Program Review - Media Services – FY 09

Mission and Vision of the Program:

The mission of The Media Center is to assist faculty and staff in the advancement of knowledge through the use of technology and to make available such technological tools that serve to promote the mission of the college.

The Media Center supports faculty and staff in the use of technology to assist their curriculum, achieve program requirements, and improve student-learning outcomes. The Media Center supports, maintains and encourages a robust, technologically superior campus environment.

Some of the technological tools and resources The Media Center provides include: distance education support, television production services, Internet support services, electronic media services, computer hardware and software access, graphic arts services, and photocopying and duplication services. The center also provides instructional design services for curriculum and program development.

Part I. Quantitative Indicators:
Media Services/Graphic Artist/Printing Services/Instructional Support Data

Demand

1. *Campus Enrollment (Fall FTE)*
     1,891 (FTE)

2. *Number of Faculty*
     127

3. *Number of Staff*
     114

Efficiency

4. *Hours open per week*
     80.5 per week
     Daily 7:30am – 10:00pm (Mon thru Fri)
     Saturday: 7:30am – 3:30pm

5. *Number of Staff in Unit by Job Classification*
   8 FTE

Mike Albert	Coordinator
Bev Lashley	Administrative Assistant
Jill Fitzpatrick	Graphic Artist
Reuben Dela Cruz	Electronics Technician
Mike Slattery	Electronics Technician
Deanna Reece	Media Specialist
Jeremy Gray	Media Specialist
Todd Mizomi	Media Specialist

   Scheduled Shifts
   Seven staff members - day - Mon thru Fri - 7:45 am - 4:30pm
   One staff members - evening – Mon thru Fri - 1:45pm – 10:30pm
   One staff member - Saturday – 7:45am - 4:30pm

6. *Student worker hours*
   32 hours per week
   Student 1: 4:30pm - 8:30pm - Mon thru Thurs
   Student 2: 2:30pm - 4:30pm – Mon thru Fri
   Student 3: 9:00am -12:00pm – Mon and Wed

7. *Number of work orders completed per year*
   Duplication Services – FY 2009
   Approximately 254 submitted and completed

   Graphics Arts Services – FY 2009
   Approximately 108 submitted and completed

   Engineering Services – FY 2009
   Approximately 768 submitted and completed

   Media Production Services – FY 2009
   Approximately 968 submitted and completed

8. *Number of copies generated per year*
   1,237,281

9. *Number of copies per FTE student per year*
   654

10.   *Hours spent on production of ITV/Cable/Videoconference programming*
      Summer 2008 (Session 2): 900 hrs
      Fall 2008: 4,005 hrs
      Spring 2009: 3,392 hrs
      Summer 2009 (Session 1): 583 hrs
      Total Distance Education Hours – FY2009: 8,880 hrs

11.   *Media budget*
       $503,927
       Salary: $459,416
       Supplies: $8,500
       Student Help: $20,000
       Duplication: $12,000
       Equipment: $4,000

12.   *Classrooms equipped/total classrooms*
      Total number of classrooms: 57 equipped / 70 total classrooms
      Level 1-A – 5 classrooms
      Level 1-B – 8 classrooms
      Level 1-C – 3 classrooms
      Level 1-D – 2 classrooms
      Level 1-E – 0 classrooms
      Level 1-F – 21 classrooms
      Level 1-G – 4 classrooms

      Level 2-A – 0 classrooms
      Level 2-B – 0 classrooms
      Level 2-C – 0 classrooms
      Level 2-D – 0 classrooms
      Level 2-E - 12 classrooms
      Level 2-F – 2 classrooms

Outcomes

13.   *Satisfaction measurements:*
      FY 2009 – July 1 thru June 30
      89 Surveys completed
      87 Agree or Strongly Agree – Faculty Work Room
       2 Disagree or Strongly Disagree – Faculty Work Room
      87 Agree or Strongly Agree – Graphics Services
       2 Disagree or Strongly Disagree – Graphics Services
      84 Agree or Strongly Agree – Maintenance & Repair
       5 Disagree or Strongly Disagree – Maintenance & Repair

