

**Maui Community College Assessment
Annual Program Review – Media Center
FY 2006-2007**

Program Review - Media Services
FY 06-07

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.

The Media Center provides technological tools to assist faculty with their teaching. Resources include computer hardware and software access, Internet access and related tools, photocopying and duplication services, college marketing resources, television production services, program distribution, and distant education support. Instructional, program design and consultation services for computer software, and other technological needs are available through the center to assist faculty and staff for curriculum or program requirements.

Part I. Quantitative Indicators for Program Review

Demand

Campus Enrollment:

Fall 2006: 1,611 FTE

Number of Faculty:

123 faculty members

Number of Staff:

50 APT

32 Civil Service Unit 03

21 Civil Service Unit 01

Efficiency

Hours of Operation:

Daily 8:00am – 5:00pm (Mon thru Fri)

Evenings: 5:00pm – 10:00pm

Weekends: 9:00am – 3:00pm (Saturday)

Staff:

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 Monday thru Friday - 7:30am - 4:30pm

One evening staff member – Monday thru Thursday 1:00 – 10:00pm

One Saturday staff member – 7:30 - 4:30pm

Student Worker Hours:

Student 1: 4:00 - 7:30pm Monday thru Thursday – Chaz Castro

Student 2: 9:00 - 3:00 – Friday – Jamie Tang

Number of Work Orders Completed:

Duplication Services – Fall 2006 –

Approximately 117 submitted and completed

Graphics Arts Services – Fall 2006 –

Approximately 49 submitted and completed

Engineering Services – Fall 2006 –

Approximately 370 submitted and completed

Media Production Services – Fall 2006 –

Approximately 445 submitted and completed

Number of Work Orders Completed:

Duplication Services – Summer 2005 through Summer 2006 –

Approximately 326 submitted and completed

Graphics Arts Services – Summer 2005 through Summer 2006 –

Approximately 128 submitted and completed

Engineering Services – Summer 2005 through Summer 2006 –

Approximately 547 submitted and completed

Media Production Services – Summer 2005 through Summer 2006 –

Approximately 850 submitted and completed

Number of Work Orders Completed:

Duplication Services – Summer 2004 through Summer 2005 –
Approximately 311 submitted and completed

Graphics Arts Services – Summer 2004 through Summer 2005 –
Approximately 101 submitted and completed

Engineering Services – Summer 2004 through Summer 2005 –
Approximately 533 submitted and completed

Media Production Services – Summer 2004 through Summer 2005 –
Approximately 714 submitted and completed

Number of copies generated:

Fall 2006: 576,212
2005-2006: 1,115,599
2004-2005: 966,623

Number of copies per FTE student:

357

Hours of ITV/Cable/Videoconference programming produced:

Fall 2007
MCC-TV – Fall 2006
Originated classes & special programs: 34 hrs per week

SKYBRIDGE – Fall 2006
Originated classes: 48 hrs per week

HITS – Fall 2006
Received classes: 53 hrs per week

POLYCOM – Fall 2006
Originated/received sessions: 14 hrs per week

Total Distance Education Classes - Fall 2006: 2,160 hrs
Total Video Conference (Polycom) Sessions – Fall 2006: 224 hrs
Total Distance Education Hours – Fall 2006: 2,385 hrs

Hours of ITV/Cable/Videoconference programming produced:

FY2005/2006

MCC-TV - Summer 2005 (Session 2)

Originated classes/programs: 8 hrs per week

MCC-TV – Fall 2005

Originated classes/programs: 30 hrs per week

MCC-TV – Spring 2006

Originated classes/programs: 32 hrs per week

MCC-TV – Summer 2006 (Session 1)

Originated Classes: 12 hrs per week

SKYBRIDGE – Summer 2005 (Session 2)

Originated classes: 3 hrs per week

SKYBRIDGE – Fall 2005

Originated classes: 48 hrs per week

SKYBRIDGE – Spring 2006

Originated classes: 48 hrs per week

SKYBRIDGE – Summer 2006 (Session 1)

Originated classes: 8 hrs per week

HITS - Summer 2005 (Session 2)

Received classes: 52 hrs per week

HITS – Fall 2005

Received classes: 80 hrs per week

HITS - Spring 2006

Received classes: 65 hrs per week

HITS - Summer 2006 (Session 1)

Received classes: 48 hrs per week

POLYCOM – Summer 2005 (Session 1)

Originated/received sessions: 10 hrs per week

POLYCOM – Fall 2005

Originated/received sessions: 12 hrs per week

POLYCOM – Spring 2006

Originated/received sessions: 14 hrs per week

POLYCOM – Summer 2006 (Session 2)
Originated/received sessions: 10 hrs per week

Total Distance Education Classes – Summer 2005 (Session 2): 308 hrs
Total Distance Education Classes - Fall 2005: 2,528 hrs
Total Distance Education Classes - Spring 2006: 2,320 hrs
Total Distance Education Classes – Summer 2006 (Session 1): 340 hrs
Total Video Conference (Polycom) Sessions – FY 2005-2006: 536 hrs
Total Distance Education Hours – 2005-2006: 6,032 hrs

