CTE Program Narrative

NAME OF COLLEGE: San Joaquin Delta College

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DATE: 4/21/2017

DIVISION: Arts and Communication

FACULTY: Tara Cuslidge-Staiano

PROGRAM NAME: Multimedia

REASON FOR APPROVAL REQUEST (Check One):

☒ New Program Proposal
☐ Program Revision Proposal (Substantial or TOP Code Changes)
☐ Locally Approved

TYPE OF DEGREE:

☐ Certificate of Achievement
☒ Associate of Arts
☐ Associate of Science
☐ Associate of Arts for Transfer
☐ Associate of Science for Transfer
☐ Other

TRANSFER APPLICABILITY: Yes ☐   No ☒

ATTACHMENTS/INFORMATION REQUIRED:

Labor/Job Market Data and Analysis
Advisory Committee Meeting Minutes
List of Advisory Committee Members
Employer Survey, if applicable

1. Statement of Program Goals and Objectives

The goal of the Multimedia Associate in Arts Degree is to prepare students for a job market that demands knowledge of all sides of media. Multimedia plays an important role in today's communications industry, as well as applications in Mass Communications.
Designing and producing effective presentations and media products that combine Multimedia, Graphic Design, Mass Communication, Photography, Radio Television and Music. The Multimedia Program prepares students for professional practice upon completion, or to undertake advanced studies at the university level. It offers students professional hands-on instruction.

Over the last several years our Advisory Committee has shown a lot of support for a Multimedia Certificate and expressed that the certificate would help prepare students for jobs. This certificate would allow students greater options when applying for jobs.

2. Catalog Description

The Associate of Arts degree in Multimedia prepares students for a career or further study in the field of digital media or multimedia. Students receive hands-on instruction and training necessary for entry-level employment while completing a general education path of study. Coursework involves work that will allow for jobs in digital media, digital imaging, computer art, multimedia journalism, digital photography, social media marketing, online journalism, audio engineering, web design, and audio/video production. Students will work in a manner that involves industry standards, leaving the program with a portfolio allowing them to pursue jobs immediately upon completion or continue their education.

1. Upon successful completion of this program, students will be able to act as multimedia content producers, producing entry-level professional quality content across web and mobile.
2. Upon successful completion of this program, a student will understand the ethical and legal involved in producing multimedia content.
3. Upon successful completion of this program, students will be able to use judgment to determine best use of digital media technology to deliver information to the masses.

3. Program Requirements

The program requirements must be consistent with the catalog description. The number of units, specific course requirements and the sequence of the courses must be coherent, complete and appropriate. Display the program requirements in a table format that includes all courses required for completion of the program (core requirements and required or restricted electives), subtotal of core units, and total program units. For each course, indicate the course department number, course title, and unit value.

Display of Program Requirements

Core Courses	Title	Course Units	Units
GRART 001A	Digital Imaging		2
GRART 001B	Digital Imaging		2
MCOM 005	Social Media and Society		3
MCOM 010	Introduction to Multimedia		3
PHOTO 003A	Introduction to Digital Photography		3
RTV 011	Fundamentals of Audio Production		3
RTV 021	Fundamentals of Video Production		3
Restricted Elective Courses	**Title**		
GRART 002A	Layout Design	3	
MCOM 001	Introduction to Mass Communication	3	3
PHOTO 001A	Introduction to Photography	3	
RTV 001	Introduction to Broadcasting/Electronic Media	3	
	Minimum Major Units		**22**
	GE Requirements		**24**
	Electives		**14**

	Total Units Required for Degree		**60**

Proposed Sequence

First Semester		
GRART 001A	Digital Imaging	2
MCOM 010	Introduction to Multimedia	3
GE Course		4
GE Course		3
Elective		3
Second Semester		
GRART 001B	Digital Imaging	2
MCOM 005	Social Media and Society	3
GE Course		4
GE Course		3
Elective		3
Third Semester		
PHOTO 001A	Introduction to Photography	3
RTV 011	Fundamentals of Audio Production	3
GE Course		3
GE Course		3
Elective		3
Fourth Semester		
PHOTO 003A	Introduction to Digital Photography	3
RTV 021	Fundamentals of Video Production	3
GE Course		4
Elective		5

Our Multimedia Advisory Committee recommended offering the Introduction to Multimedia course the first semester of the first year of study to set a foundation for students earning a Multimedia degree. Subsequent semesters will introduce deeper study in each of the four course areas: Graphic Arts, Photography, Radio/Television and Mass Communication.