85 Agree or Strongly Agree – Classroom Equipment Services
  4 Disagree or Strongly Disagree – Classroom Equipment Services
84 Agree or Strongly Agree – Overall – Capability to Instruct
  5 Disagree or Strongly Disagree – Capability to Instruct
85 Agree or Strongly Agree – Student Learning Increased
  4 Disagree or Strongly Disagree – Student Learning Increased

Part II. Analysis of the Unit
Media Services/Graphic Artist Support/Printing Services/Instructional Support

The Media Center is the central location for audiovisual services, printing, duplication, and desktop publishing. Distant Education & Internet content support services and video production services are also key components of our operation. The centers' overall rating is *healthy*. In FY 2009, we experienced a high demand for our campus services within all areas of the department. Our overall efficiency is *healthy*. Data indicators for efficiency are included in this report. Our overall effectiveness is *healthy*, and data indicators are included in this report. Our facilities and technology equipment are in very good condition and availability of technology tools has increased campus wide. The staff is highly skilled, highly motivated, and put forth an extra effort when the need arises.

To keep informed with campus concerns and direction, and to better gauge the performance of the center, the coordinator attends Academic Senate meetings, participates in University Center monthly meetings, attends bi-monthly Department Chair meetings, and schedules bi-monthly meetings with the administration and Media Center staff. The coordinator also conducts both formal and casual discussions with faculty, campus staff and fellow Academic Support coordinators. Email, MCC-TV announcements and campus bulletin boards are utilized to inform the campus community and the public at large of department activities. Access to media center staff is via walk-in services, appointments, email, and telephone. A suggestion box is located within the center, and the coordinator and media staff share an "open-door" policy, which allows members of the campus easy access to share their desires and express any concerns. The Media Center has also developed a center website which allows for comments, suggestions, and contact information for staff members. Feedback from our colleagues and peers allows us the opportunity to assess our strengths and weaknesses, measure program success, and develop strategic plans to operate and best serve our clientele.

Resources, changes; shifts to respond to changes
In the past few years, a tremendous expansion in the use and the need for technological tools in the classroom has occurred. Because the center is directly involved with acquiring, allocating and promoting technological and media resources, our scope of responsibilities has expanded. The center is responsible for the majority of audio-visual needs at the college. This includes video access, computer hardware and software assistance, and other technology support that may be required as part of an instructor's curriculum and teaching methodology. Two areas experiencing high demand are

videoconferencing services and Internet content creation. Classroom instruction via videoconferencing (H.323) has seen a tremendous growth this past year. In FY 2008, there were approximately 18 hours per week of videoconferences. In FY 2009, the hours have nearly doubled to an average of 30 hours per week. The staff has responded to this demand, but it is certainly a challenge given their current workloads. The center has also witnessed a rapid growth of streamed media via the Internet. Requests for Internet content creation services in FY 2009 more than doubled. With the proliferation of video content on the web, faculty and administration have naturally requested additional taping of classes and special events for course instruction and promotion of campus events for web access. To continue to support the increase in Internet content creation, staff will need to be added or other duties and assignments will be neglected. This is a concern that must be addressed.

Program interaction:
As an Academic Support unit, the center serves the majority of credit and non-credit instructional programs. Responsibilities include audio-visual support services, multi-media and duplication services, Internet and computer assistance, instructional and curriculum support, and videoconferencing and distant education support. The Media Center provides services to the campus administration, faculty, staff, students, program coordinators, all campus affiliated departments and the majority of externally funded programs. In addition, we are called to support a variety of state and county agencies, and community groups. The center also works directly with MCC students by providing services and support to student-organized events. These include the MCC Movie-Night presentations, campus dances, student organized conferences and various campus-sponsored club activities. Student Government and Student Life also utilize our services, and when resources permit, we provide multi-media support to individual students. The center also has the opportunity to interact with community groups, non-profit organizations and other professional organizations and associations. The center's facilities and videoconferencing capabilities attract a number of these organizations and we support them whenever possible. The center has also partnered with the State Department of Education. This has allowed Maui's public schools to also take advantage of our facilities and technical services.

