

MCC MEDIA CENTER

PROGRAM REVIEW

FY 2005-2006

Maui Community College Assessment Annual Program Review – Media Center FY 2005-2006

I. OVERVIEW

A. *Mission and Vision of the College:*

Maui Community College is a learning-centered institution that provides affordable, high quality credit and non-credit educational opportunities to a diverse community of lifelong learners.

We envision a world-class college that meets current and emerging Maui County education and training needs through innovative, high quality programs offered in stimulating learning environments. The College mission, goals, and actions will be guided by the Native Hawaiian reverence for the ahupua`a, a practice of sustaining and sharing diverse but finite resources for the benefit of all.

B. *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 in the use and advancement of technology to assist their curriculum, achieve program requirements, and improve student-learning outcomes. The Media Center supports and maintains a robust, technologically superior campus environment. By promoting and providing the best technological tools available, our mission of assisting and improving teaching and learning skills will continue to evolve, improve and provide continued success. With ever increasing technological change, technology will continue to evolve, however the core responsibilities of the center will remain.

- The Center will continue to be the campus central location for printing, duplication, and graphic arts services. Instructional, program design and consultation services for computer software, and other technological needs will be available to assist faculty and staff for curriculum or program requirements.
- The Center will be 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.

- Videoconferencing services for both instruction and general meetings have experienced continual growth and demand. We envision this type of interactive service to continue to grow. The Center recently acquired two additional VTC units and have placed them in Ka'a'ike 108, and in our Education Outreach Center in rural Hana. The Center encourages and supports interactive student-instructor meetings via videoconferencing units and "net-meeting" modalities.
- The Center continues to support and produce distributive education programming. The majority of programming is offered live via our Skybridge/HITS II network, and via MCC-TV, Cable 55. The Center offers live video streaming of MCC-TV programming via the web. The stream includes live classroom instruction, pre-taped video programming. Continued expansion of this instruction modality will continue to play an important part of our Distributive Education network. Program content will include archived classes, MCC-TV special event programming. Pre-recorded teleconferences and hosting of additional web-based program content. A growing library of iPod video-casts are now available for download on the center's website download page. The center's program content and its availability is designed to directly support the college's "world class" vision by providing the opportunity to reach beyond our Maui shores to a worldwide audience.
- Marketing the college will continue to develop as a key component of The Center's direction. 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 Center's assets and 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.
- The center has recently created a new and improved website. The site is designed to allow faculty and staff quick access to our services. Links to other pages within the site allow users to place equipment request or repair, reserve rooms for classroom use and video conferencing, contact each staff member, access programming information for MCC-TV, as well as download PDF files, streaming video, and audio and video podcasts.

- Finally, program content creation will become a core responsibility of The Center. With The Center's studio and audio production facilities, readily available creative talent within the college and our island community, and a dedicated staff of highly trained individuals, content creation of film, video, and other digital media assets will become a key component towards the fulfillment of The Center's mission.

The Center's responsibilities, goals and future vision connect directly to the college's mission. By making available to our students, our faculty and our staff the latest technological teaching tools, a stimulating learning environment will result. 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".

C. *Relation to Strategic Plan:*

The Center has a direct stake in each of the key priorities of the Strategic Plan. Staff members are continually involved with one or more of the action strategies in the Plan. The most specific related action plans include:

1.1 - Achieve a shared institutional culture that makes student learning and success the responsibility of all.

- *Provide instructional methods, technologies, materials, facilities, and academic support services that accommodate students of varied learning styles, backgrounds, interests, and abilities.*

2.1 - Support the county and state economy, workforce development, and improved access to lifetime education for all by building partnerships within the UH University system and with other public and private educational, governmental, and business institutions.

- *Cooperate, as appropriate, with other higher education institutions to provide high quality educational services to the county and to the state through such programs as the University of Hawai'i Center, Maui.*
- *Support the collaboration of credit-non-credit offerings through coordination of resources and other strategies.*

2.2 - Provide access for students, faculty, and staff to a first-class information technology infrastructure, support, and services that sustain and enhance instruction, applied research, and administrative services.

- *Mainstream institutional response to distance learning and ensure that all professional development and support for technology enhanced teaching, learning, and student services are integrated to benefit campus-based instruction as well as distance learning.*
- *Acquire needed equipment to meet the on-going technological needs of the college campuses on the three islands.*

2.3 - Practice applied research for the discovery of knowledge.

- *Develop; implement, and support new applied research programs, including electronics engineering technology, computer engineering technology, PC-cluster technology, and biotechnology.*

3.1 - Establish Maui Community College as a preferred educational and training destination for local, national, and international students.