The committee also recommended varying the study each semester, so that one area is not focused on too heavily at any given time, allowing the student to become proficient in all concepts related to multimedia study. The sequence is proposed only. A student does not have to adhere to it exactly to complete the degree.

	Major Units	GE Units	Elective Units	
Year 1, Fall	5	7	3	
Year 1, Spring	5	7	3	
Year 2, Fall	6	6	3	
Year 2, Spring	6	4	5	
Total	**22**	**24**	**14**	**60**

4. **Master Planning** (Background and Rationale)

Given the stated goals and objectives, address the role the proposed program will fulfill in the college's mission and curriculum offerings. This discussion may include some history of the program proposal origins, a description of the program purpose, and/or the program's relevancy for the region and college.

The proposal must demonstrate a need for the program that meets the stated goals and objectives in the

The Multimedia degree is an addition to the current offerings at San Joaquin Delta College because it fills a void in the 2010 Master Plan to "launch new vocational and education programs that meet the challenges" in the field of information technology.

The degree also meets the labor market needs of employers in the region, as it will be the only such training program in our service area focusing on multimedia as a whole.

The closest community college to Delta, Modesto Junior College, shuttered its similar media offerings in 2011. The shut down created a void in media training in the San Joaquin Valley, particularly for south San Joaquin County students – in Manteca, Tracy, Ripon, and Lathrop. The closest multimedia-based program of similar value for students is now in the San Francisco Bay Area.

In addition, University of the Pacific – the local four-year university – stopped offering a degree pertaining to journalism around the mid-decade point. The photography department at Pacific also ceased to offer a class in black and white photography, one of the essential building blocks of the practice. Pacific also doesn't offer a fully developed radio/television program. With the addition of KWDC on campus, our radio students are broadcasting at a greater range than our neighbor right down the street. The one program Pacific has that's similar in size and nature to Delta is the Graphic Arts program, which offers a BFA in the field.

Our biggest competitor in terms of student grab is the Los Rios Community College District, which has a multimedia news specialist program, which is similar, but focuses more on the journalism side of the profession. The socio-economic demographics of Stockton and surrounding communities, though, often prohibit a student from being able to travel to enroll in such a program.

Delta College's Master Plan also identifies "Digital Media Technologies" as a strategic growth area. The 22 major units comprising this degree touch on all aspects of digital media and conveyance of information.

Our program would offer a comprehensive look at multimedia education, with lessons in film and digital photography, mass communication, journalistic writing, video and audio skills and beginning graphic arts. We'd also address ethical issues pertaining to copyright and fair use in curriculum.

The Master Plan projects a student body increase at Delta College from 2015 to 2020, which means more of our students will be entering the local workforce via training at Delta College.

Solid populations of our students go on to work immediately in their respective fields, so the

Multimedia degree would give them an advantage during a job application process. We identify students who have gone on to work in local media, including the Lodi News-Sentinel, KTXL, KCRA and Univision television stations, and KWIN, KSP, KJOY radio in Stockton. Our photography students are working for Sears or are self-employed as wedding photographers. Our Graphic Arts students are working in the community as well, many for themselves, but some for other companies.

Our Multimedia Advisory Committee, which includes many prospective industry employers from across San Joaquin County, is excited about the addition of the Multimedia degree of Achievement because it means we will be providing their future employees necessary skill.

Our advisory members have expressed interest in engaging with our multimedia students for internships, jobs, and other partnerships. We've already built partnerships through each of the four individual disciplines with employers in the community, but more can be established as our students learn the skills necessary to not only build multimedia content, but also train others.

5. Need for Program

    a. Enrollment and Completer Projections

Address and justify the number of projected students or "annual completers" to be awarded the certificate each year after the program is fully established.

