

## Program Review: Broadcasting- TV and Film

### Program Description and Scope:

- *Program Review Title:* Broadcasting - TV and Film
- *Academic year:* 2016/2017
- *Review Type:* Instructional Disciplines
- *Program/Departments:* Broadcasting - TV/Film (06001,06002)
- *Authority Code:* 49-Dean of Kinesiology, Athletics and Broadcasting
- *External Regulations:* No
- *Provide a brief narrative that describes the instructional program/discipline:*  
Broadcasting-Television and Film, integrates academics with vocational and technical education through a coherent sequence of courses. Classes are designed to meet both the needs of the local industry as well as to prepare students for employment and/or advanced education in production and editorial positions in the broadcast television, film, or entertainment industry.

### College Mission:

- *Mission Statement:*  
Ohlone College responds to the educational needs of our diverse community and economy by offering high quality instruction supporting basic skills, career development, university transfer, and personal enrichment and by awarding associate degrees and certificates to eligible students in an innovative, multicultural environment where successful learning and achievement are highly valued, supported, and continually assessed.
- *Program Relation to College Mission:*
  - University Transfer
  - Career Entry (CTE)
  - Personal Enrichment
- *State Your Program Mission/Purpose:*  
The mission of the Ohlone College Broadcasting Department: Film and Television is to serve the community by offering students a series of courses designed to give them hands-on training in film, television and electronic media. All students are encouraged to complete a university degree. There is also a track for those for whom a university degree is not in their plans because of economic hardship or family responsibility. Those students can train for entry-level jobs in the film industry, commercial television or in electronic media. The level of our instruction is continually assessed and updated to reflect the needs of the workplace and university requirements.
- *Briefly Describe Program Accomplishments:*  
Ohlone College Broadcasting: Film and Television has graduates working professionally at television stations, film production companies, and studios across the US. We serve the college and the community, broadcasting a live weekly newscast, internet programming, student films, college events,

performances, highlighting student accomplishments and Board of Trustees meetings on Comcast ONTV 28 which broadcasts in Fremont, Newark and Union City.

## Achievement and Resource Data Analysis:

### 12. Research Questions:

1. There has been an almost 40% drop in FTES in two years. What can be done to analyze the cause and formulate plans to recapture students?

## Resource Assessment Summary:

1. Academic Year: 2015-2016
2. Activity Center Fund 10 Budget Allocation: \$244560.00
3. FTES: Fall: 18 Spring: 17 Summer: 0
4. WSCH/FTEF: Fall: 235 Spring: 239 Summer: 0
5. Course Sections Offered: Fall: 17 Spring: 20 Summer: 0
6. Sections Taught FT Faculty: Fall: 0 Spring: 0 Summer: 0
7. Sections Taught PT Faculty: Fall: 17 Spring: 20 Summer: 0

## Human Resources:

1. # of FT Faculty: 0
2. # of PT Faculty: 8
3. # of Classified Staff: 1
4. # of Administrators: 2
5. % Faculty release/reassigned time: 0%
6. Technology:
  - Specialized Software
  - Technology Enhanced Instructional Equipment
  - Desktops

### Physical Resources:

- General Classrooms
- Specialized Labs

- Program Analysis PSLOs - Student Learning:

(Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level)

### PSLO Matrix:

Course	PSLO-1	PSLO-2	PSLO-3	PSLO-4
BRDC 134	I	I	I	I
BRDC 135	M	M	M	M
BRDC 136	P	M	M	M
BRDC 141	P	P	P	P
BRDC 142	P	P	P	P
BRDC 145	I	I	I	I

Course	PSLO-1	PSLO-2	PSLO-3	PSLO-4
BRDC 146	P	P	P	P
BRDC 148	P	P	P	P
BRDC 149	M	M	M	M
BRDC 150	P	P	P	P
BRDC 151	P	P	P	P
BRDC 160	M	M	M	M

*Please Indicate the PSLO(s) which you are reporting on:*

- Develop the vocational skills necessary and learn how to function successfully as a member of a broadcast television, or film production team.