- *Strengthen the recruitment of international students in both credit and non-credit programs.*
- *Provide academic support services to promote student retention and academic success.*
- *Use technology to enhance student learning and the quality and efficiency of student service functions.*

3.2 - Strengthen the crucial role that the College performs for the indigenous people and general population of Maui County by actively preserving and perpetuating Hawaiian culture, language, and values.

- *Use the technological capabilities of the College to provide access to international conferences and workshops for indigenous peoples.*
- *Facilitate informational workshops in Maui County communities.*
- *Plan and facilitate Native Hawaiian leadership development in partnership with community programs and businesses.*

4.2 - Create positive, healthful, resource-efficient, and sustainable physical environments on the campuses of the College.

- *Partner with the communities surrounding the campuses, adding vitality to both campus and community.*
- *Pursue the timely progress of facilities development and establish capital improvement priorities in accordance with the academic priorities of the University system.*

5.1 - Build an effective public and private constituency whose support provides revenue for the achievement and implementation of Strategic Plan goals.

- *Pursue fundraising strategies in support of college priorities.*
- *Develop programs that respond to emerging markets and delivery systems that are responsive to current and prospective students.*
- *Develop marketing, recruitment, and customer service strategies that are responsive to public demands and promote the College as a learning-centered institution.*

5.2 - Allocate and manage resources to achieve continuing improvement in organization, people, and processes.

- *Conduct a comprehensive review and redesign of administrative and student support processes; leverage information technology and best practices to improve efficiency and effectiveness.*
- *Encourage risk-taking, reward innovation, and invest in change to reduce costs and paperwork and generate revenue.*
- *Leverage resources to attract government and private sector funding.*
- *Provide student services through counseling support, student service support, and library distributive education support,*

D. *Program Staff*

Currently, the Media Center consists of eight staff members:

Mike Albert, Instructor, has been with The Media Center for 15 years. Mr. Albert holds a Bachelor of Arts degree from the University of Hawaii, Manoa. He has an extensive background in producing, directing, marketing, multi-media, technical and computing skills. He teaches Telecom 261- Introduction to Television Production and TComm 190V - Digital Filmmaking. Mr. Albert serves on the Technical Support Committee, the Lau'ulu Native Hawaiian Committee, the MCC Marketing Committee, and is Coordinator of The Media Center.

Beverly Lashley, Administrative Assistant, has 25 years of service at MCC. Ms. Lashley has been with the Media Center 18 years. She holds an AA degree from MCC in accounting. Ms. Lashley's skills as an Administrative Assistant are immeasurable. Her duties include purchasing and accounts payable, administration of copying accounts, equipment maintenance and supplies maintenance. Ms. Lashley also offers computer software and hardware instruction and assistance, multi-media assistance and instruction, and she creates various media support materials for the college. Ms. Lashley has served on the Executive Committee.

Jill Fitzpatrick, Graphic Artist, has 18 years of service at MCC. She holds a Masters Degree in Graphic Arts from UCLA. Jill creates the college catalogue, schedule of classes and assists with many of the marketing initiatives of the college. She is the designated campus photographer and has produced thousands of photos of campus activities. She designs and creates program brochures, has contributed to the MCC webpage, is intimately involved with many of the college's community events, and creates signs, menus, invitations and numerous other marketing materials for the college. Ms. Fitzpatrick serves on the Marketing Committee.

Reuben Dela Cruz, Electronics Engineer, has 21 years of service With The Media Center. Reuben holds an AS degree in Electronics and an AS degree in Electrical Engineering. Reuben's chief duties include overseeing the Skybridge/HITS digital microwave network, chief engineer to MCC-TV cable operations and maintaining the campus distributive education fiber and cable infrastructure. His duties also include maintenance of Ka'a'ike studios, including video engineering of all Ka'a'ike Studio 101 productions. Reuben has served on numerous campus committees and is often called upon to assist with hiring committees.

Mike Slattery, Electronics Technician, has 8 years of service with The Center. Mike has an AS degree in electronics engineering. Mike maintains and repairs all audio-visual equipment on campus. He assists Reuben Dela Cruz with studio and Skybridge/HITS maintenance, multi-media

equipment and computer repair within The Media Center, and troubleshoots networking and computing problems with our distant education network.

