Program Review

Media Services

FY2010

Program Review - Media Services – FY 2010

Mission and Vision of the Program:

The mission of Media Services 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.

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

Some of the technological tools and resources Media Services provides include: Distance Education support, television production services, Internet support services, electronic multi-media support, computer hardware and software support, graphic arts services, and photocopying/duplication services. Media Services also provides instructional design services for curriculum and program development.

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

Demand

1. *Campus Enrollment (Fall FTE)*
   2,634 (FTE)

2. *Number of Faculty*
   123

3. *Number of Staff*
   112

Efficiency

4. *Hours open per week*
   80 hours per week
   Daily 7:30am – 10:00pm (Mon thru Fri)
   Saturday: 8:30am – 4:00pm

5.   Number of Staff in unit by job classification
      8 FTE
      Mike Albert   Coordinator
      Bev Lashley   Administrative Assistant
      Jill Fitzpatrick   Graphic Artist (Retired 06/30/10)
      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 - 7:30am - 4:30pm
      One staff member - evening – Mon thru Fri – 1:30pm – 10:30pm
      One staff member – Saturday – 8:30am – 4:00pm

6.   *Student worker hours per week*
      48 hours per week
      Student 1: 4:30pm - 7:30pm - Mon thru Thurs (A/V)
      Student 2: 12:30pm - 4:30pm – Mon thru Thurs (Graphics)
      Student 3: 10:00am - 2:00pm – Tues/Thurs (Help Desk)
      Student 4: 10:00am - 2:00pm - Mon/Wed (Duplication Svcs)

7.   *Number of work orders completed per year*
      Duplication Services – FY 2010
      Approximately 743 submitted and completed

      Graphics Arts Services – FY 2010
      Approximately 192 submitted and completed

      Engineering Services – FY 2010
      Approximately 969 submitted and completed

      Media Production Services – FY 2010
      Approximately 932 submitted and completed

8.   *Number of copies generated per year*
      732,232

9.   *Number of copies per FTE student per year.*
      278

10. *Hours spent on production of ITV/Cable/Videoconference programming*
    Fall 2009: 3,095 hrs
    Spring 2010: 3,202 hrs
    Summer 2010: 1,255 hrs
    Total Distance Education Hours – FY2010: 7,552 hrs

11. *Media Budget/College Budget*
    $517,158
    Salary: $480,000
    Supplies: $5,000
    Student Help: $20,000
    Duplication: $12,000

12. *Classrooms equipped/total classrooms*
    Total number of classrooms: 74 total classrooms/67 equipped classrooms
    Level 1-A – 5 classrooms
    Level 1-B – 8 classrooms
    Level 1-C – 6 classrooms
    Level 1-D – 2 classrooms
    Level 1-E – 3 classrooms
    Level 1-F – 21 classrooms
    Level 1-G – 4 classrooms

    Level 2-A – 0 classrooms
    Level 2-B – 4 classrooms
    Level 2-C – 0 classrooms
    Level 2-D – 0 classrooms
    Level 2-E - 12 classrooms
    Level 2-F – 2 classrooms

Effectiveness

13. *Satisfaction measurements:*
    FY 2010 – August 16, 2009 thru August 15, 2010
    63 Surveys completed

    Results:

Media Services Survey – Electronic Maintenance & Repair

Rate the following statements regarding the services you received from Engineering

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, projectors, campus cable, Cable TV, network wiring (wireless and wired), sound systems, electronic display, computers, media classroom design, equipment purchases

	1	**2**	**3**	**4**	**5**	
I am satisfied with the customer service	3.2%	1.6%	7.9%	22.2%	65.1%	NA
I am satisfied with the response/delivery time	3.2	1.6	9.5	33.3	52.4	NA
Procedures are understandable	0.0	0.0	12.7	44.4	42.9	NA
I am satisfied with the quality of the work	1.6	0.0	6.3	27.0	65.1	NA

