Long Beach City College - Radio/TV: Performance Program Review 2014-15


PR 2A - Enrollment Data:
Annual enrollment has been fairly consistent from 2011-2012, through 2013-2014, with above 1100 students per each academic year. There has been a significant increase in Hispanic/Latino students from 34% in 2011-2012 to 44% in 2013-2014. Success and retention rates have been above the college averages during these same years as well. In 2013-2014, retention rate was 88% (college 85%) and success rate was 78% (college 66%). There has also been a steady increase in Web annual enrollment from 62 in 2011, to over 80 in 2013-2014. The RTV program has also added a section (as of Fall 2013) of Intro to Broadcasting for the PCC student body. Since the 2011-2012 academic year there has been a steady increase in the number of certificates/AAs awarded: a 50% increase in 2013-2014 from the previous three years.

As far as employment outlook for Radio/Television students are concerned: according to the Otis Report on the Creative Economy – 2014, average annual salaries of creative industries in 2012 were: Digital Media $162,865 and Visual & Performing Arts $180,219. The future for students in the three RTV programs is quite bright where statistics show a 13.2% employment growth from 2012-2017 in Digital media which includes Radio and Television. There are substantial increases in the labor market for Radio Television News professionals (increases of 23%-28% from 2012-2016). The hourly rate for some of these professionals are: Reporters and Correspondents $25-$31., News Writers $33-$41., and Camera Operators $30-$35. Wages and salary jobs in arts& entertainment are projected to grow about 15% over the next few years compared to 11% for all other industries. Specifically, the Radio / TV Producer is predicted to grow 28.1%. The average hourly rate for some of these professionals are: Video Editors $38.40, Broadcast Equipment Operators $24.68, and Directors $73.93. Even in a poor economy there is news and entertainment programming to be made. Besides the traditional media of Broadcast TV and radio, there is an increase in RTV broadcast professionals in the areas of cable, corporate, internet, and other forms of media. The RTV program continues to train students, place internships, transfer students, and place entry level jobs for these different venues. In addition to serving many 4-year transfer students, statistics for degrees and certificates specific to Radio Television are: the number of degrees and certificates for Radio/Television students TRIPLED from 2009-2010 to 2010-2011, and increased another 50% in 2013-2014. This program's mission is to provide an academic degree (AA), a certificate, and the personal preparation for successful transfer to a university for continuing education in the field of Digital Media Arts, or a Broadcast Television/Radio/Film program. The mission is also to provide Vocational training and skills to successfully gain an internship or employment specific to the Radio/Television News and Media Entertainment/News Industry. The AA program, as well, provides the General Education courses necessary to fulfill transfer requirements, and to provide meaningful and vital opportunities and outreach to the community at large to engage in the creation of radio-television and multi-media news productions.

The three programs in the RTV program share the same three REQUIRED COURSES: Introduction to Broadcasting, Using MAC Computer in Entertainment Industry, Intro to Media Production, and Television Production. Where they differ is in the REQUIRED COURSES FOR SPECIALITY and Intended Outcomes.

The Intended Outcomes for Radio Television Broadcast News are the following:
1. Integrate and arrange script, graphics, B-roll, music, and soundbites into an industry ready newscast segment.
2. Critically assess the responsibilities of various creative and technical staff positions and evaluate the importance of each to the production.
3. Analyze the elements of preproduction, production, and post production to create an industry ready news segment.

The Intended Outcomes for Radio Television Producer are the following:
1. Demonstrate collaboration skills related to personnel and time lines for an industry ready radio or television segment.
2. Critically assess the responsibilities of various creative and technical staff positions and evaluate the importance of each to the production.

The Intended Outcomes for Radio Television Performance are:
1. Analyze and demonstrate the physical characteristics of on air talent required to make an industry ready production segment.
2. Critically assess the responsibilities of various creative and technical staff positions and evaluate the importance of each to the production.

