Creative Media

ANNUAL
REPORT OF PROGRAM DATA
2021

July 1, 2020 through June 30, 2021

UNIVERSITY of HAWAI'I®

HAWAI'I
COMMUNITY COLLEGE

1. Program or Unit Description

This program prepares students for employment in the field of digital media design and production. It gives necessary education and training to students seeking entry-level positions as digital media artists and/or transfer to a Baccalaureate granting institution. It provides professionals already in the field with updated technology training.

2. Analysis of the Program/Unit

https://uhcc.hawaii.edu/varpd/index.php?y=2021&c=HAW&t=CTE&p=2315

Our **Demand** Indicator "Needs Attention" perhaps is similar to last year's "CAUTIONARY." CM-DMA continues to (and will continue to) have a Needs Attention/cautionary demand indicator score due to the high number of majors (33 - Demand Indicator #3) being significantly greater than the number of new and replacement positions available that our county prorated (1 position - Demand Indicator #2.) As noted in previous annual reviews, our demand indicators will continue to be unhealthy/cautionary as long as the program's CIP code is too limited to describe all the jobs available to our graduates. Our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators – a **combination of CIP codes 10.0304 and 11.0801** rather than one or the other. They will also go on to start their own businesses, which is a common practice in CM/DMA-related fields but is not accounted for within the provided data.

Our **Efficiency** Indicator says, "Progressing." We have 0 BOR approved faculty to teach program courses. The position was swept 2 years ago.

Our **Effectiveness** Indicator is "Healthy." The number of Unduplicated Degrees/Certificates Awarded (Effectiveness Indicator #20) in the CM/DMA is 8, 24% majors (Demand Indicator #3) out of 33, an increase of 5 graduates over last year's 5. Successful Completion with a grade of C or higher, #17 data is 76%. Persistence Fall to Spring from 2019-20 to 2020-21 has increased from 65% to 87%. Persistence Fall to Fall from 2019-20 to 2020-21 decreased from 46% to 44%

Not sure why our distance indicator shows that we taught 14 classes online, which is incorrect. In class availability it clearly indicates, due to the pandemic, all classes were taught online. And that

during 2020-2021 there were 17 courses taught in the Fall and 14 courses taught in the Spring semester.

No Perkins Indicators were available for analysis.

In the past we received support and funding from the Academy for Creative Media (ACM) UH System Office, but due to the pandemic that source of funding has stopped. This means all equipment replacement and software licenses will have to be supported by the College if we are to continue the CM/DMA program.

The CM/DMA Program Advisory Council recommended for our program to update the DMA CO to meet the ever-changing demands of the industry such as the importance of social media in our field. As a direct response to this suggestion, the program has been modified through the curriculum review process to include BUSN 158 – a social media course that is offered through the BTEC program as an option for students to take in addition to ENT 125 Starting a Business.

At the end of 2018, a full-time CM/DMA instructor retired leaving only one full-time ART faculty member to run this program. In addition, due to the pandemic this position has been swept from the college. According to STAR's Academic Logic the CM/DMA program currently has 26 CM majors, 9 DMA majors and an additional 20 Liberal Arts AA with a concentration in ART - meaning we are serving 55 student majors with only one full-time ART faculty member.

3. Program Learning Outcomes or Unit/Service Outcomes

1. Use technology effectively to create visual artworks.
   Linked to: ILO1: Communicate effectively in a variety of situations.

2. Gather, analyze, and evaluate information visually.
   Linked to: ILO2: Utilize critical thinking to solve problems and make informed decisions.

3. Apply knowledge of aesthetics to the needs of the community.
   Linked to: ILO3: Apply knowledge and skills to make contributions to community that are respectful of the indigenous people and culture of Hawai'i island, as well as other cultures of the world.

4. Demonstrate professionalism with a digital portfolio.
   Linked to: ILO1: Communicate effectively in a variety of situations.

No assessment was conducted during the year of this Review due to Covid-19.
Assessment is scheduled for Fall 2021:
ART 101 CTL
ART 112 initial
ART 113 initial
ART 115 CTL
ART 120 CTL

4. Action Plan

1. Secure funding for and services of a dedicated tutor for special needs/rehab students in CM/DMA classes.

> Aligned to: Hawai'i Graduation Initiative (HGI)
> HGI Action Strategy 2: Implement structural improvements that promote persistence to attain a degree and timely completion.

2. Because of shared physical space with UHH it makes sense for our program to work toward sharing classes and lecturers with UHH.

> Aligned with: HGI Action Strategy 3: Anticipate and align curricula with the community and workforce needs.