*Analyze and summarize your assessment findings - What in the data jumped out?*

*Give examples of assessments used for your PSLO analysis:*

*Describe input from Program Advisory Committee (if applicable):*

*Comments:*

## Program Improvement Objectives

*Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

Implement an outreach/marketing strategy in order to address the 40% decrease in department enrollment over the past 2 years.

*Notes (optional): Please include any notes related to your PIO. (2500 Character limit)*

*Program PIO will address the following:*

- Career Technical Education (CTE) Related
- Course Retention
- Course Completion
- Persistence
- Success Rates
- Increase Program Enrollments
- Increase Degrees/Certifications
- Equity/Disproportionate Representation

*How will you assess the effectiveness of your PIO:*

Evaluating the effectiveness through increased student enrollment and new connections between high school media departments and the Broadcasting program.

### **PIO Action Plan:**

*How will you accomplish this?*

Starting Spring of 2017, Meet every semester and generate an assessment report.

*What is your timeline?*

Spring 2017 create strategy and begin community outreach after Spring break.

*Who is going to do this?*

Department faculty and staff.

*PIO Status:*

- New

*Closing the loop - Describe the results of your PIO implementation or completion:*

*Conclusion: Complete if PIO has been completed*

*Fiscal Resources Status:*

**PIO Resources:**

- Resource: Other Budget Related Resources Needed  
Description: Professional Expert or Adjunct Stipend  
Est. Cost: \$3,000.00

*Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*  
Provide students with the best opportunity to learn with Technology in order to increase our course and program completion rates.

*Notes (optional): Please include any notes related to your PIO. (2500 Character limit)*

*Program PIO will address the following:*

- Career Technical Education (CTE) Related
- Student Learning & Achievement
- Course Retention
- Course Completion
- Persistence
- Success Rates
- Increase Program Enrollments
- Increase Degrees/Certifications
- Access to high quality courses - community needs

*How will you assess the effectiveness of your PIO:*

Review data elements associated with retention and completion, both at the course and program level.

**PIO Action Plan:**

*How will you accomplish this?*

Increase the current inventory of cameras and accessories in order to provide more equipment to the students.

*What is your timeline?*

Obtain quote and purchase Spring 2017 for Fall 2017 start.

*Who is going to do this?*

Department Director, faculty and staff.

*PIO Status:*

- New

*Closing the loop - Describe the results of your PIO implementation or completion:*

*Conclusion: Complete if PIO has been completed*

*Fiscal Resources Status:*

**PIO Resources:**

- Resource: Instructional Equipment  
Description: 2 cinema-type cameras, 4 lenses, 2 tripods, 2 carrying cases, batteries, charger, 4 SID cards, 2 SD card adapters  
Est. Cost: \$6,000.00

*Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

Installation and operation of close-captioning for all programming on college television station.

*Notes (optional): Please include any notes related to your PIO. (2500 Character limit)*

This has been delayed because the company that makes the playout server has not released the promised software. New expected release date 2/17.

*Program PIO will address the following:*

- Increase Program Enrollments
- Service Impacts
- Access to high quality courses - community needs
- Use human, fiscal, technological, and physical resources responsibly,

*How will you assess the effectiveness of your PIO:*

Feedback from college administrators, viewers. Assess correction rate of live closed captioning.

**PIO Action Plan:**

*How will you accomplish this?*

Ongoing.

*What is your timeline?*

Spring 2017.

*Who is going to do this?*

Director and staff.

*PIO Status:*

- In-Progress

*Closing the loop - Describe the results of your PIO implementation or completion:*

*Conclusion: Complete if PIO has been completed*

*Fiscal Resources Status:*

**PIO Resources:**

- Resource: People Time  
Description: Time to integrate system into program

Attached Files:

[BRDC Program Review data sheet 2016.xlsx](#)