Bakersfield College 2018-2019
Program Review – Annual Update

Program Name: Media Arts

Bakersfield College Mission: Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world

Describe how the program supports the Bakersfield College Mission:
The media arts certificate prepares students for a career in media arts through practical hands on instruction that is applied though projects that force students to problem solve and think critically. Students are encouraged to take risks and work together in order to help each other succeed.

Instructional Programs only:

A. List the degrees and Certificates of Achievement the program offers: Media Arts CA
B. If your program offers both an A.A. and an A.S. degree in the same subject, please explain the rationale for offering both and the difference between the two. -
C. If your program offers a local degree in addition to the ADT degree, please explain the rationale for offering both.

Program Goals:
A. List the program's current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section. Please provide an action plan for each goal that gives the steps to completing the goal and the timeline.

1. **Program Goal:**
   Update hardware and software for media arts lab in FA8

   Progress on goal achievement:
   Students are currently completing projects with either the equipment they have on hand or check out equipment from the Media Arts department. In addition the access students have to lectures is impleaded due to the size of the lab and the students proximity to visuals.

   Status Update – Action Plan and any link to Resource Requests:
   Computers, software, and cameras are always changing and updating. While we are up to date on software, computers are now 3 years old and will need to be replaced in about 2 years. Video and Motion Graphics is extremely taxing on computer hardware. Out of date computers will not properly run video editing and motion graphics software.
   Cameras also need to be constantly updated. Currently we are running DSLRs that are fine for armature photography and cinematography but do not meet industry standards. Video cameras with full frame sensors are required to bring camera equipment up to par. Additional light and microphone kits will also meet the demand of growing student numbers.
   https://www.bhphotovideo.com/c/product/1244137-REG/canon_0202c030_eos_c100mk_ii_with.html
   https://www.bhphotovideo.com/c/product/1137312-REG/blackmagic_design_cinecamursam46k_pl_ursa_mini_4_6k_digital.html

Adding an additional TV to the north side of the lab (shared wall with hallway) would allow students who are sitting in the back of the lab impoved access to lectures.

2. **Program Goal:**
   Develop and support work experience course for Media Arts Certificate

   Progress on goal achievement:
   Work experience course is currently working its way through eLumen and should be available to students by summer of 2019.

   Status Update – Action Plan and link to Resource Requests
   The work experience course is going to start by working with the athletic department and then branch out to other BC departments and finally to the greater Bakersfield community.
   This growth is going to increase the demand on equipment and computers. Students are

3. **Program Goal:**
   Expand Course Offerings for Media Arts and offer a pathway for students taking evening classes

   Progress on goal achievement:
   Currently students who wish to complete the media arts certificate must do so in a strict two-year cycle. While year one allows students to pick and choose which courses they want to take in a relative flexible manner advanced courses Art B43, B44, and B45 are only offered once an academic year.

   Status Update – Action Plan and link to Resource Requests
   Offering all Media Arts courses every semester (Art B26, B43, B44, and B45) including two Art B26 Multimedia courses would allow students to achieve the certificate quicker and give students an evening pathway for the certificate. To achieve this would require the hiring of an additional Digital art faculty.

4. **Program Goal:**
   Create permanent lab hours for the Media Arts Lab, FA8.

   Progress on goal achievement:
   Students have in class time to work on assignments and check out equipment. In many cases this is not enough time for students to achieve the degree of success they might wish to obtain.

   Status Update – Action Plan and link to Resource Requests
   I would like to create an open lab for Media Art students in FA8 when it is not being used for classroom instruction. To accomplish this I would need resources to fund a student worker who would monitor the Lab and check out media equipment to students. This position would be a 10-15 hour a week position.

Program Analysis:

Take a look at your trend data (all programs should have some form of data that is used to look at changes over time). *All programs will answer the following questions unless otherwise indicated.*

1. Please report on any unexpected changes or challenges that your program encountered this cycle:

   Student enrollment in media arts classes. This has created a need to add an additional multimedia class and is putting a strain on camera equipment and computers.

2. How does your trend data (or other data your area collects) impact your decision making process for your program?

   There is a need to add another faculty member who can teach a second Multimedia. This would not only allow us to offer every class in the certificate each semester but would also allow us to rotate night classes so a student could complete the certificate in the evening.

3. Evidence of Department Dialog of data
   - If you have had time to review and discuss your program's data with members of your department, attach documentation of your discussion. Documentation can come in the form of minutes from meetings or retreats, email dialog or any other ways that show substantive discussion.

4. Were there any changes to student demographics (age, gender, or ethnicity) for the past cycle?

   African American students: 4%-5%
   Latino students: 67%-69%

5. Were there any changes to student success and retention rates for face-to-face and online courses? (instructional only)

   Not enough annual data yet

6. Equity gaps
   - Please look for large differences, or gaps, between top performing groups and others. Consider how you could identify the reasons behind these gaps, and if there changes that could be made to reduce them. For in depth review of equity issues, and on changes that are being made campus-wide, please refer to the current Bakersfield College Student Equity Plan.

   Not enough annual data yet

7. Please describe any recent achievements of your department, including but not limited to faculty who have won awards or distinctions, new projects your department has implemented, professional development work, professional conference presentations or recently published work.

8. The college has embarked on significant efforts such **as Guided Pathways, affinity groups** and **completion coaching communities** to improve the success and completion rates of our students. Please describe what your program/department/office is doing to contribute to these efforts.

9. Explain your role if you are involved in Dual Enrollment, Inmate Education, or Rural Initiatives.

Analysis of Received Resources from Previous Cycle
Discuss the type of resources you received and their Impact on program effectiveness?
Facilities:

If your program received a building remodel or renovation, additional furniture or beyond routine maintenance, please explain how this request or requests impacts your program and helps contribute to student success.

1: Space Allocation

2: Renovation

3: Furniture

4: Other

5: Beyond Routine Maintenance

Technology:

If your program received technology (audio/visual – projectors, TV's, document cameras) and computers, how does the technology impact your program and help contribute to student success?

1: Replacement Technology

2: New Technology

3: Software

4: Other_____

Other Equipment

If your program received equipment that is not considered audio/visual or computer equipment technology, please explain how these resources impact your program and help contribute to student success.

Conclusion:

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract or synopsis of your program's current circumstances and needs. Consider this a snapshot of your program if someone were to only read this portion of your annual program review.

The media arts program is preparing students for success in video production careers which include: cinematography, animation, video editing, broadcasting and special effects. Students are excited and engaged in the possibilities that a job in a creative field will hold for them. To prepare students we have developed a curriculum that lays a solid foundation in video production processes then build upon that knowledge using professional techniques and equipment. Part of the student's curriculum is to work with other departments around the BC campus providing them with video production services that would mimic a real world projects. We are also working to develop a work experiences course so that students can hone their skills creating professional content and building their portfolios, before hitting the job market. To continue the momentum that we have started the Media Arts program needs additional equipment (cameras, lights, microphones, computers) to keep pace with industry standards. There is also a need for additional classroom support in the way of an additional TV screen so students have better access to lectures and demonstrations. Finally, also need additional faculty and student workers to keep up with the growing demands of the Media Arts program.