CB01: Course Department Number	CB02: Course Title	Year 2014-2015		Year 2015-2016	
		Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
GRART 001A	Digital Imaging	8	200	7	157
GRART 001B	Digital Imaging	6	40	5	42
GRART 002A	Layout Design	2	55	2	45
MCOM 001	Introduction to Mass Communication	4	122	5	148
MCOM 005	Social Media and Society	0	0	0	0
MCOM 010	Introduction to Multimedia	0	0	2	23
PHOTO 001A	Introduction to Photography	6	135	6	128
PHOTO 003A	Introduction to Digital Photography	2	22	1	10
RTV 001	Introduction to Broadcasting/Electronic Media	5	178	4	96

| RTV 011 | Fundamentals of Audio Production | 4 | 116 | 4 | 103 |
| RTV 021 | Fundamentals of Video Production | 4 | 116 | 3 | 86 |

Data provided by San Joaquin Delta College, Institutional Research and Effectiveness

Annual Completers – Projected: 10

b. Labor Market Information (LMI)

Summarize the Labor Market Information (LMI) and employment outlook (Including citation for the source of the data) for students exiting the program.

Enter table or chart as a separate attachment.

See Supporting Documentation below

c. Employer Survey (if applicable)

When strong LMI data is not available, an employer survey may be submitted. Provide a copy of the survey, including the number of those surveyed, number of responses, and a summary of the results. The survey must address the extent to which the proposed degree or certificate will be valued by employers.

Not applicable

6. Place of Program in Curriculum/Similar Programs

Review the college's existing program inventory, then address the following questions:

- *Do any active inventory records need to be made inactive or changed in connection with the approval or the proposed program? If yes, please specify.*
- *Does the program replace any existing program(s) on the college's inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).*
- *What related programs are offered by the college?*

The Multimedia Associate in Arts Degree brings together four discipline areas students are already exploring in parallel. The introduction of the Multimedia degree brings together our four areas as an actual program.

It requires no changes to current curriculum, as the courses listed are already active and included in the Multimedia Certificate of Achievement. The newest course in the required series is MCOM 005, Social Media and Society, which is slated to be offered for the first time in Summer 2017.

The degree does not replace any current programs, but provides a degree option for students completing courses in the certificate pathway. Some of the courses listed are applicable to other degree and certificate programs within each of the four disciplines represented.

7. Similar Programs at Other Colleges in Service Area

List similar programs offered at other colleges within the Central/Mother Lode Region that may be adversely impacted. Enter 'none' if there are no similar programs.

College	Program
None	

The program does not represent a duplication of other local programs. The closest program for students studying the multimedia field was at Modesto Junior College. Those programs were discontinued in 2011.

The Multimedia Associate in Arts Degree will not impact any other colleges in the area as none offer this certificate.

Los Rios Community College District offers a similar program, but it is located outside of our service area. It is not likely our students would commute to Sacramento to attend courses of study in this area.

The Introduction to Multimedia course is most similar to a course at University of California, Berkeley's Graduate School of Journalism, with enrollment limited to graduate-level students as part of a "boot camp" for beginning students in the school.

Moreover, the four-year university in Stockton, University of the Pacific, does not have a dedicated multimedia program and offers only a communication degree, but not one that focuses on journalism or the other specific areas of interest our Multimedia Certificate of Achievement.

Supporting documentation required

Labor Market Information

In a separate attachment, provide current Labor Market Information showing that jobs are available for program completers within the local service area. Statewide or national LMI may be included as supplementary support but evidence of need in the specific college service area or region is also necessary.

Labor Market Information/Analysis
Program Title: Multimedia Associate in Arts Degree

The nature of the industry, as well as the fact this program will include training across multiple disciplines, allows for students earning a Multimedia Associate in Arts Degree to pursue jobs across various industries in our area and adjacent county.

A total of 716 job openings were available across San Joaquin and Stanislaus counties for industries where students can use this particular skill set. The biggest industry served would be "Social and Community Service Managers." (A complete data set from the State of California Employment Development Department, the EDD, is provided under the "Total Annual Openings for Multimedia-related Jobs" title further in this narrative.)