Hours of ITV/Cable/Videoconference programming produced:
FY2004-2005

MCC-TV - Summer 2004 (Session 2)
Originated classes/programs: 10 hrs per week

MCC-TV – Fall 2004
Originated classes/programs: 28 hrs per week

MCC-TV – Spring 2005
Originated classes/programs: 41 hrs per week

MCC-TV – Summer 2005 (Session 1)
Originated classes/programs: 10 hrs per week

SKYBRIDGE – Summer 2004 (Session 2)
Originated classes: 3 hrs per week

SKYBRIDGE – Fall 2004
Originated classes: 50 hrs per week

SKYBRIDGE – Spring 2005
Originated classes: 50 hrs per week

SKYBRIDGE – Summer 2005 (Session 1)
Originated classes: 6 hrs per week

HITS - Summer 2004 (Session 2)
Received classes: 12 hrs per week

HITS – Fall 2004
Received classes: 55 hrs per week

HITS - Spring 2005
Received classes: 73 hrs per week

HITS - Summer 2005 (Session 1)
Received classes: 20 hrs per week

POLYCOM - Summer 2004 (Session 1)
Originated/received sessions: 8 hrs per week

POLYCOM - Fall 2004
Originated/received sessions: 10 hrs per week

POLYCOM - Spring 2005
Originated/received sessions: 14 hrs per week

POLYCOM - Summer 2005 (Session 2)
Originated/received sessions: 10 hrs per week

Total Distance Education Classes – Summer 2004 (Session 2): 150 hrs
Total Distance Education Classes - Fall 2004: 2,128 hrs
Total Distance Education Classes - Spring 2005: 2,624 hrs
Total Distance Education Classes – Summer 2005 (Session 1): 150 hrs
Total Video Conference (Polycom) Sessions – FY 2004-2005: 492 hrs
Total Distance Education Hours – 2004-2005: 5,544 hrs

Media Budget/College Budget:

8 FTE
Total Budget: \$410,685
Salary: 383,585
Supplies: 8,600
Student Help: 10,000.
Duplication: 8,500
Equipment: 0

Processing time:

Duplication Services – 36 hours or less average for completion rate
Graphics Arts Services – 48 hours or less average for completion rate
Engineering Services – 24 hours or less average completion rate
Media Production Services – 24 hours or less completion rate

*Classrooms equipped/total classrooms: **

73 total classrooms
33 are equipped with CPU, screen or monitor and data projector
11 are equipped with CPU, SmartBoard and data projector
29 equipped with TV and VCR/DVD player

*An equipped classroom is one that includes a CPU, screen or monitor and a data projector.

Outcomes

Satisfaction measurements:

Faculty use, staff support, community & student use of facilities:

177 Surveys completed in Fall 2006

177 Satisfactory or above

0 Below satisfactory

Faculty use, staff support, community & student use of facilities:

144 Surveys completed in FY 2005/2006

144 Satisfactory or above

0 Below satisfactory

Faculty use, staff support, community & student use of facilities:

279 Surveys completed in FY 2004/2005

279 Satisfactory or above

0 Below satisfactory

Part II. Analysis of the Unit

The Media Center is the central location for printing, duplication, desktop publishing, graphic arts services, audiovisual services, and video production services. The centers' overall health is good. Our facilities and equipment are in excellent condition. The staff is highly skilled and very motivated. They are willing to give 100% and more. I will note that the center is facing a real challenge in regards to staff support and new equipment purchases when compared to the increased demand of those services. Because technology is changing so rapidly, the use of technology tools in teaching has experienced a marked increase in the past two years. There is currently one vacant Media Specialist position that will be filled November 1, 2007. This position will allow the center to barely keep abreast of current demand. Given the increase in workload and requests for additional media support this past year, and an anticipated continuation for additional media services, an additional Media Specialist would allow the center to provide a comfortable level of support to keep pace with anticipated demand. New equipment for classrooms is a continuing challenge for our department. Classroom technology upgrades have taken place, but many classrooms are in need of new digital media equipment. Those classrooms without such tools create a disadvantage for our students and their teachers, especially for those that have access to these technologies in other classrooms. This must be addressed.

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 have 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 teaching tools support that may be required as part of an instructor's curriculum and teaching methodology. The center also supports and produces a variety of distributive learning and distance programming. The majority of distance learning programming is offered via our Skybridge/HITS II Network, MCC-TV - Cable 55, the colleges' cable access network, and via streaming media access.

Videoconferencing services for both instruction and general meetings have experienced a high rate of growth in the past two years. The centers' videoconference units support student-instructor, instructor-instructor, and student-student learning. The center also supports live video streaming of MCC-TV programming via the web and an ever-growing assortment of streamed video classes and special events programming. A wide variety of encoded video files are available including wmv files, Quicktime files, Real Media player, flash, and m4v (podcast) files. It is predicted that streamed instruction will see a rapid growth in the next few years, and this growth will play an important part of our Distributive Education operations.