Deanna Reece, Program Producer, has 13 years of service with The Media Center. Deanna has an AA degree from MCC, a Bachelor of Arts degree in Communications from the University of Hawaii at Manoa, and a Grad Certificate in Telecom Info Resource Management (TIRM) from The University of Hawaii at Manoa. Deanna's responsibilities include overseeing all television productions and program scheduling on MCC-TV, Skybridge/HITS distributive education classes, and videoconference services. Her duties also include production work with the Ka'a'ike studios and on various video/web productions as required, and 3-D animation work for MCC-TV programming. Deanna conducts regularly scheduled workshops for faculty and staff utilizing multi-media technology for distributive education courses, including PPT presentations, web-based instructional tools assistance, and software assistance and consultation services for programming and teaching content. Deanna works directly with The University Center on Maui assisting with DE classes scheduling and consultation in support of their program. Deanna has served on numerous campus committees and organizations. She is currently serving on a sub-committee of the Curriculum Committee involving Distributive Education assessment.

Jeremy Gray, Program Producer, has 9 years of service with MCC. Jeremy has a Bachelor of Arts degree in Communications from The University of Hawaii at Manoa. Prior to coming to MCC, Jeremy worked in broadcast television as an engineer, technical producer, and camera operator. Jeremy produces programming for the Skybridge/HITS distributive education network. His duties also include production staff assistance for MCC-TV programming, non-linear editing, and consultation services. Jeremy is also the Apple Computer support technician for The Media Center.

Todd Mizomi, Program Producer, has 2 years of service with MCC. Todd has a Bachelor of Arts degree in Communications from the University of Hawaii at Manoa. The work includes overseeing MCC-TV operations, Skybridge/HITS operations, and trouble-shooting networking problems as required. He is often called upon for audio-visual and computing assistance and emergency trouble-shooting of evening instructional classes for the campus.

The Media Center's staff is committed to providing excellent technical support services. With today's ever changing technology, the staff is continually upgrading their skills and knowledge. This is accomplished by the study of electronic and print materials, on-line workshops, staff

development programs, classroom instruction, consultation with vendors and suppliers, staff meetings, hands-on learning and through independent study. The staff also takes advantage of working directly with their peers on our MCC campus and among campuses throughout the entire UH System. This interaction allows staff members to learn directly from one another, thus facilitating learning through sharing. Whenever possible, The Center's coordinator encourages staff to study technological tools they are most interested and most comfortable to explore. 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.

E. 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 allows each department to assess one another's strengths or weaknesses, measure program success and develop strategies 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 been host to a number of conferences and public meetings during this past year. These include providing facilities and support for the National Marine Educators conference in July 2005, multi-media and facility assistance for World Hula conference in August 2005, support for The Aloha Aina conference held in February 2006, hosting the MCC Distinguished Alumni dinner in February 2006, and production, technical, and facility support for Hospice Maui conference one day conference in April 2006.

A unique opportunity to reach out to our public and community is through The center's distant education television channel, MCC-TV. MCC-TV offers to our viewing audience educational, cultural, and entertainment programming. The majority of these programs are produced and created by the center, allowing residents accredited, locally produced educational and community programming unique to Maui County. In March of 2006, the center began production on recently debuted Lau'ulu TV weekly television series on Native Hawaiian issues broadcast on MCC-TV.

The center 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. Our partnership with the DOE allows many of Maui's public schools to take advantage of The Center's facilities and technical services.

Finally, a core part of the center's ability to reach out to our public and our community is through our distant education television channel MCC-TV. MCC-TV is available 24/7/365 and we broadcast educational, cultural and entertainment programming. The majority of these programs are produced and created by The Center, allowing Maui County their only access to accredited educational programming.

II. CURRICULUM AND STUDENTS

A. *Resources, changes; shifts to respond to changes:*

In the past four 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 broadened immensely. We have been able to shift with these changes and additional needs with very few additional resources in the past few years. External resources have been achieved in the past year through video production services; grant assistance and assistance from program funds. The center has developed plans to promote resource acquisition through outside sources, particularly in the production of film and television programming production, DVD's sales, streaming media assets/VOD opportunities, grants and services and facility rentals.

B. *Opportunities for student involvement in program-related organizations, clubs, and governance:*

The Center has hosted and sponsored a large number of student-organized events. These include, among others, the MCC Movie-Night presentations, a monthly free screening of popular movies and DVD's held on our campus amphitheatre area, facility host to numerous job fairs in our Center

in Ka'a'ike Media Center, and through multi-media support of student sponsored activities. We also support Student Government, Student Activities, and provide video support and services for individual students. The center provides these resources and assistance per Media Center policy.