This industry would be greatly served because social media and Internet-driven campaigns have become the bread and butter of these professions, which include public relations individuals. Today's Internet-driven society moves forward daily through web presence. The Multimedia Associate in Arts Degree provides the skills to build and grow a business on the Internet through visual dynamics and storytelling.

A second industry our students can find work is in "Arts, Design, Entertainment, Sports, and Media Occupations." The Stockton and Modesto areas in particular are experiencing a growth in this area, particularly sports media with the purchase of the Stockton Thunder by the American Hockey League and the maintenance of other local sports teams. Our department has had students interning with the Stockton Ports baseball team and the Thunder hockey team.

No singular industry set of data can encapsulate the reach the Multimedia Associate in Arts Degree will have because it is applicable to a number of professions in the four core areas: graphic arts, mass communication, photography, and radio/television. However, the numbers provided from the Economic Development Department offer a positive snapshot for the future of our degree earners.

Graphic Arts

Graphic Arts students will demonstrate skills, knowledge, and training for entry-level employment in the field of graphic design and layout. Job titles include: computer typesetter, paste-up artist, cartoonist, graphic layout and design, ad artist, computer artist, photo restoration, photo manipulation, and scanner operator.

The student will also demonstrate the ability to create graphic designs and documents using electronic desktop publishing software, create artwork using digital design software, design web pages, and design pre-press publications.

The job title "Graphic Designer" brought up more than 1,300 potential employers in San Joaquin

County in a database search of the California Economic Development Department.**Mass Communication**

Mass Communication students will demonstrate skills in writing, digital storytelling, photography, social media communication and basic coding. Job titles include: writer, author, reporter, correspondent, content producer, blogger, copy editor, publication designer and editor.

Conversations with local hiring editors are showing that students must be trained in the fundamentals, including clear, succinct presentation of information, but our students also need to be able to be multimedia journalists. The skills noted when students apply for internships, or upon their competition of internships is an ever-present want of video shooting and editing skills, audio capture and editing skills, basic photojournalism training and some knowledge of computer code.

There are 43 employers in our area listed as "Newspaper, Book and Directory Publishers" through the EDD which our students can seek employment from, in addition to 115 in "Advertising and Related Services" which essentially encompasses public relations-based firms.

Photography

Photography students demonstrate knowledge in shooting, developing, editing, color, exposure, proportion editing of both manual and digital photos. Job titles include: commercial photographer, photographic process workers (both digital and traditional), curator, teachers, pre-press technician, digital printer, photojournalist, photo assistant, and artist.

The labor market information indicates there needs to be an increased investment in technology and printers to give our student the necessary training for the job market, particularly as the market expands to include technology-based photography and instruction.

In San Joaquin County, the job title "photographers" brings up a listing of various industries through a search of EDD, the largest of which is "Other Professional & Technical Services." That area alone includes 270 employers and accounts for 25.4 percent of the total employment population for California. The listed employers include private photographers and photo studios.

Radio/Television

Radio/Television students demonstrate knowledge in audio production, video production, broadcasting and live media dissemination. Job titles include: broadcast reporter, on-air talent, producer, editor and videographer.

Statistical information provided from state and county numbers show that between 2010 and 2010, Multimedia (Electronic Media) will see an increase in job opportunities.

San Joaquin County includes 33 employment destinations for "Radio and Television Broadcasting." Those employers include radio stations, broadcast outlets and public relations entities among others. In addition, Stockton's proximity to two major news markets – Sacramento and San Francisco – mean our students can live here and work in another locale, exponentially increasing the number of possible job prospects.

