2008 Annual Report of Program Data Coversheet

College: Hawaii Community College

Program: Digital Media Arts

Check All Credentials Offered	AA	AS	ATS	AAS	CA	CC	COM	ASC	
						X			

College Mission Statement (or provide link) Hawai`i Community College promotes student learning by embracing our unique Hawai`i Island culture and inspiring growth in the spirit of E `Imi Pono. Aligned with the UH Community Colleges system's mission, we are committed to serving all segments of our Hawai`i island community.

Program Mission Statement (or provide link) 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.

OVERALL PROGRAM HEALTH (Check one)		
Healthy	*Cautionary*	*Unhealthy*
	X	

Part II. Analysis of the Program (strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the data)

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	The New and Replacement Position (County) is at 2 which has not changed since 2005. However, this is very misleading. I have looked at the *Hawaii County Jobs 2006 – 2017 by SOC Code* 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 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 11 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. Need to update or replace 11 new PC's for the 3 D animation classes since the equipment is getting obsolete.

- 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.

- Total amount needed for the new computers and software $102,422 as listed in Annual Review.