

# **Maui Community College Assessment Annual Program Review – Media Center FY 2004-2005**

## **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, staff and students in the advancement of knowledge in the use of technology and to make available such technological tools that serve to promote the mission of the college and to support other areas of scholarship that will serve our state, nation and world.

In the next five years, we will continue to support, maintain and expand a robust, technologically superior campus environment. The Center will support staff and faculty in the use and advancement of technology to assist their curriculum, achieve their program requirements, and improve student-learning outcomes. 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 ultimately succeed. With technological change occurring at breakneck speed, some of the items listed below may become obsolete in the year 2010, however our core responsibilities should remain the same.

- 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.
- In the past year, videoconferencing services for both instruction and meeting purposes have been in high demand. We envision this type of interactive service to continue to grow. The Center will support acquiring additional VTC units and placing them at key access points throughout the campus. The Center will also encourage and support interactive student-instructor meetings via videoconferencing units and "net-meeting" modalities.
- The Center will continue 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 now offers video streaming of a portion of MCC-TV programming via the web. In the near future, this stream will become available 24/7/365. Expansion of this streaming media will become a core part of our Distributive Education network. The stream will include live classroom instruction, pre-taped video programming, live and archived teleconferences and hosting of web-based program content. Program content and availability will directly support the college's "world class" vision by allowing MCC the opportunity to reach beyond our Maui shores to offer programming 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 marketing is a natural outgrowth of The Center's assets and services. We envision creative marketing strategies to become a major portion of The Center's responsibility, this in response to increased campus growth, new program and degree offerings and Maui's attraction to local, national, and international students.
- 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 13 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 Curriculum Committee, and the Marketing Committee and is Coordinator of The Media Center.

Beverly Lashley, Administrative Assistant, has 24 years of service at MCC. Ms. Lashley has been with the Media Center 17 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 17 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 20 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 7 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 12 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 8 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.

Tim Marmack, Program Producer, has 7 years of service with MCC. Tim has an AA degree from MCC and a Bachelor of Arts degree in English from the University of Hawaii at Manoa. Tim oversees all Skybridge/HITS programming for evening and weekend classes. He essentially runs The Center after regular hours. The work includes overseeing MCC-TV operations, Skybridge/HITS operations, and troubleshooting 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 entire campus.

Todd Mizomi, Program Producer, part-time, has 4 years of service with The Media Center. He has a Bachelor of Arts degree in Communications from The University of Hawaii at Manoa. Todd assists with evening Skybridge/HITS classes. His main duties include technical support for HITS/Cable TV classes, network troubleshooting as required, and presentation assistance for students and faculty. Todd is well versed in IT, and is very useful with computer related glitches an instructor, student, or class may encounter.

The Media Center's staff is committed to providing excellent technical support services. With today's ever changing technology, the staff is forced to continually upgrade their skills and knowledge. This is accomplished by the study of electronic and print materials, on-line workshops, staff development programs, consultation with vendors and suppliers, staff meetings, hands-on learning and independent study. The staff also takes advantage of working directly with their peers within the different programs on campus and among the entire UH System. This interaction allows staff members to learn directly with one another, thus

facilitating learning through sharing. Whenever possible, The Center encourages staff to choose to study the technological tools they are most interested in and most comfortable with. As well, they are asked to not attempt to learn too much, too soon. By approaching new technology and “next big thing” with restraint, The Center will utilize, make available and promote the college’s resources to the best of our abilities.

*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 Governors Advisory Committee, multi-media and facility assistance for a one-week world hula conference: He Aha Hula o Halauaola, support for The National Marine Educators Association’s conference held in June 2005, hosting the Aloha Aina Small Farmers Conference held in early August, and technical and facility support for the recent NASA/Deep Impact lecture series presented by the UH Institute of Astronomy and the MCC astronomy program.

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.

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 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 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 hopes to expand resource acquisition through outside sources, particularly in the production of film and television programming production, DVD's sales, streaming media assets/VOD opportunities, 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, host to Constitution Day at our Media Viewing Center in Ka'a'ike 105, and support additional student sponsored daily activities. Our Student Government, Student Activities Center, and individual students often request services. The Center provides these resources and assistance per Media Center policy.

## V. ANALYSIS OF PROGRAM – TYING IT ALL TOGETHER

### A. *Summary:*

The 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. Unfortunately, budget allocations are barely adequate to keep up with the campuses needs. Due to ever changing media technology, tools acquired for teaching will probably undergo a re-design within a year of introduction. Indeed, the computer you were hoping to purchase this morning was designed to become obsolete the day it was manufactured. With this in mind, even with unlimited financial resources, “adequate resources” may be near impossible to achieve. Nonetheless, The Center must take a serious look at what we have, what we do not have and what improvements we wish to make based on our financial allocations and our mission statement. Almost all programs across campus have experienced budget cutbacks. However, in The Center’s case, budget cutbacks have continued year after year. To assist with the college’s financial challenge, The Center has come under budget for a number of years now. It seems however, any money The Center does not spend within our allocated budget in the year, the more our budget is cut the following year. Media Center supply budgets have been less than adequate for a number of years. Equipment replacement budgets are non-existent. In the past few years, new equipment purchases or equipment replacements have been achieved, however monies for these replacements have come from outside sources. Programs and departments continually request upgrade of audio-visual resources. With little no equipment replacement budget, faculty and staff noticeably complain about technological tools that are either inoperable or obsolete. Classroom teaching in this day and age is rarely sufficient with a blackboard and chalk. Computers, PowerPoint presentations, video projectors, DVD’s and multi-media resources are in high demand. With

insufficient funding for such equipment, the Media Center finds itself in a challenging predicament.

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. Indeed, there are less individuals working in The Center than there were five years ago. And in those five 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; a temporary position vacant and has had an additional temporary position eliminated. Student help funds have been eliminated. Graphic Arts and Media Services have relied upon student assistants for years. The two vacant positions must be filled if The Center hopes to expand any of its services. Student help funds must be re-instated to assist with daily operations in Media Services. Funds are needed to support increased demands, which include, additional graphics arts requests, growing distributive education service requests, and requests for television production services from nearly every department or program on campus. This past year, The Center has been able to access nearly \$25,000 in Media Production Services from Maui Economic Opportunity, Hale Mahaolu, and Preserving Our Recollections television series. These funds are being used to purchase supplies, assist in the replacement of equipment and for maintaining current equipment in use. The Center will continue to search for media related projects to supplement our budget, however the challenge to maintain our current level of service without adequate staff support is frustrating for the entire center.

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. This past year, The Center has met and exceeded our objectives and goals. By doing this, The Center has provided the college a "resource" the entire campus can count on. We are dedicated to providing the best service possible 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 that will encourage our campus community to share our expertise and our knowledge.