Total Annual Openings for Multimedia-related Jobs

Area	Code	Occupation	Est Yr - Proj Yr	Total Annual Openings
San Joaquin County	119151	Social and Community Service Managers	2010 - 2020	10
San Joaquin County	15179*	Information Security Analysts, Web Developers, and Computer	2010 - 2020	6
San Joaquin County	210000	Community and Social Service Occupations	2010 - 2020	133
San Joaquin County	259011	Audio-Visual and Multimedia Collections Specialists	2010 - 2020	1
San Joaquin County	270000	Arts, Design, Entertainment, Sports, and Media Occupations	2010 - 2020	73
San Joaquin County	271000	Art and Design Workers	2010 - 2020	26
San Joaquin County	271011	Art Directors	2010 - 2020	3
San Joaquin County	271024	Graphic Designers	2010 - 2020	8
San Joaquin County	272042	Musicians and Singers	2010 - 2020	3
San Joaquin County	273000	Media and Communication Workers	2010 - 2020	24
San Joaquin County	273031	Public Relations Specialists	2010 - 2020	8
San Joaquin County	273041	Editors	2010 - 2020	1
San Joaquin County	274000	Media and Communication Equipment Workers	2010 - 2020	3
San Joaquin County	274021	Photographers	2010 - 2020	1
San Joaquin County	519151	Photographic Process Workers and Processing Machine Operator	2010 - 2020	3
Stanislaus County	119151	Social and Community Service Managers	2010 - 2020	8
Stanislaus County	15179*	Information Security Analysts, Web Developers, and Computer	2010 - 2020	3
Stanislaus County	210000	Community and Social Service Occupations	2010 - 2020	188
Stanislaus County	270000	Arts, Design, Entertainment, Sports, and Media Occupations	2010 - 2020	90
Stanislaus County	271000	Art and Design Workers	2010 - 2020	21
Stanislaus County	271024	Graphic Designers	2010 - 2020	7
Stanislaus County	272042	Musicians and Singers	2010 - 2020	3
Stanislaus County	273000	Media and Communication Workers	2010 - 2020	18
Stanislaus County	273031	Public Relations Specialists	2010 - 2020	4
Stanislaus County	274000	Media and Communication Equipment Workers	2010 - 2020	10
Stanislaus County	274021	Photographers	2010 - 2020	6
Stanislaus County	519151	Photographic Process Workers and Processing Machine Operator	2010 - 2020	1
				662

Resources

"Employers By Occupation." *State of California Employment Development Department* . Web. 6 Nov. 2014. http://bit.ly/1CKg9NG

"Occupational Projections for Employment." State of California Economic Development Department. Web. 30 Jan. 2015.

http://labormarketinfo.edd.ca.gov

List of Members of Advisory Committee

This list must include advisory committee member names, job titles, and affiliations.

Name	Title	Affiliation
Adriana Brogger	Associate Professor, RTV	San Joaquin Delta College
Danita Cook	Adjunct Instructor, Photography	San Joaquin Delta College
Tara Cuslidge-Staiano	Associate Professor, Mass Communications	San Joaquin Delta College
Deanna de Azevedo	Photographer, Filmmaker/Adjunct Instructor, Fine Art	Independent/San Joaquin Delta College
Graham Carpenter	Media X Professor	University of the Pacific
Paul Bestolarides	Adjunct Professor, RTV	San Joaquin Delta College
Gordon Whiting	Nationally syndicated columnist, experience in film and radio	Rio Vista High School
Chad Hunter	Professor, Art	CSU Stanislaus
Larry Roleuce	Disc Jockey	Independent
Scott Howell	Editor	The Lodi News-Sentinel
Michael Langley	Editor	Tracy Press
Cera Macy	Graphic Arts adjunct	San Joaquin Delta College
Melanie Marshall	Professor, Graphic Arts	San Joaquin Delta College
Kirstyn Russell	Professor, Photography	San Joaquin Delta College
Michael Thygesen	Instructor	Futures Explored Academy
Mady Murphy Willis	Student, RTV	San Joaquin Delta College
Mark Larks	Student, RTV and MCOM	San Joaquin Delta College

Recommendation of Advisory Committee (Meeting Minutes)

In a separate attachment, provide minutes of the advisory committee meetings at which the program was discussed and approved, with relevant areas highlighted, as well as a summary of the advisory committee recommendations.

See Minutes below

Multimedia Advisory Committee Meeting Notes – Dec. 5, 2016

Call to order
Adriana Brogger calls meeting to order at 5:28 p.m.

