Creative Media (CM) Program

2019

ANNUAL REPORT OF PROGRAM DATA

UNIVERSITY of HAWAI'I®
MAUI COLLEGE

1. Program Description

   a) Statement and brief description of the program including a listing of the program level Student Learning Outcomes (SLOs).

The Creative Media program exposes students to a wide range of media tools and methodologies; through project-based learning we endeavor to prepare them as media entrepreneurs, for entry-level into the workforce, or continuation on to a four-year college.

Program Student Learning Outcomes:
Upon successful completion of the Creative Media Program, the student should be able to:
   1. Apply effective communication and critique skills with peers and clients
   2. Demonstrate skills in professional use of creative media applications and equipment
   3. Describe ethical and legal aspects regarding the creation and use of creative media
   4. Produce creative media project using critical thinking and basic design concepts

   b) Program Mission

The Creative Media program endeavors to prepare students as media entrepreneurs, for entry-level into the workforce, or continuation on to a four-year college.

   c) Date Program Website Last Reviewed/Updated.

Updated Fall 2017.

   d) Date Program Page Reviewed/Updated in Catalog.

Updated Fall 2019.

2. Analysis of the Program

   a) Strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the Quantitative Indicators. CTE programs must include an analysis of Perkins Core indicators for which the program did not meet the performance level. Include Significant Program Actions (new certificates, stop outs, gain/loss of positions, results of prior year's action plan).

Creative Media at UHMC is still in its infancy, and efforts are underway to establish a meaningful, sustainable program.

   b) Discuss course offering modality including online, hybrid, and skybridge.

Creative Media (CM) offers a combination of lecture and project-based technology-driven courses, and include many from other departments/programs such as Art, Business, and Computer Science.

c) Highlight new innovative student support efforts including FYE, etc.

Our first Early Start course, Intro to Video Editing, was exported to Maui High in Fall 2019, and has been a great success. Their leadership are planning to make it a requirement for their Junior and Senior media students in the near future.

We have created a robust vision for a new program map, courses, and certificates of achievement to begin in Fall 2020; to date the proposal has received both Department and Curriculum committee approval.

3. Program Student Learning Outcomes

a) List of the Program Student Learning Outcomes

1. Apply effective communication and critique skills with peers and clients
2. Demonstrate skills in professional use of creative media applications and equipment
3. Describe ethical and legal aspects regarding the creation and use of creative media
4. Produce creative media project using critical thinking and basic design concepts

b) Program Student Learning Outcomes that have been assessed in the year of the Annual Review of Program Data.

We have only had a handful of A.S. Graduates to date, and they meet the initial program learning outcome standards. One of them will transfer to UHWO to continue on for their BA.

c) Describe the assessment activity

Anecdotal, primarily. The program in its original form did not provide a diverse array of media opportunities, but was essentially a graphic design program that provided exposure to technologies as related to coding and the web. The revision of the program is designed to provide focused outcomes in Web Development, Graphic Design, and Filmmaking.

d) Describe assessment results

The Creative Media program is a work in progress, and there is little margin for error in the coming years if it is to thrive. The ramifications from the current budget crisis poses a direct and tangible threat to our recruitment efforts, and therefore enrollment, and could negatively impact the quality of media education we are able to provide in the coming years.

e) Describe any changes that have been made as a result of the assessments.

We are doing our best to gain approval for a meaningful program that delivers the promise of the premise that is Creative Media. Momentum has been on our side, and heading in to Fall 2020 our gains can easily dissipate if matters as pertaining to lecturer budgeting and course offerings are not resolved in the best interests of our students.

4. Action Plan

  a) Describe the action plan for the next academic year, including resource, curricular, professional development, or other next steps.

1.Lobby for the continued financial support of Academy of Creative Media systems, which provides our program 99k annually.

2. Complete curriculum revisions and implement a new program map for Fall 2020.

3. Find a way to provide a full slate of diverse course offerings taught by working professionals (lecturers), with an aim to produce focused, specialized outcomes.

4. Continue to raise and accumulate financial resources in our UH foundation accounts for eventual use is upgrading equipment and support of student activities. Create a scholarship program through UH Foundation, and raise money for it.

6. Move the program from Provisional to Established.

  b) Include how the actions within the plan support the college's mission. In addition to the overall action plan for the program, include specific action plans for any Perkins Core Indicator for which the program did not meet the performance level.

If we can implement our vision for the program in Fall 2020, and provide the courses and instructors necessary to deliver the program consistently in the coming years, our success becomes self-evident through metrics such as Enrollment and Retention. To date, and as a result of budgetary setbacks, there is an existential risk the program remains mediocre.

5. Resource Implications

(physical, human, financial)

We have one-time supplemental funds in the amount of 135k from the Academy of Creative Media systems for Academic year 2019/2020 that we are using to upgrade the computers in our lab, to purchaser high-speed storage and servers, and to acquire cameras and other production gear to support project-based Video production activities.

