

UNIVERSITY OF HAWAI'I COMMUNITY COLLEGES
ANNUAL INSTRUCTIONAL PROGRAM REVIEW
PROCEDURES, COMPONENTS, AND MEASURES

Hawai'i Community College
Digital Media Arts Program

Introduction:

The mission of the Digital Media Arts program is to develop a trained, quality digital media arts workforce in order to meet the demands of the emerging high-tech industry of the state and local community. It also supports the College's mission and imperatives of promoting academic excellence in student learning emphasizing workforce and community development, Hawaiian cultural knowledge and technology to build an awareness of the natural, social and economic environments. In this way, students become productive and engaged citizens, capable of meeting the complex challenges of a global community.

DMA Program Student Learner Outcomes:

PLO 1	Use technology effectively to create visual artworks.
PLO 2	Gather, analyze and evaluate information visually and critically.
PLO 3	Engage aesthetics in everyday life by thinking and communicating visually.
PLO 4	Contribute and apply knowledge of aesthetics to the needs of the community.
PLO 5	Present a digital portfolio in a professional manner.
PLO 6	Prepare students for the workforce.
PLO 7	Work effectively as a member of a project team.

Part I. Quantitative Indicators for Program Review

**Annual Report of Program Data for <Your Program>
HAW CC Program Major(s):**

Demand Indicators	Fall of Year			
	2005	2006	2007	

1	New & Replacement Positions (State)		17	17	23
2	New & Replacement Positions (County)		2	2	2
3	Number of Majors		3	12	32
4	SSH Program Majors in Program Classes		15	45	135
5	SSH Non-Majors in Program Classes		147	174	180
6	SSH in All Program Classes		162	219	315
7	FTE Enrollment in Program Classes		10.80	14.60	21.00
8	Number of Sections Taught		6	8	11

Demand Health

Unhealthy

Efficiency Indicators			Fall of Year		
			2005	2006	2007
10	Average Class Size		9.00	9.13	9.55
11	Fill Rate		94.74	89.02	102.94
12	FTE BOR Appointed Faculty		1.00	1.00	0.00
13	Majors / FTE BOR Appointed Faculty		3.00	12.00	0.00
14	Majors / Analytic FTE Faculty		2.50	7.50	14.55
			2.00	6.00	11.64
15	Program Budget Allocation		\$47,098.00	\$56,638.00	\$134,143.00
16	Cost per SSH		\$392.48	\$449.51	\$425.85
17	Number of Low-Enrolled (<10) Sections		2	6	4

Efficiency Health

Cautionary

Efficiency Health

Cautionary

Effectiveness Indicators					
			2005	2006	2007
19	Persistence (Fall to Spring)		100.00	75.00	59.38
20a	Number of Degrees Earned *		0	0	0
20b	Number of Certificates Earned *		0	0	2

21	Number Transferring (to UHM, UHH, UHWO)	0	0	0
Perkins - Campus Actual **		0		
22	1P1 Academic Achievement		100	100
23	1P2 Vocational Achievement	0	100	100
24	2P1 Completion	0	1	50
25	3P1 Placement Employment/Education	0	0	N/A
26	3P2 Retention Employment	0	0	N/A
27	4P1 Non Traditional Participation	0	0	N/A
28	4P2 Non Traditional Completion	0	0	N/A
Perkins - State Standards **				
22	1P1 Academic Achievement	81.81	81.92	81.87
23	1P2 Vocational Achievement	90.00	90.00	90.42
24	2P1 Completion	36.00	37.33	38.17
25	3P1 Placement Employment/Education	71.00	71.72	71.07
26	3P2 Retention Employment	90.00	92.00	92.00
27	4P1 Non Traditional Participation	14.81	14.60	14.60
28	4P2 Non Traditional Completion	12.86	12.73	12.19
29	Faculty FTE Workload ¹ @ 12 cf.	1.5	2	2.75

Effectiveness Health

Unhealthy

Overall Program Health	Unhealthy
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*All degrees and certificates are counted based on fiscal year.

** Perkins data are for CTE programs only. 2007 data from report on 2006-2007 Perkins activity year

Part II. Analysis of the Program

Strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of data.

Program Strengths:	Demand = D, Efficiency = E, Effectiveness = EF
D1	The new and replacement positions in the state continues to increase by 74%
D3	The number of majors in our program continues to climb. The # of majors was 3 in 2005; in 2006 it quadrupled to 12. Now in 2007, we have 32 majors. Almost three times as

	many majors in one year.
D6 & D7	Both the SSH in All Program Classes as well as the FTE in Enrollment in Program Classes has nearly doubled.
D8	Because of the demand for more classes with more majors in our program, the number of sections taught in the program continues to steadily grow.
E10 & 11	Our computer/class size cap is 10 because we are limited to the number of computers in our class, therefore the average class size of 9.55 is very close to our maximum cap. In addition, our fill rate is 102.94. It exceeds our maximum capacity and still shows a demand by students for DMA classes.
E12 & 13	We have been operating in 2007 without any FTE BOR appointed faculty and the program continues to thrive and grow without a faculty appointed to the program! Imagine what we can accomplish with a BOR appointed faculty!
E17	In 2007, the number of low enrolled sections is 4 out of 11 sections taught. This is an improvement over 2006, where we had 6 low enrolled (<10) sections out of 8 sections taught.