Attendees
Adriana Brogger, Associate Professor of Radio/Television
Aaron Moran, RTV student
Mark Larks, Mass Communication/RTV student
Mady Murphy Wills, RTV student
Kirstyn Russell, Professor of Photography
Cera Macy, Adjunct Associate Professor of Graphic Arts
Melanie Marshall, Professor of Graphic Arts
Graham Carpenter, Media X Professor at University of the Pacific
Paul Bestolarides, Adjunct Associate Professor of RTV
Larry Roleuce, Disc Jockey
Kalvin Thomas, Joanna Bunk High School (Multimedia)
Deanna DeAzevedo, Adjunct Associate Professor of Art
Gordon Whiting, Nationally syndicated radio host, Rio Vista High School, experience in film and radio
Chad Hunter, Art Professor, CSU Stanislaus
Michael Thygesen (via Skype), Futures Explored Instructor

Introduction/opening
Adriana: Introduction of CTE learning model and explanation of what students are learning across discipline. Explanation of roles in Multimedia Advisory Committee, as we welcome new members.
- Industry professions offer advice
- Provide feedback on curriculum
- Offer suggestions
- Serve as mentors when/if possible
- Keep us on track serving our diverse student population

Perkins funding explanation and history as it pertains to program funding.

Old Business
Approval of minutes from April 11, 2016 meeting.
- Motioned by **Adriana**. Seconded by **Kirstyn**. All in favor.

Presentation of **AA in Multimedia**, per instruction from previous advisory committees. Review of courseblocks and question/answer period.
- Motioned by **Melanie**. Seconded by **Larry**. All in favor.

Discussion of **Certificate in Photography**, specifically in course blocks and needs in that area. Also discussion of changes that were recommended and now enacted in photo area. Kirstyn Russell discusses removal of Photo 1A course to enroll in Digital Photography.

Issues continue to include:
- Lack of lab space for digital photography
- Problems with scheduling in current shared space
- Students who don't have access to equipment, resulting in course drops

Continued push through recommended for Certificate in Photography after review.
- Motioned by **Melanie**. Seconded by **Tara**. All in favor.

New Business
Perkins funding proposal, facility needs and curriculum issues addressed.

INDUSTRY TRENDS
Discussion of current industry trends, specifically in education.

Adriana: Tell us what equipment, what software, what should our students know.

Chad: Knowing the Creative suite, on either platform, coding as well

Graham: Adobe Suite, Audition, Premiere. Noted that at University of the Pacific only on five machines have those programs.

Melanie: Noted to Graham that Delta College has Creative Cloud throughout campus, offered to help push that initiative at Pacific.

Adriana: Third-party certification is where we'd like to go next. At a recent Digital Media Conference, a lot of community colleges work with CertaPort to get this sort of extra for students. The cost is covered through CTE funds. Instructors become the testing faculty. It's normally $175 per student, which is out of reach for many. We could set up a deal where this sort of thing would be free to them.

The bottom line is students are better positioned for employment with certification. There is tangible proof that the student has skills.

Calvin: He teaches at a juvenile detention high school, which makes online certification hard, because of a lack of Internet. Mentioned that he's in discussion to do off-line certification.

Adriana: What textbooks are being used for Adobe products?

Calvin: "Classroom in a Book."

Graham: "Classroom in a Book."

Melanie: "Against the Clock," more user friendly, different projects through the book.

Cera: "Against the Clock" is much more loved.

Calvin: He prefers to deal with something that comes through Adobe, wonder how other books prepare students like "Classroom in a Book" does for certification.

Melanie: There's a new book that is just for certification published by Prentice Hall, but currently only for Illustrator and InDesign.

Gordon: Look for resume that shows certification. Really don't show some level of mastery, does help a lot to show that for a student, don't have a big list of experience, students are pretty green, show some certification, now you have some talking points, now you have some doors open. If a student doesn't have it, won't get the interview.

PORTFOLIOS
Discussion of portfolio need and implementation within our programs, specifically as we look to launch the AA in Multimedia.