There are 20 courses and 35 sections offered in the RTV program. Following are REQUIRED COURSES for all three degrees and certificates:

RTV 1 INTRODUCTION TO BROADCASTING
This is a GE course that is offered in RTV and has shown a significant increase in enrollment patterns. This course is offered in four sections, including one online section. RTV 1 sections have increased from Fall 2010 through Spring 2014 by an average of 49%. The average class size each semester has been in the sixties, and if we had a larger classroom, I'm sure we could fill those seats. This course remains to be a popular GE course for the RTV students who are planning on a Certificate, AA, or transfer, and also college wide for transfer students. All sections have shown good success rates, completion rates, and retention rates. In the recent semesters, success rates averaged 80%, completion rates averaged 86%, and retention rates averaged 86%. The online section is a bit lower across the board and probably due to students thinking online courses suggest more flexibility, but in reality the direct "face to face" feedback from the traditional classroom setting is more productive for some students. Since most of the RTV courses are more "hands on", this GE course offering will continue to grow as a traditional course offering as well as online.

RTV 3 USING MAC COMPUTER IN ENTERTAINMENT INDUSTRY
This course is required for all Certificates or AAs in Radio and Television. This course has grown from just including MAC, but also other operating systems within the entertainment community. Students learn computer tasks that are required to get a job in the Hollywood production community. Computer tasks such as personnel and broadcast equipment inventory control, social website development (all companies in Hollywood are getting more involved with this), and website development specific to this industry is discussed and dealt with. Recent success rates averaged 82%, completion rates 82%, and retention rate was 82%.

RTV8 INTRODUCTION TO MEDIA PRODUCTION
This course is a requirement for the Radio/Television Broadcast News Certificate and AA, Radio/Television Performance Certificate and AA, and the Radio/Television Producer Certificate and AA. This is a hands on course that is taught in our RTV television studio. Students learn media production on
RTV 35 TELEVISION PRODUCTION

This course is offered alternate semesters with RTV 8 INTRODUCTION TO MEDIA PRODUCTION. It is a night time offering and has been a success in enrollment numbers (along with RTV8). This course is a requirement for Radio/Television Broadcast News Certificate and AA, Radio/Television Producer Certificate and AA, and Radio/Television Performance Certificate and AA. With enrollment numbers in the mid to upper 30s, this course remains to be one of the highest enrolled courses with the exception of RTV 1 and RTV 2 which are held in the lecture hall G122. For a "hands on" production course, the numbers are usually more manageable (with the space and equipment restrictions) in the mid 20s, but students from LBCC film and CalState, amongst other students in RTV have proven that this course remains popular. Recent success rate average was 78%, completion rate average was 78%, and retention rate average was 86%.

The three certificates differ in terms of courses to be taken to satisfy the requirements of that specialty,

RADIO TELEVISION BROADCAST NEWS requires two semesters of RTV 36 BROADCAST NEWS PRODUCTION. The other certificates require only one semester. IE NEWS is the student produced newscast that currently airs on the following outlets in Long Beach and Lakewood: Charter Communications Channel 15, Time Warner Communications Channel 29, Verizon fios Channel 45, and on the college's YouTube Channel. Students are in front of the camera as anchors or reporters, or behind the scenes as camera operators, stage managers, writers, and producer/directors. It is a student produced newscast that serves LBCC and the greater Long Beach/Lakewood community. IE NEWS has also been honored with the "CNN Newssource Award of Excellence" Award. In fact one story IE NEWS produced featured three former students in the RTV Program that won EMMY AWARDS for the production of a Public Service Announcement. Sample stories that were produced by students include: State of The College Address, Nursing Shortages, LBCC Earthquake Preparedness, Athletic Events, LBCC Hall of Fame Inductions, Spring Fashion Show, Join a Club Days, Mini Grand Prix, Reggae Fest, and numerous other LBCC and Long Beach community events. RTV 36 is a Required Course for Specialty for the Radio/Television Broadcast News Certificate and AA, Radio/Television Performance Certificate and AA, and Radio/Television Producer Certificate and AA. Many students have transferred to USC, Chapman University, CSUs, and UC Campuses. In addition to RTV students, this course has students from the Journalism and Film Departments that also transfer into four year schools in different majors such as Journalism, Film, Communications, and other majors besides RTV. Recent success rates, completion rates, and retention rates are: 86%, 86%, and 89% respectively.