Part III. Action Plan
Media Services/Graphic Artist Support/Printing Services/Instructional Support

Plans for improving media services for next year include the following:

1. Update technology in media-rich classrooms
2. Increase amount of classrooms with media-rich technology
3. Decrease work order turn around time
4. Where possible, repair deficient equipment in classrooms
5. Increase online and web-based digital media support
6. Provide faculty and staff professional development workshops

7. Improve overall service support
8. Fill vacant Media Specialist position

In order to accomplish this, the following strategies will be implemented:

1. Where appropriate, earmark funds from supplies budget to upgrade software in media-rich classrooms. Encourage active participation from other departments to assist with software upgrades.
2. Utilize current classroom media inventory and classroom-use data to develop a plan to replace and/or upgrade those classrooms with little or no technology. Conduct an online survey with instructors to help identify classrooms requiring upgrades with a realistic timeline to implement upgrades.
3. Improve tracking of daily work orders
4. Conduct monthly equipment maintenance schedule for classrooms to identify deficient equipment. Repair or replace utilizing supplies budget. Utilize user data collected from media surveys to identify potential trouble spots or user error when accessing technology in the classroom.
5. Designate key staff to set aside "tba" hours per week to develop web-based support services for faculty and staff.
6. Conduct additional workshops on an on-going basis to ensure faculty and staff participation.
7. Conduct online surveys to evaluate services and institutionalize best practices. Implement the use of program review in identifying strengths and weaknesses. Based on findings, work with programs and departments to develop strategies to address areas of concern and implement necessary changes.
8. Encourage administration to support the hire of the current vacant Media Specialist I position.

Part IV. Resource Implications
Media Services/Graphic Artist Support/Printing Services/Instructional Support Data

Budget for next year:
The Media Center serves the entire college and is the technological backbone of the campus. However, it is not being fully supported with the resources required to reflect its level of importance. Shortcomings in media center operations are directly related to a lack of budget resources to replace equipment and a lack of budget resources to hire additional staff to accommodate the numerous campus needs. To continue our level of service, and indeed, increase that level as we transition to a two-year/four-year institution, we recommend the following adjustments be made to support and improve operations:

1. Provide two G funded media specialist (specifically, Media Specialist I and Media Specialist III) positions to cover events, distance education support, and tech support duties for our growing campus.

2. Allocate $30,000 a semester to an equipment budget to replace aging equipment. Technology is critical for our campus and student success. If the campus is to provide a learning centered institution for our community, then we must provide the technology needed for students to achieve their goals.
3. The Media Center must be able to meet a higher demand for distance education and teleconferencing due to a slower economy and increased cost of travel. Internet content creation will also experience an increase. Equipment, supplies and staffing must be added to support these increases.
4. Provide a $15,000 supply budget to replace digital projector bulbs, DV tapes, etc. Currently programs are requested to use their own funds to replace projector bulbs. This reduces the amount of resources going directly to students.
5. New programs currently in development need to include a budget for media expenses.
6. Provide funds to media staff personnel towards staff development. This would include course instruction fees, conference travel fees, and research fees where applicable.

Summary

The support of advancing learning through technology is our primary goal. This includes all types of technology, be Internet based, paper-based or anywhere between. By making available the latest technological teaching tools to our students, faculty and staff, we believe a stimulating learning environment will result. Our core responsibility of providing technological tools and services to the college promotes student learning and improves the daily activities of the college. Our responsibilities, goals, and future vision connect directly to the colleges' mission and a primary goal is to continue to promote future technology that will be beneficial to the entire college. We are dedicated to providing the best possible service with a positive, caring and helping attitude. It is our belief that to be successful and to achieve an even higher vision, the center must continue its practice of core Hawaiian values: lokahi, kokua, laulima, ha'aha'a and aloha. The center aspires to these values daily. They allow us to reach for our mission, to achieve our goals, and to do so with an inner feeling of aloha and sharing that will encourage our campus community to share our expertise and our knowledge.

Classrooms w/o computers for student use = Level 1:

Classroom Level 1-A: Includes following:
Data projector w/ screen or TV/Monitor
DVD and/or VHS playback capability (dedicated player or computer)

Classroom Level 1-B: Includes following:
Data projector w/ screen or Widescreen TV/Monitor
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter

Classroom Level 1-C: Includes following:
Data projector w/ screen or Widescreen TV/Monitor
Computer (desktop w/ monitor or is laptop ready) for PowerPoint

Classroom Level 1-D: Includes following:
Data projector w/ screen or Widescreen TV/Monitor
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Computer (desktop w/ monitor or is laptop ready)