Program Weaknesses:

Program Weaknesses:	Demand = D, Efficiency = E, Effectiveness = EF
D2	<p>The New and Replacement Position (County) is 2 which has not changed since 2005. However, this is very misleading. I have looked at the <u><i>Hawaii County Jobs 2006 – 2017 by SOC Code</i></u> and found several categories of Job Descriptions not included in our SOC Code. For instance, Graphic Designers: SOC Code 27-1024 has 22 New and 11 Replacement Jobs. Also Photographers: SOC Code 27-4021 has 24 New and 64 Replacements Jobs and Film and Video Editors: SOC Code 27-4032 has 8 New and 3 Replacement Jobs. Our program trains and prepares our students for all of these jobs so it seems that the one job code of 27-1014 for Multimedia Artists and Animators is not serving or representing us well. Digital Arts is used in all of these areas and our students who graduate are qualified to work in these jobs. In addition for the 27-1014 Job Description for Multi Media Artists and</p>

	Animators: the Replacement jobs is listed as 5 not 2. The New Jobs are 2. This is from the EMSI 4/07
E16	The cost of per student semester hours is still relatively high (\$425.85) due to the high cost of technology, i.e. software and equipment needs.
EF19	The Persistence of our students from Fall to Spring is going down from 75% in 2006 to 59.38% in 2007. This trend may be due to the fact that we only have one section each of the 200 level classes with 10 seats and we have three sections or 30 seats of the 100-level intro to the program classes. Right now, we are limited by our space and what we can offer due to lack of space.
EF20c	The number of graduates who earned the certificate from our program is still relatively low: 2. This may be attributed to the fact that some of our students who graduated last year are Liberal Arts students and not specifically DMA students. We have students that cannot change their majors due to their Financial Aid status. However, this year our Ed. Specialist is working with them to see that we are at least listed as a Minor if they cannot list DMA as their major due to Financial Aid reasons. We may have to limit the enrollment to our program to be ONLY DMA majors eventually to insure our numbers to be higher.

Significant Program Actions (new certificates, stop-out; gain/loss of positions, results of prior year's action plan)

- We were not able to replace our 5 year old G5's. Our grant from Alu Like was adjusted by the Federal Granting organization and we had to cut our budget to eliminate the purchase of 5 iMacs.
- We also eliminated our IT Support Personnel and moved our Technical Support help to the ACU on campus. We are now faxing our Computer Work Request with information on service needed to them and they are responding to our request quickly and in a timely matter.
- The hiring of a Native Hawaiian Educational Specialist has helped with the recruitment and retention process for our Native Hawaiian and non Native Hawaiian student population.
- The writing of an Authorization to Propose an A.S. degree in DMA is currently in progress.

- Alu Like Inc. continues to support our program with grant renewals by meeting our projected goals for NH recruitment.
- Continuous implementation of assessing SLO and PLO's via portfolio reviews
- Hired a .5 FTE Faculty member to teach as well as assist in program management as needed.
- Conducted surveys on our graduates to assess the program's effectiveness and make changes if needed for improvements.

Part III. Action plan

- Complete the Authorization to Propose an A.S. degree in DMA.
- Work with Alu Like Inc. to write another grant proposal for continued funding of the program. Request funds for 10 new iMacs to replace our old G5's.
- Find another lab for our program since it is growing and we need more space.

Part IV. Resource Implications (physical, human, financial)

- Increase lab/classroom space from one to two; find another office space.
- Need: Recruit one FTE faculty to teach ONLY DMA courses
- Need: Hire a program assistant at .5 FTE position to help run the program – these are permanent positions
- Need: Purchase 11 new IMacs to replace the computers in the lab since they are over 5 years old now and new software will not operate on them efficiently. Also replace the old PC's for the 3 D animation classes since the equipment again is old and needs upgrading.
- Need: Purchase new furniture to equip new lab/office space
- Replace old equipment/CP as necessary
- Purchase/update software as the new versions become available when necessary

The Mac's which will be 5 years old in 2008 will need to be replaced with newer Mac's since new software will no longer function correctly or run on the old computers. I am including the software costs since they are vital to the program and newer versions are needed in order to be current.

Program Assigned Equipment (E) and Controlled Property (CP) (List in order of chronological depreciation date)	Category: CP or E	EXpected Depreciation Date	Estimated Replacement Cost
<u>11 iMac plus protection plan</u>	<u>CP</u>	<u>July 2008</u>	<u>\$30,000</u>
<u>2 HP Scanners</u>	<u>CP</u>	<u>July 2008</u>	<u>\$250</u>
<u>1 HP Color Laser printer</u>	<u>CP</u>	<u>July 2008</u>	<u>\$3000</u>
<u>9 Digital Video Camcorders</u>	<u>CP</u>	<u>July 2009</u>	<u>\$6300</u>
<u>1 video projector</u>	<u>CP</u>	<u>July 2008</u>	<u>\$3600</u>
<u>11 PC Workstations</u>	<u>CP</u>	<u>July 2009</u>	<u>\$30,000</u>
<u>11 17" Dell Display Monitors</u>	<u>CP</u>	<u>July 2009</u>	<u>\$4700</u>
<u>8 Digital Still Cameras</u>	<u>CP</u>	<u>July 2009</u>	<u>\$3200</u>
<u>12 External Speakers</u>	<u>CP</u>	<u>July 2010</u>	<u>\$720</u>
<u>1 Sony 27" Monitor</u>	<u>CP</u>	<u>July 2010</u>	<u>\$800</u>
<u>Subtotal</u>			<u>\$82,570</u>
<u>Software</u>			
<u>Adobe CS4 Design Premium</u>	<u>\$315 X 24</u>		<u>7560</u>
<u>After Effects 9</u>	<u>\$184 X 13</u>		<u>2392</u>
<u>Autodesk Maya 9</u>	<u>\$400 x 11</u>		<u>4400</u>
<u>Final Cut Studio 2</u>	<u>\$399 x 13</u>		<u>5500</u>
<u>Subtotal</u>			<u>\$19,852</u>
<u>Combined Total</u>			<u>\$102,422</u>
<u>Tables and chairs for new lab</u>			<u>\$3,100</u>