RADIO TELEVISION BROADCAST NEWS also requires the following course where the other two certificates do not.

RTV 30 BROADCAST NEWS WRITING

This is a good course paired with RTV 36 BROADCAST NEWS PRODUCTION. It strives to raise the bar for the writing on the RTV newscast,"IE NEWS". It was popular with RTV students getting a Certificate or AA in Broadcast News Production, as well as Journalism students wishing to get experience in a television news environment. Recent success rates were 73%, completion rate were 81%, and retention rates were 92%.

RTV 44 WRITING AND PRODUCTION PLANNING

This course is a Required Course for Specialty for the Radio/Television Producer Certificate and AA, and the Radio/Television Broadcast News Certificate and AA. This course is a study of "how to take a creative idea that is in your mind (we all have those right?), get it onto paper, and in a final product as in a television show, radio show, or other media. Recent success rate was 69%, completion rate was 74% and retention rate was 77%.

This course averages are a bit lower than other RTV courses. Most elements of a writing course involves reading and comprehension skills. It further seems that these skills are lacking college wide as well.

RADIO TELEVISION PERFORMANCE requires the following course for that specialty:

RTV 40 ON CAMERA PERFORMANCE

RTV 40 is a Required Course for Specialty for Radio/Television Performance Certificate and AA and Radio/Television Broadcast News Certificate and AA. Students are the performers in front of the camera form talk show hosts, game show hosts, news interviewers, news anchors, etc. RTV students have gone on after graduation to doing weather reporting for KNBC Television and FoxSports on the web, as well as many smaller to mid market broadcast radio and TV stations. Recent semester average percentage breakdowns are: success 79%, completion 84%, and retention 89%. RTV 40 has also been quite popular for theatre majors.

All three certificates/AAs are common in terms of the following requirements:

RTV 14 ELECTRONIC FIELD PRODUCTION

This is a Required Course for Specialty for the Radio/Television Producer Certificate and AA, and Radio/Television Broadcast News Certificate and AA. Besides the requirements for the certificate and AA guidelines, this course proves to be mandatory for any student to learn production techniques using state-of-the-art high definition video cameras. The same cameras used at LBCC are seen on the Red Carpet at the Emmys and Oscars. This course is a staple in the RTV program and attracts students from the Film Department and Journalism Department as well. This course is a good fit with our Broadcast News students who want to learn how to be a news photographer and also the student that wants to produce/direct their own short film or music video production. Recent average success rate was 85%, average completion rate was 85% and the average retention rate was 85%.

RTV 25 RADIO ACTIVITY

RADIO ACTIVITY is a Required Course for Specialty for the Radio/Television Broadcast News Certificate and AA, the Radio/Television Performance Certificate and AA, and the Radio/Television Producer Certificate and AA. The Radio/Television Program is proud to have two award winning radio stations, KLBC and KCTY. These are both traditional radio broadcast stations as well as internet radio stations heard around the world. They are also streaming multiple web camera productions on USTREAM. KLBC won "Best West Coast College Radio Station". They placed 2nd nationally to Purdue University, because at that time they were only internet based. Since then, RTV has added broadcast antennas to both stations. KLBC has won "Best Music Director" and "Best Program Director" awards nationally for all collegiate radio. RTV 25 has a daytime section and a night time section to serve the needs of the student body at LBCC. We have students working or interning at KABC, KISS FM, KFI, and other markets within Southern California and nationally. As far as internet radio is concerned; one student came into class with an email from Paris, France that was critical of his show. He didn't seem to be taken back by a negative critique, but ecstatic that he had listeners in Paris, France that was critical of his show. He didn't seem to be taken back by a negative critique, but ecstatic that he had listeners in Paris! Recent success rates have been consistent with success, completion, and retention being an average of 94% for all.
Based on analysis of course and program SLO assessment:

**PR 2C - HR (Staffing) Data:**

Productions from Vets Stadium and auditorium for live LBCC home football games, basketball games, and Music & Dance Department concerts. This new equipment will enhance live TV and radio monitoring equipment. Students will achieve high rates of student success by using the same equipment found at The NFL Network, FOX Sports, studio in the G building, which includes three state-of-the-art Sony Broadcast Television cameras and High Definition video switcher with associated...
3A) Summarize the collected program data.

