

Bakersfield College 2018-2019

Program Review – Annual Update

Program Name: Film, Television and Electronic Media AST

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: This program doesn't yet exist but, when it does:

The study of Film Television Media leads to a broad range of local and regional employment opportunities in the entertainment industry. This degree will offer an education to students who seek careers in various production jobs such as: Film and Television Producers, Film and Television Directors, Film and Video Editors, Camera Operators for Television and Motion Pictures, and Broadcast Technicians.

The Associate in Science in Film, Television, and Electronic Media for Transfer (AS-T in Film, Television, and Electronic Media) is intended for students who plan to transfer and complete a bachelor's degree in Radio-Television Film, Television-Film, Television, Video, Film and Electronic Arts at a CSU campus. Students completing this AS-T degree are guaranteed admission to the CSU system, but not necessarily to a particular CSU campus or major of their choice. Students should consult with a counselor for more information on university admission and transfer requirements as this AS-T in Film, Television, and Electronic Media may not be the best option for students intending to transfer to a particular CSU campus or to a college or university that is not part of the CSU system.

The Certificate of Achievement in Television Production, designed in consultation with our local television news directors, will provide the specific skills that local employers are searching for in entry-level applicants for television production jobs. Students with a Certificate of Achievement in Television Production will be qualified for a wide variety of jobs that currently are left unstaffed due to the lack of qualified personnel.

Instructional Programs only:

- A. List the degrees and Certificates of Achievement the program offers
Beginning in Fall, 2019, this program will offer the Film, Television and Electronic Media AST as well as a Certificate of Completion in Television Production
- 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. N/A
- C. If your program offers a local degree in addition to the ADT degree, please explain the rationale for offering both. N/A

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: Offer the Film, Television and Electronic Media AST in order to meet identified community needs**

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(Student Learning, Student Progression and Completion, Facilities, Leadership and Engagement)

Student Learning 1.3: Increase Career Technical Education (CTE) certificate/degree options by 3 new programs.

Student Learning 1.4: Increase the number of programs that participate in placement of student interns by 3.

Progress on goal achievement: We've developed the program curriculum working closely with the News Directors at our local television stations, the curriculum is working its way through the curriculum review process. Existing Media Arts courses have been updated so they can scaffold to this degree. We've completed this program review so that we will have access to resources necessary to build-out the technical components of the program. We have 2 adjunct faculty who have Masters in Broadcast Journalism, and are fully qualified, to teach in the program beginning Fall, 2019.

Status Update – Action Plan and any link to Resource Requests: (1) Continue Curriculum Process, (2) Recruit more adjunct faculty to teach the courses, (3) Outfit studio with up-to-date equipment so students can use the equipment they will use on-the-job (see technology request).

2. Program Goal: Offer the Television Production Certificate of Achievement

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(1. Student Learning, 2. Student Progression and Completion, 3. Facilities, 4. Leadership and Engagement)

Student Learning 1.3: Increase Career Technical Education (CTE) certificate/degree options by 3 new programs.

Student Learning 1.4: Increase the number of programs that participate in placement of student interns by 3.

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B. List new or revised goals (if applicable) N/A

Program Goal:

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(Student Learning, Student Progression and Completion, Facilities, Leadership and Engagement)

Progress on goal achievement:

Status Update – Action Plan and link to Resource Requests:

Program Analysis: N/A this program doesn't exist yet so we don't have any data to analyze.

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:
2. How does your trend data (or other data your area collects) impact your decision making process for your program?
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?
5. Were there any changes to student success and retention rates for face-to-face and online courses? (instructional only)
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](#).
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.

As a result of our work in the Arts, Humanities and Communication Pathway we learned that Vice President Emeritus Nan Gomez-Heitzberg had approached the Art department and asked them to develop the Film, Television and Electronic Media AST as the Media Arts Certificate looked like it would scaffold to the degree. However, upon review of the C-ID curriculum the Art faculty decided not to pursue the degree as none of their current faculty had Masters Degrees in Film, Mass Communication or Broadcast Journalism, which appeared to be central to the Film, Television and Electronic Media AST degree. In both Communication and Journalism we have several adjunct faculty with appropriate degrees to teach the courses in the degree. We met with Stephanie Baltazar to see if there is a workforce need for the program and found that, based on the number of local jobs that go unfilled annually, there is a significant need for the program.

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

Analysis of Received Resources from Previous Cycle : N/A this is our first 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.

Due to the lack of local qualified personnel television news stations in the Bakersfield Metro area currently leave positions unfilled for years, and most entry-level positions are currently filled by students who come to them directly out of one of the seven high school programs. News directors have expressed their frustration with the lack of writing skills and lack of media ethics training these young employees have received. Our Film, Television and Electronic Media program will provide students with the skills news stations are desperate for, while also providing our students with internship opportunities and a transfer pathway to a Bachelor’s degree at a CSU.

In order to offer this deeply-needed degree we need to update the BC distance education TV studio or develop a new studio elsewhere on campus.