Classroom Level 1-E: Includes following:
Data projector w/ screen or Widescreen TV/Monitor
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Computer (desktop w/ monitor or is laptop ready)
Internet connection

Classroom Level 1-F: Includes following:
Data projector w/ screen or Widescreen TV/Monitor
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Computer (desktop w/ monitor or is laptop ready)
Internet connection
Smartboard

Classroom Level 1-G: Includes following:
Data projector w/ screen or Widescreen TV/Monitor
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Computer (desktop w/ monitor or is laptop ready)
Internet connection
Smartboard
Videoconferencing and/or classroom video recording capability

Classrooms w/ computers for student use = Level 2:

Classroom Level 2-A: Includes following:
Data projector w/ screen or TV/Monitor

Computer for instructor use only

Classroom Level 2-B: Includes following:
Data projector w/ screen or TV/Monitor

Computer for instructor use only
DVD and/or VHS playback capability (dedicated player or computer)

Classroom Level 2-C: Includes following:
Data projector w/ screen or TV/Monitor

Computer for instructor use only
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter

Classroom Level 2-D: Includes following:
Data projector w/ screen or Widescreen TV/Monitor

Computer for instructor use only
DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Internet connection

Classroom Level 2-E: Includes following:
Data projector w/ screen or Widescreen TV/Monitor

DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Internet connection
Smartboard

Classroom Level 2-F: Includes following:
Data projector w/ screen or Widescreen TV/Monitor

DVD and/or VHS playback capability (dedicated player or computer)
Elmo or visual presenter
Internet connection
Smartboard
Videoconferencing and/or classroom video recording capability

Media Services Survey – Media Services Center

(Rate the following services between 1 and 5 under each area.)
Rating: 1- Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree

Faculty Work Room -
up-to-date equipment, hours of operation, explanation by staff on how to use,
variety of equipment

I am satisfied with the customer service	1	2	3	4	5	NA
I am satisfied with the response/delivery time	1	2	3	4	5	NA
If there are procedures for use of equipment, they are understandable	1	2	3	4	5	NA
I am satisfied with the quality of the service	1	2	3	4	5	NA

comments:

Graphics Services –
Graphic design support with logos, brochures, flyers, handouts, banners, posters, powerpoint

I am satisfied with the customer service	1	2	3	4	5	NA
I am satisfied with the response/delivery time	1	2	3	4	5	NA
If there are procedures for use of equipment, they are understandable	1	2	3	4	5	NA
I am satisfied with the quality of the work	1	2	3	4	5	NA

comments:

Media Services Survey - Engineering

(Rate the following services between 1 and 5 under each area.)
Rating: 1- Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree

Electronic Maintenance & Repair – Outside of the classroom
video systems, overheads, campus cable, cable TV, network wiring (wireless and wired), sound systems, electronic display, computers, media classroom design, equipment purchases

I am satisfied with the customer service	1	2	3	4	5	NA
I am satisfied with the response/delivery time	1	2	3	4	5	NA
If there are procedures for use of equipment, they are understandable	1	2	3	4	5	NA
I am satisfied with the quality of the work	1	2	3	4	5	NA

comments:

Classroom Equipment Services -**
overhead projectors, Elmos, VCRs, slide projectors, sound systems, video projectors, display systems, language labs, test scanners

I am satisfied with the customer service	1	2	3	4	5	NA
I am satisfied with the response/delivery time	1	2	3	4	5	NA
If there are procedures for use of equipment, they are understandable	1	2	3	4	5	NA
I am satisfied with the quality of the equipment	1	2	3	4	5	NA

comments:

Media Services Survey – Overall

(Rate the following services between 1 and 5 under each area.)
Rating: 1- Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree

I think my capability to instruct has increased as a result of the services provided by

Electronic Maint. & Repair	1	2	3	4	5
Instruct. Design Services	1	2	3	4	5
Classroom Equip. Services	1	2	3	4	5
Faculty Work Room	1	2	3	4	5
Graphics Services	1	2	3	4	5

I think student learning has increased as a result of the services and technologies provided by

Electronic Maint. & Repair	1	2	3	4	5
Instruct. Design Services	1	2	3	4	5
Classroom Equip. Services	1	2	3	4	5
Faculty Work Room	1	2	3	4	5
Graphics Services	1	2	3	4	5