Our struggle to budget for lecturers, to employ specialists, threatens to hamper our growth in the coming years. We have money in our UH Foundation accounts that cannot be used for lecturers/personal, and supplemental funds from Academy of Creative Media Systems, which both cannot be used for personnel; we must seek and engage with a source of funding to support our program's ability to provide an array of project based learning opportunities in, at minimum, the fields of Filmmaking, Web Development, and Graphic Design.

The addition of a second faculty member may become a priority in the coming years, assuming the new version of the program is implemented and supported. To date the program has not offered much beyond the minimum, and in our highly competitive fields UHMC must do better to provide the quality education our present and future students deserve.

College: University of Hawai'i Maui College
Program: Creative Media
Status: Report Complete

Program Quantitative Indicators

STEM Major   **Overall Program Health:** Cannot be determined (Missing data)

? Workforce Alignment: Classification of Instructional Programs (CIP) -to- Standard Occupational Classification (SOC)

Creative Media **CIP Code =** 10.0304	27-1014 - Multimedia Artists and Animators

Print ARPD

	Demand Indicators	2016 - 17	2017 - 18	2018 - 19	Demand Health
1.	New & Replacement Positions (State)		18	19	
*2.	New & Replacement Positions (County Prorated)		1	1	
3.	Number of Majors		28	40	
3a.	Number of Majors Native Hawaiian		9	11	
3b.	Fall Full-Time		73%	56%	
3c.	Fall Part-Time		27%	44%	
3d.	Fall Part-Time who are Full-Time in System		0%	2%	**Unhealthy**
3e.	Spring Full-Time		34%	54%	Insufficient Data
3f.	Spring Part-Time		66%	46%	County Level
3g.	Spring Part-Time who are Full-Time in System		7%	3%	
4.	SSH Program Majors in Program Classes				
5.	SSH Non-Majors in Program Classes				
6.	SSH in All Program Classes				
7.	FTE Enrollment in Program Classes				
8.	Total Number of Classes Taught				

NOTE: New & Replacement jobs updated (View Methodology).

	Efficiency Indicators	2016 - 17	2017 - 18	2018 - 19	Efficiency Health
9.	Average Class Size				
*10.	Fill Rate				
11.	FTE BOR Appointed Faculty		0	1	
*12.	Majors to FTE BOR Appointed Faculty		0	40	
13.	Majors to Analytic FTE Faculty		0	40	Missing metrics health indicator cannot be determined
13a.	Analytic FTE Faculty				
14.	Overall Program Budget Allocation				
14a.	General Funded Budget Allocation				
14b.	Special/Federal Budget Allocation				
14c.	Tuition and Fees				
15.	Cost per SSH				
16.	Number of Low-Enrolled (<10) Classes				

	Effectiveness Indicators	2016 - 17	2017 - 18	2018 - 19	Effectiveness Health
17.	Successful Completion (Equivalent C or Higher)				
18.	Withdrawals (Grade = W)				
*19.	Persistence Fall to Spring		69%	66%	
19a.	Persistence Fall to Fall		54%	40%	
*20.	Unduplicated Degrees/Certificates Awarded		0	3	
20a.	Degrees Awarded		0	3	
20b.	Certificates of Achievement Awarded		0	0	Healthy
20c.	Advanced Professional Certificates Awarded		0	0	
20d.	Other Certificates Awarded		0	0	
21.	External Licensing Exams Passed				
22.	Transfers to UH 4-yr		0	0	
22a.	Transfers with credential from program		0	0	
22b.	Transfers without credential from program		0	0	

	Distance Indicators	2016 - 17	2017 - 18	2018 - 19	
23.	Number of Distance Education Classes Taught				
24.	Enrollments Distance Education Classes				
25.	Fill Rate				
26.	Successful Completion (Equivalent C or Higher)				
27.	Withdrawals (Grade = W)				
28.	Persistence (Fall to Spring Not Limited to Distance Education)		0%	0%	

	Perkins Indicators	Goal	Actual	Met	
29.	1P1 Technical Skills Attainment	93	50	Not Met	
30.	2P1 Completion	55	0	Not Met	
31.	3P1 Student Retention or Transfer	81.9	100	Met	
32.	4P1 Student Placement	66.25	0	Not Met	
33.	5P1 Nontraditional Participation	23.5	46.43	Met	
34.	5P2 Nontraditional Completion	23	0	Not Met	

	Performance Indicators	2016 - 17	2017 - 18	2018 - 19	
35.	Number of Degrees and Certificates		0	3	
36.	Number of Degrees and Certificates Native Hawaiian		0	1	
37.	Number of Degrees and Certificates STEM		0	3	
38.	Number of Pell Recipients[1]		0	1	
39.	Number of Transfers to UH 4-yr		0	0	

* Used in Rubric to determine Health Indicator   **Date Last Modified: 2019-10-15 11:43:05**

Glossary/Rubric