3. Apply for Perkins funding to replace the funding that ACM System had support pre-COVID. ACM system funding supported the program's hardware, software, and other miscellaneous equipment that sustain the program.

> Aligned to: Hawai'i Innovation Initiative (HII or HI2)
> Goal: Create more high-quality jobs and diversify Hawai'i's economy by leading the development of a $1 billion innovation, research, education, and training enterprise that addresses the challenges and opportunities faced by Hawai'i and the world

> HI2 Action Strategy 3: Continue to support programs that suit Hawai'i Island's location and environment as well as address critical gaps. • Digital/creative media

> Aligned to: 21st Century Facilities (21CF) - Modern Teaching and Learning Environments
> Goal: Eliminate the university's deferred maintenance backlog and modernize facilities and campus environments to be safe, sustainable, and supportive of modern practices in teaching, learning, and research.

4. Modify the Digital Media Certificate to reflect a more focused track and less of a general course of study.

> Aligned to: HGI Action Strategy 3: Anticipate and align curricula with the community and workforce needs.)

Strategic Plan.
https://hawaii.hawaii.edu/sites/default/files/assets/docs/strategic-plan/hawcc-strategic-directions-2015-2021.pdf

5. Resource Implications -
* ONE-TIME BUDGET REQUESTS ONLY *

Detail any ONE-TIME resource requests that are not included in your regular program or unit operating "B" budget, including reallocation of existing resources (physical, human, financial). *Note that CTE programs seeking future funding via UHCC System Perkins proposals must reference their ARPD Section 4. Action Plan and this ARPD Section 5. Resource Implications to be eligible for funding.

☐ **I am NOT requesting additional ONE-TIME resources for my program/unit.**

X **I AM requesting additional ONE-TIME resource(s) for my program/unit.**
Total number of items being requested: ___2_____ (4 items max.)

*For each item requested, make sure you have gathered the following required information and all relevant documentation before you upload this Review; you will submit all information and attachments for your **Resource Request** as part of your Review document submission via the
Hawaii CC - Program & Unit Review Submission portal
https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run

- ✓ Item Description
- ✓ Justification
- ✓ Priority Criteria (must meet at least one of the following):
  1. Ensure compliance with mandates and requirements such as laws and regulations, executive orders, board mandates, agreements and contracts and accreditation requirements.
  2. Address and/or mitigate issues of liability, including ensuring the health, safety and security of our Kauhale.
  3. Expand our commitment to serving all segments of our Hawaii Island community through Pālamanui and satellite centers
  4. Address aging infrastructure.
  5. Continue efforts to promote integrated student support in closing educational gaps.
  6. Leverage resources, investments with returns, or scaling opportunities
  7. Promote professional development.

Category-Specific Information				
Equipment	Estimated Date Needed	Quantity / Number of Units; Cost per Unit	Total Cost (with S&H, tax)	On Inventory List (Y/N); Decal #, Reason replacing

Facilities Modification	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Utilities Required
Personnel Resource	Estimated Date Needed	FTE; Position Type; Position Title	Estimated Salary	Was an Existing Position Abolished? (Y/N); Position #
Professional Development	Estimated Date Needed	Have you applied before (Y/N); was it approved?	Professional Development Type	PD Details; Impact; Total Cost
Reallocation	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Reallocation Proposal

6. Optional: Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

☐ **I am NOT requesting changes to the SOC codes/occupations listed for my program.**

X **I am requesting changes to the SOC codes/occupations listed for my program.**
   O*Net CIP-SOC Code Look-up
   *in the **Crosswalks** box, choose "Education," then enter CIP number to see related SOC codes*

List below each SOC code for which change is being requested and include details of requested code deletions and/or additions. Include justification for all requested changes.

Addition of SOC codes:
27-1019 Artist and Related Workers, all others
Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

27-1024 Graphic Designers
Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

27-1255 Web and Digital Interface Designers
Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

   09.0702 Digital Communication and Media/Multimedia.

   11.0801 Web Page, Digital/Multimedia and Information Resources Design.

11.1004 Web/Multimedia Management and Webmaster.

50.0401 Design and Visual Communications, General.

50.0409 Graphic Design.

52.1404 Digital Marketing.

SOC-CIP 27-4031 Camera Operators, Television, Video, and Film
Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

10.0202 Radio and Television Broadcasting Technology/Technician.

10.0299 Audiovisual Communications Technologies/Technicians, Other.

50.0602 Cinematography and Film/Video Production.

50.0607 Documentary Production.