63 responses

Comments:
1. For a department that is short staffed they do an excellent job. They need more staff!
2. Quality of service is always good.
3. Seems to take in inordinate amount of time.
4. The Media Services personnel are consistently professional, highly user friendly, and easily available to help with all sorts of problems.
5. The quality of services performed by media services are superior and greatly appreciated!
6. The service is fantastic. The Media staff are very helpful and caring.
7. This is one of the sharpest and most knowledgeable departments within our organization. They are professional and very service oriented, Keep up the good work!
8. I'm not sure I ever received these services so I do not feel I can appropriately comment.
9. You guys rock!
10. Reuben and Mike are great; I can really depend on them.
11. Reuben and Mike S need raises!
12. The team is so quick, efficient and very knowledgeable.
13. Reuben and Mike do a great job!

Media Services Survey – Instructional Design Services

Rate the following statements regarding the services you received from Video Production

Rating: 1- Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree

Instructional Design Services

Distant education support, video production services, cable television programming, HITS & SKYBRIDGE production services, Internet content and programming support, Instructional Design, training & support, and computer technical support

	1	2	3	4	5	
I am satisfied with the customer service	1.7%	1.7%	13.8%	24.1%	58.6%	NA
I am satisfied with the response/delivery time	1.7	0.0	15.5	31.0	51.7	NA
Procedures are understandable	1.7	0.0	20.7	36.2	41.4	NA
I am satisfied with the quality of the work	1.7	1.7	15.5	22.4	58.6	NA

58 responses

Comments:
1. Video streaming is really slow to download
2. N/A
3. The quality of services performed by media techs are superior. Its so nice to have the knowledge to do what they do all the time.
4. Best in the world
5. I am not sure I have ever received these services, so I cannot appropriately comment.
6. Good customer service. Nice, fairly informed people.
7. Not applicable to me

Media Services Survey - Duplication Services/Faculty Workroom

Rate the following statements regarding the services you received from Duplication Services

Rating: 1- Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree

Duplication/Faculty Workroom

Duplication services, color printing, desktop printing, binding, faxing, scanning services, laminating and miscellaneous computing/Online services and support, training and technical support on equipment use

	1	2	3	4	5	
I am satisfied with the customer service	1.7%	1.7%	10.3%	34.5%	51.7%	NA
I am satisfied with the response/delivery time	3.5	1.8	14.0	31.6	49.1	NA
Procedures are understandable	1.7	0.0	12.1	37.9	48.3	NA
I am satisfied with the quality of the work	1.7	0.0	12.1	32.8	53.4	NA

58 responses

Comments:
1. Unfortunately, the copier is always out of service but otherwise services are fine.
2. It is very frustrating that the copy machine in media is frequently broken.
3. Xerox keeps breaking. Very unpredictable.
4. The service is wonderful – the equipment isn't. The copier breaks down fairly frequently.
5. N/A
6. I am not sure I have ever received these services, so I cannot appropriately comment.
7. When I need help, Bev is usually there!
8. This part doesn't apply to me.
9. Cannot answer this as I have not had the opportunity to use this service.
10. N/A
11. Not available at Outreach site.

Media Services Survey – Graphic Services

Rate the following statements regarding the services you received from Duplication Services

Rating: 1- Strongly Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree

Duplication/Faculty Workroom

Graphic arts services including photography, program publicity assistance, creation of UHMC Schedule of Classes and Catalog, CD-ROM creation, program brochure development and creation, business card assistance, sign making, color copying assistance, computer software assistance (photoshop, microsoft office, wordpress, adobe illustrator, etc.) training and technical support

	1	2	3	4	5	
I am satisfied with the customer service	3.9%	0.0%	37.3%	17.6%	41.2%	NA
I am satisfied with the response/delivery time	4.0	0.0	36.0	20.0	40.0	NA
Procedures are understandable	2.0	0.0	31.4	27.5	39.2	NA
I am satisfied with the quality of the work	2.0	0.0	36.0	20.0	42.0	NA

51 responses

Comments:

Do we have a graphic artist? I need a brochure for a new program and am not sure who to work with. (Graphic Artist retired 06/30/2010)

N/A

I do my own graphic design work.

