3.33GHz Intel Core 2 Duo- $2,200.00 each = $ 55,000.00
25 Licenses of Adobe Creative Suite 5 - $400.00 each = $10,000.00
25 Licenses of Maya 2010 $400.00 each = $10,000
25 Licenses of Final Cut Pro $700.00 each = $ 17,500.00
25 Licenses of Microsoft Office - $400.00 each = $ 10,000.00
1 InFocus IN5104 Data Projector = $ 5,000.00

Total Cost = $107,500.00

**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 Journalism and Photojournalism courses into a New Media Journalism AAS Degree Program that increases annual enrollment by 600 and fte by 60. Increase annual net revenue by 79,000 first year and $159,000 in subsequent years. Total start up cost = $107,500. Recoup in first 2 years.

Integrate this program with Multimedia, Graphic Design and Web Design components within a Media Arts Communication context that better reflects cutting edge and emerging best practices in professional media workforce.

Better prepare students to access a variety of jobs in media, design, writing, publication and web design and production industries by providing 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.

Increase efficiency in media arts by eliminating need for cross over among students in these areas and integrating redundant sections or courses.

Support and increase sustainable enrollment in other disciplines including LLC, Social Science, Math, Science, Arts, Health and PE and CIT.

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.

**Department Priority:**

3

**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 new journalism lab.

## Funding Request: Carl Perkins

**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?**

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 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, web design, graphic design and multimedia.

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 web designers and multimedia majors and photographers, these students will gain a deeper and broader understanding of the world of media production and dissemination that will give them a critical 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 $**

5000.00

**COMPUTER HARDWARE $**

55000.00

**COMPUTER SOFTWARE $**

47500.00

**MATERIALS & SUPPLIES $**

2000.00

**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

### 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?**

By the second year of this 2 year AAS program we project new enrollment of 600 across all 30 classes, 40 students enrolled in the program by the second year will provide this enrollment.

**6. Describe the benefit?**

Increase enrollment by 600 annually and fte by approximately 60 annually by second year 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.

**COMPUTER HARDWARE $**

60000

**COMPUTER SOFTWARE $**

47,500

**STAFFING $**

**INSTALLATION $**

2000

**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:**