Program Interaction:

The Media Center is an Academic Support Institution. The Learning Center, The Library, The Business Lab, and Counseling services all come under the umbrella of Academic Support. Monthly meetings amongst coordinators of each unit are held, allowing coordinators to share current activities, reports, progress or problems each department may be experiencing. This gives us an opportunity to assess one another's strengths or weaknesses, measure program success, and develop strategic plans to operate and best serve our clientele.

The Media Center is uniquely positioned to interact directly with the various programs, departments and divisions within our campus. The center serves almost all credit and non-credit instructional programs, either through audio-visual support services, multi-media and duplication services or through videoconferencing and distant education support.

The center interacts with Student Services and counseling services by providing technological tools, multi-media support, and facility use. The Media Center works directly with the University of Hawaii Center, supporting the majority of their course offerings through our Distributive Education network.

The center has hosted and sponsored a large number of student-organized events. These include, among others, the MCC Movie-Night presentations, on campus mini-concerts, and student organized conferences. We have also acted as host to numerous job fairs in our center as well as multi-media support of campus-sponsored club activities. We support Student Government, Student Life, and also provide multi-media support services for individual students.

The center also has an opportunity to interact with community groups, non-profit organizations and professional associations. The center's facilities and videoconferencing

capabilities attract a number of these organizations and the center supports these groups whenever possible. Lastly, our partnership with the DOE allows Maui's public schools to take advantage of the center's facilities and technical services.

Part III. Action Plan

The centers' responsibilities, goals, and future vision connect directly to the colleges' mission. By making available to our students, faculty and staff the latest technological teaching tools, a stimulating learning environment will result. Advancing learning through technology is our primary goal. This includes all types of technology support, be it paper-based, Internet-based, or campus/classroom support.

To help access our services, The Media Center has a website which provides information and online access to the services we offer. Links within the site allow users to request equipment and/or services & repair, reserve rooms for classroom use and video conferencing, contact each staff member, access programming information and copyright law information, as well as download PDF files, streaming video, and video podcasts. Media and media-arts future growth, especially in the form of web content, streaming media, and other forms of mass media, is a natural outgrowth of the centers' assets and services. These responsibilities will increase. Marketing of the college will continue to develop into a larger component of our services. We envision creative marketing strategies to become a major portion of the centers responsibility, this in response to increased campus growth, new program and degree offerings and Maui's attraction to local, national, and international students.

With the increased use of the Internet for distributive education, program content creation will likely grow into one of our primary responsibilities. The center has state of the art production facilities, and a dedicated staff of highly trained individuals. As in previous years, the center has met and exceeded our objectives and goals and will continue to provide excellent technological support wherever and whenever called for. By using technology that assists faculty and staff in achieving their program goals, and by utilizing technology which allows MCC to reach the largest number of student on campus, at home *and* at their workplace, we can literally adopt "the Native Hawaiian reverence for the ahupua`a, a practice of sustaining and sharing diverse but finite resources for the benefit of all".

Part IV. Resource Implications

Budget for next year:

The Media Center's Mission Statement challenges our department to keep abreast of the latest technological tools to assist in student learning. The staff continues to develop their learning skills and knowledge of technology, however a financial commitment in the form of budget allocations for upgrades must also be provided to keep with technological change. In media technology, tools required for teaching often undergo re-design within a year of introduction. With this in mind, keeping abreast of "adequate technology

resources” is a continuing challenge. The center must look at the technology we possess, investigate what technology we would like to acquire, and decide on what improvements we wish to make.

In the past few years, the center’s equipment replacement budget has been zero. With the assistance of in-house productions, grants, and departmental partnerships, some new equipment purchases and/or replacements have been achieved. The college allocated approximately \$10,000 to assist in upgrading two classrooms to include media smart workstations. Through external funds from in-house production work amounting to approximately \$15,000, the center purchased a new color printer for faculty and staff use. MCC recently dedicated a new outreach education center in West Maui, (WMEC) which came on line in Spring 2007. The WMEC includes three new classrooms with computers, videoconference services, and two fully interactive distance education classrooms. This is a tremendous opportunity for the population of West Maui to take classes without having to make the two-hour commute to the central campus in Kahului. Technical, computer and video installations for the WMEC were conducted by Media Center staff. Finally, monies generated from a grant provided through Akaku Community Television and Time/Warner Cable, has allowed the center to purchase media support items such as blank DVD’s, CD-ROM’s, videotapes, and computer upgrades to support video encoding and archival management.

External grants and outside projects assist with the upgrade of technology campus-wide, however, the center still requires a dedicated and generous equipment replacement budget to upgrade computers, video projectors, and additional audio visual equipment for classroom instruction campus wide. This will allow the college to take advantage of new media resources available in the classroom.

Final Thoughts:

The Media Center’s staff is committed to providing excellent technical support services. The center has provided the college an instructional resource the entire campus can rely upon. By approaching new technology as campus innovators, the center will continue to promote future directions that will be beneficial to the college and our mission.

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.