Radio Television Broadcast News has three SLOs with three assessment tasks, which is 100%. There are three results of assessment which represents 100%. There were three actions taken which represents 100%.

Radio Television Producer has two SLOs with two assessment tasks, which is 100%. There are two results of assessment which represents 100%. There was one action taken which represents 50%. One further action must be taken to be 100%. This action will be taken in SP 2015 with collected data up to Fall 2014.

Radio Television Performance has two SLOs with two assessment tasks, which is 100%. There are 0 results of assessment which represents 0%. Therefore, no actions have been reported. These assessment results and actions will be reported in SP 2015 with collected data through Fall 2014.

In general, LBCC Radio Television students are achieving their Student Learning Outcomes.

3B) How are program-level and course-level SLOs being implemented, assessed, and used for program improvement?

The data helps faculty members shape future course syllabi and work to assist students achieve success. Faculty and staff support for personal growth and overcoming challenges and mentoring programs are routinely used to help students improve their grades and score better in the Student Learning Outcome categories.

PR 3A - SLO - summary of collected program data:
Summarize the collected program data.
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Radio Television Performance has two SLOs with two assessment tasks, which is 100%. There are 0 results of assessment which represents 0%. Therefore, no actions have been reported. These assessment results and actions will be reported in SP 2015 with collected data through Fall 2014.

In general, LBCC Radio Television students are achieving their Student Learning Outcomes.

PR 3B - SLO - uses in program improvement:
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PR 3C - SLO - action/ change based on results:
Students who work on IE NEWS (RTV 36) and in one of our award winning radio stations (RTV 25) achieve tremendous results as far as grades and Student Learning Outcomes are concerned. That finding is based on the number of student awards earned, and the number of successful internships at local radio, TV, and film production companies, as well as successful job placement and transfers.

PR 4A - Projects/ Strategies-development & change:
Students continue to receive an excellent and relevant education in the Radio Television courses through faculty monitoring of SLOs and other measuring tools. With the use of our state-of-the-art HD TV studio and professional radio stations, RTV students frequently gain internships or employment at many local radio and TV stations and production companies. Three recent RTV graduates have won Emmy Awards, for excellence in Broadcasting.

Because of improved production facilities over the last few years, RTV students routinely are far advanced when they transfer to universities and compete with other Community College transfer students.

PR 4B - Projects/ Strategies - results:
One of the most important goals of RTV has is always been: critiquing the quality of the class syllabi, the retention and success rates of students, and the achievements of students and faculty in the RTV Program. This is accomplished by maintaining a program that is relevant and that adds to student success.

As we move forward, some of our future goals are to grow the program, increase transfer rates, increase job placement, and develop new and innovative curriculum, as well as add to our state-of-the-art professional production equipment purchases.
PR 4C - Projects/ Strategies - future plans:
As our completion rates continue to rise, and our class offerings continue to grow, we will also seek to write and implement new relevant courses that will align with the new state mandated AA Transfer curriculum for Radio, TV, Film.

PR 5 - Dept - how does it fit into big picture?:
The RTV program offers 3 AA degrees and 3 certificates. The program also has transferred students to CSU campuses such as Long Beach, Los Angeles, Northridge, Dominguez Hills, and Fullerton. Also students have successfully transferred to universities in the UC system as well as private universities such as Chapman University, USC, Boston College, and many more.
The RTV Program seeks to support the Mission Statement and the Educational Master Plan of LBCC. Our goals are to support the core values of the Mission Statement; to provide excellence in curriculum and innovation of coursework.
In relationship to the Educational Master Plan and its goals, Radio Television is quite in tune into “Community”, and "internal and external community relations” with our productions of IE NEWS, a local and community driven newscast, which includes the college and it’s surrounding neighborhoods, schools, and community groups.

Projects/ Strategies and Resources Needed