I hope you replace Jill and keep position. Without that position, I'm afraid that service will suffer. Don't use.

I am not sure I have ever received these services so I cannot appropriately comment.

When Jill was there, it was smooth – so far so good – haven't had to access the services listed above since she left.

You need to fill this position ASAP – how will we get the catalog completed in a timely and accurate fashion?

Not available at Outreach site.

Media Services Survey

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	1.9%	1.9%	7.4%	25.9%	37.0%
Instruct. Design Services	0.0	0.0	18.5	22.2	20.4
Classroom Equip. Services	1.9	1.9	5.7	26.4	39.6
Faculty Work Room	0.0	1.8	18.2	18.2	30.9
Graphics Services	1.8	0.0	26.6	10.7	21.4

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

Electronic Maint. & Repair	0.0%	3.6%	8.9%	28.6%	41.1%
Instruct. Design Services	0.0	0.0	14.3	26.8	26.8
Classroom Equip. Services	0.0	1.8	10.7	28.6	42.9
Faculty Work Room	0.0	0.0	25.0	21.4	26.8
Graphics Services	0.0	0.0	26.8	23.2	19.6

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. The centers' overall rating is *healthy*. In FY 2010, 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 good condition and availability of technology tools has increased campus wide. The staff is highly skilled, highly motivated, and put forth an extra effort as need arises.

To keep informed with campus concerns and direction, and to better gauge the performance of the center, the Media Coordinator attends Academic Senate meetings, participates in Program Coordinators monthly meetings, attends bi-monthly Department Chair meetings, and schedules monthly meetings with Media Center staff. The Media Coordinator also conducts both formal and informal discussions with all staff members, faculty, campus APT and Civil Service staff and fellow Academic Support coordinators. Email, MCTV announcements and campus bulletin boards are utilized to inform the campus community and the public at large of department activities. Access to media staff is via walk-in services, appointments, email, and telephone. A suggestion box is located within the center, and the Media Coordinator and all staff members share an "open-door" policy, which allows the campus easy access to share their desires and express any concerns with our services. Media Services provides a website which allows for comments, suggestions, and contact information for staff members. Work orders can also be submitted Online via this website. Feedback from colleagues and peers allow the opportunity to assess strengths, weaknesses, measure success, and develop plans to best serve our clients.

Resources, changes; shifts to respond to changes
Expansion in the use of technological tools continues to impact education. New learning tools are continually being developed, introduced and adopted. As Media Services is directly involved with acquiring, promoting, and allocating media resources, our scope of responsibilities continues to grow. An expanded variety of audio-visual tools, video streaming, 24/7/365 Internet access, and new computer hardware and software programs are some examples of technology that is becoming commonplace in the classroom. Support staff must maintain their knowledge base in regard to these changes to assist our faculty as they take adopt the latest trends in technology tools available for education. The staff has responded to this demand, however, one can imagine the challenge for continual self-improve given the rapid pace of technological change. Media Services has also witnessed a rapid growth in the need to develop and support computing and Internet resources. These services include digital content development, scanning and uploading of word documents, photos, music, video, etc. to access via the Internet. This proliferation of digital content on the web will continue to grow and there will be a need to allocate additional staff resources for this support. Duties and assignments may need to be

prioritized due to demand, as well as cross training of staff to better allocate our staff resources.

Program interaction:
As an Academic Support Unit, Media Services interacts and supports most credit and non-credit instructional programs on campus. Media Services also provides technology support to the campus administration, faculty, staff, students, Program Coordinators, most campus affiliated departments, and a majority of externally funded programs within the campus. Student Government and Student Life utilize our services and the program works directly with UHMC students by providing services and technical equipment support to student organized events. These include, among others, UHMC Movie-Night presentations, campus dances, student organized conferences and various campus sponsored club activities. Media Services also provides support to a variety of state, county, and non-profit organizations. Our partnership with The Hawaii State Department of Education allows Maui's public school to capitalize on our facilities and technical services. Our facilities and videoconferencing capabilities also attract a number of community groups and other professional organizations and associations and we support them whenever possible.