V. ANALYSIS OF PROGRAM – TYING IT ALL TOGETHER

A. *Summary:*

The Media Center will continue its core responsibilities of providing technological tools to faculty and staff to assist with their teaching methodologies. Marketing of the college will expand as MCC develops into a “2 + 4” institution. The center will expand our Distributive Education capabilities with streaming media web-content for education, promotion and entertainment. Pursuing additional media related programming and productions and utilizing our programming and production assets will allow The center an opportunity to promote our services to both public and private media entities to supplement our financial resources.

B. *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. This must also be accomplished with a vision for the future, being careful not to jump at the next big thing. I would rather take time to study the flow of technology instead of wasting financial resources on unproven, untested, and unaccepted technology. In the past few years, the center's supply budgets have been less than adequate. However in the past year, new equipment purchases, equipment replacement and supplementary supplies have been achieved. The college allocated approximately \$20,000 to assist in upgrading three classrooms to include media smart workstations. The funds were also utilized to purchase an additional videoconference station for our Hana Education Center. The college added a new outreach education center in West Maui, (WMEC) which came on line in late Fall 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. In addition, monies generated from video production services provided to clients outside the college have allowed us to add a video server system, purchase an additional video projector for inter-campus loan, and to purchase media support items such as blank DVD's, CD-ROM's, videotapes, and additional computer hard-drives to support video encoding and archival management. This past year, the center has been able to access nearly \$25,000 in Media Production Services from the State Department of Health, the Maui County Office on Aging, The University of Arizona AHEC Program, and through a number of independent teleconferences and television productions. However, with the current move into digital and high definition production for video and film production for broadcast and Internet, an upgrade to our current acquisition equipment must begin very soon. This will require a financial commitment from the College. External grants and outside projects will assist with the upgrade of our technology campus-wide, however, the center requires a dedicated equipment replacement budget. This will allow the center to make long range plans for media resources in technology.

With that said, technology is not the center's main resource. The people are. But we are challenged to provide adequate support for the entire campus and its requirements with our limited staff. There continues to be less individuals working in the center than there were six years ago. In those six years, the workload, assistance and responsibilities the center provides to the college has continued to grow. The center has one full-time permanent position vacant which we hope to fill in the spring of 2007. Students help funds have been re-established and this will allow the center to help train our students to assist in support of media programs and services. However, funding for additional professional staff and positions is needed to support an increased demand in graphics arts, video production and video streaming services, web content development, additional distributive education course requests, and requests for additional cable television production services.

C. *Final Thoughts:*

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. As in previous years, the center has met and exceeded our objectives and goals. The center has provided the college an instructional resource the entire campus relies upon. 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.

DATA COLLECTION

Hours of Operation: 8:00am – 4:00pm M-F 9:00 – 3:00 Sat

Staff:

Mike Albert	Coordinator	ext. 620
Bev Lashley	Admin Asst	ext. 621
Jill Fitzpatrick	Graphic Artist	ext. 625
Reuben Dela Cruz	Electronics Technician	ext. 618
Mike Slattery	Electronics Technician	ext. 217
Deanna Kamakeeaina Reece	Media Specialist	ext. 607
Jeremy Gray	Media Specialist	ext. 611
Todd Mizomi	Media Specialist	ext. 610

Student Work Hours:

Lisa Mendez – 15 hrs per week – Fall 2005/Spring 2006 (Workstudy)

MCC-TV/SKYBRIDGE/HITS DISTANCE EDUCATION HOURS

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 2005 (Session 2)

Originated Classes: 15 hrs per week

MCC-TV – Summer 2006 (Session 1)

Originated Classes: 15 hrs per week

SKYBRIDGE – Fall 2005

Originated classes: 48 hrs per week

SKYBRIDGE – Spring 2006

Originated classes: 48 hrs per week

SKYBRIDGE – Summer 2005 (Session 2)

Originated classes: 3 hrs per week

SKYBRIDGE – Summer 2006 (Session 1)

Originated classes: 8 hrs per week

HITS – Fall 2005

Received classes: 80 hrs per week

HITS Spring 2006

Received classes: 65 hrs per week

HITS Summer 2005 (Session 2)

Received classes: 55 hrs per week

HITS Summer 2006 (Session 1)

Received classes: 48 hrs per week

Total Distance Education Classes – Summer 2005 (Session 2): 390 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): 420 hrs

Total Distance Education Hours – FY 2005-2006: 5,658

WORK ORDERS

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 CENTER BUDGET

8 FTE

Total Budget: \$345,389

Salary: \$335,389

Supplies: \$10,000

Student Help: 0

Duplication: 0

Equipment: 0

SATISFACTION MEASUREMENTS

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

144 Surveys completed in FY 2005/2006

144 Satisfactory or above