> **Melanie:** How important is the portfolio?

> **Gordon:** Depends on what you're hiring for. Most companies want to see what you've done, see if you have mastered basic competency. Certification may matter. But companies often say: What do you have that we would like. Certification goes in tandem with that. The real question: Will this person throw themselves into a job?

SUGGESTIONS FOR IMPROVEMENT
Discussion of New Technology/Hardware/Software to improve core teaching.

> **Paul:** Introducing Michael Thygesen via Skype, to address new technology and equipment needs/suggestions.

> **Michael:** Final Cut, making switch to Premiere, wondering if they have funds to do monthly-based editing software, Premiere would be ideal. Also using Xytope, people do audio who work with it.

> Shooting with DSLR, more advanced cameras.

> **Adriana:** New iMacs been installed in Shima 246 for three weeks, all have Premiere, computers, split into two bays, audio fits, with free software, audition, or audacity, open-source software.

> **Gordon:** Film and video post open up a whole new level of voodoo. Audio: Anything you use is essentially like ProTools, give a kid 10 minutes and they'll be editing on Audition.

> Discussion of audio, video and photo practices on campus. Recommendation for online implementation of classes. Kirstyn mentions that a lot of work is online, including a Tumblr account. Discussion of online-only platforms, including BlackBoard, Canvas and eTudes.

LAB SPACE NEEDS
Discussion of continued lab space issues, specifically concerning as we move to further combine the discipline areas in Multimedia. A review of Delta College's working master plan.

Issues continue in RTV specifically as Adriana was hired as a full-time instructor in August 2016 and only had one adjunct for the fall semester. Her load includes seven classes.

Issues with lab space:
- No single person to run radio station
- Difficultly keeping lab open, particularly in afternoon when full-time instructor has to leave (note that full-time instructor typically stays beyond required contract day)
- KWDC plans had no human infrastructure in place, sabbatical report noted that "volunteers will keep this running," but model is not feasible on college campus

KWDC continues to be:
- Lab learning for students
- Experience that must be presented as a learning experience

Discussion of KWDC in particular, as conversation branched out.

Adriana: For us to better serve our non-tradition students, we need the lab to be open evening and weekend hours. That would support KWDC's programming as well. We've put in a request for another full-time faculty member for RTV. We've asked for part-time faculty and lab assistants. The lab assistants were specifically asked for with CTE-related Strong Workforce monies.

We need to make sure our equipment doesn't walk away.

We also recognize that as a CTE program, it's tied to workforce. We need to provide our students with the hands on training they'll need to eventually get those competitive jobs. We know that while our numbers might not reflect massive enrollment right now, we believe we can leverage KWDC as an internal and external communication tool. We take pride in having a community college radio station.

Gordon: "Administration doesn't understand the complexity."

Adriana: Content was at five hours a week, now up to 9 hours of content per week. "That made me very happy," she said. But help is needed.

CONTINUED CURRICULUM WORK

Discussion of alignment, suggestions for plans to improve our coverage of special populations and make our programs more efficient.

Melanie: Trying to work toward C-ID to get courses aligned with CSU and UC system. The hope is that everything taken from here will count toward where students are transferring. The hope is to have a more complete path to transfer.

Gordon: Alignment needs to happen to understand that "every company is a media company." Today's 15-year olds are digital native storytellers. Every communication company has a video department. Entertainment is infused. That needs to be acknowledge. Cross pollination between departments needs to continue.

Suggestion to "professionalize what they're already doing."

ACTION ITEMS FOR SPRING 2017

- Should we be moving more courses to online only or hybrid format? Advisory committee wants faculty unanimously to explore those options.
- Come to the table with ideas to retain students. Particularly with open-source materials, textbooks. Also hardware-related constraints. Can we teach photography with iPhones?
- Introduction of more course offerings to bring in more students, specifically addition of MCOM 7, Photojournalism, which exists in the system but hasn't been offered in more than five years.

Advisory committee requests more information in those areas before making suggestion.

Adjournment
6:50 p.m. by Adriana Brogger

Next meeting
April 2017