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. Increase amount of classrooms with technology
2. Replace aging technology in classrooms
3. Repair and replace deficient equipment in faculty workroom
4. Increase online and web-based digital media support
5. Decrease work order turn around time
6. Provide faculty, staff, and students professional development workshops
7. Encourage faculty and staff participation through review and improvement of our services offered.
8. Increase student participation in digital content creation
9. Fill vacant Media Specialist III (Graphic Arts) position

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

1. Where appropriate, earmark funds from supplies budget to upgrade media-rich classrooms. Encourage active participation from other departments to assist with such upgrades.
2. Utilize current classroom media inventory and classroom-use data to develop a plan for replacement and/or upgrade to those classrooms with little or no technology and conduct future surveys with instructors to help identify classrooms requiring upgrades.

3. Conduct monthly equipment maintenance schedule for classrooms to identify deficient equipment. Repair or replace such equipment utilizing supplies budget. Make use of data collected from media surveys to identify potential trouble spots or user error when accessing technology in the classroom. Replace current copier in Media Workroom (scheduled for replacement 12/01/10).
4. Designate key staff to set aside "tba" hours per week to develop web-based support services for faculty and staff.
5. Improve tracking of daily work orders
6. Schedule and conduct additional workshops on a scheduled basis to ensure faculty, staff and student participation.
7. Conduct online surveys to evaluate services and institutionalize best practices. Implement the use of Program Review results to continue 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. Work with faculty and specific classes to recruit and encourage student participation in the development of media programming as part of a class assignment or project.
9. 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:
Media Services supports the technological backbone of the campus. Due to budget restraints, the program is not being fully supported with the required resources to operate at its fullest potential. To continue to improve upon our level of service, we recommend the following adjustments be made to support and improve operations:

1. Fill vacant G funded Media Specialist III (Graphic Artist) position to provide continuing multi-media and graphic arts support services.
2. Allocate $20,000 per semester to upgrade current SD television infrastructure to HD equipment over a four-year period. This will allow delivery of High Definition programming to our Outreach centers and into the home.
3. Increase equipment budget for the purchase of additional encoders and server space to support the demand for streaming technology via the Internet.
4. Provide a $15,000 supply budget to replace aging computers in the faculty workroom. Provide $5,000 for replacement of video projector bulbs.
5. Encourage new programs to include a budget for Media Services requirements such as promotional materials, Internet content resources, and marketing and digital content materials if required as part of their program curriculum.
6. Provide funds to media staff personnel towards increased staff development. This would include course instruction fees, conference travel fees, and research fees.

Summary
The data results obtained during this years cycle indicate Media Services performance level as *Healthy*. The unit has achieved above satisfactory levels as measured through our system definitions of Healthy, Cautionary, or Unhealthy. Efficiency and Effectiveness measures also indicate Media Services has attained a rating of *Healthy* in these areas. In the coming year, Media Services will make every effort to implement the strategies listed above to continue to improve upon the servers we provide to the college.
Our primary mission is to promote and provide technology that will be beneficial to the entire college family. By making available the latest technological teaching tools to our students, faculty and staff, we believe a stimulating learning environment will result. We are dedicated to providing the best possible service with a positive, caring and helping attitude. To continue and improve upon our success, Media Services will strive to practice these core Hawaiian values: lokahi, kokua, laulima, ha'aha'a and aloha. Working together, sharing our expertise and knowledge, to assist others in achieving their goals and their mission, with humility and aloha for all.

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

(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:

Instructional Design Services -
Telecourse, Teleweb Courses, Web Courses, Video Production, instructional design assistance, graphic design, instructional software assistance

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:

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:

(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