

## Program Review (SP11)

1. Enrollment Patterns	2. Achievement Data	3. Staffing	4. SLOs	5. Goals
Data provided by Institutional Effectiveness and Academic Services	Data provided by Institutional Effectiveness and Academic Services	Data Provided by HR	Data provided by Department Faculty	Department Plan
<b>6. College Wide</b> <b>Overall – How does this information fit with the College Wide Goals?</b>				

*The purpose of Program Review is to summarize and interpret the data and information collected from the resources listed above, reflecting how your department program(s) have been successful and incorporated the information into improvements, where necessary. As a part of the overall college planning process, a meaningful Program Review will be the primary document CPC and other college committees will rely on for qualitative and quantitative information on a program, informing enrollment management, budgeting (cap outlay, grants), hiring priorities, and finally accreditation. Therefore, it is important that each department create a report that is meaningful for their program(s) while demonstrating the program(s)' value to the college and community.*

*The questions below are designed to help you create, primarily, a narrative review (roughly 5-10 pages); each curriculum guide (AA or Certificate) represents a “program”, and requires a separate review report (this document). Any data included should be interpreted, not simply “plugged in”; this document should refer to supporting documents for larger amounts of raw data. It is expected to take more than Flex day, and be an on-going conversation among the faculty in the program. Please refer to the timeline to help you map out an internal timetable for your program. To further assist you, we are planning a workshop for the March Flex day (see timeline).*

***It is important to note that while “Program Plans” are really “Department Plans” (yearly), you need to create a separate “Program Review” (3-year cycle) document for each program (curriculum guide) within your department.***

Program Review Questions (Use form boxes, they will automatically expand.)

1. – 3. Summarize and interpret the data for each of the first three above (Enrollment Patterns, Achievement Data, Staffing/ Resources) as they relate to your program.

### RADIO/TELEVISION PERFORMANCE

There are 16 courses offered in the RTV program with the number of enrollments being 564. the program load (WSCH/FTEF) is 593 compared to the average vocational load of 523 which is quite a healthy amount above the optimal level that has been set by the state and that which colleges strive is a load of 525. RTV courses have averaged an increase of 10-42% from Fall 2008-Spring 2011. From 2008-2011, the number of certificates increased by 50%. The average class size is 36.5.

### 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 three sections, including one online section. RTV 1 sections have increased from Fall 2008 through Spring 2011 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

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are planning on a Certificate, AA, or transfer, and also college wide for transfer students. The online section was added a few years ago and has shown also increased enrollment as well. All sections have shown good success rates, completion rates, and retention rates. In the Fall semester from 2009-2010, success rates average 80%, completion rates average 86%, and retention rates average 86%. In the Spring semester for the same time period, success rates average 84%, completion rates average 88%, and retention rates average 90%. In the summer sessions between 2008 and 2010, the success rates average, completion rates average, and retention rates, are comparable to Fall and Spring semesters. 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. The online course is taught by two adjuncts at the present time.

### **RTV2 INTRODUCTION TO CAREERS IN RADIO AND TELEVISION**

This course represents the next largest total enrollment when compared to RTV 1. The probable reason students take this course is to get a fundamental understanding as to the different careers available in the entertainment industry.

Between Fall 2008 and Fall 2010 the success rate has averaged about 80%, completion rate has been about 80%, and retention rate at 84%. From Spring 2009 - Spring 2011 completion rate was 83%.

Guest speakers such as directors, producers, writers, video and audio editors, documentary filmmakers, camera operators, stage managers, entertainment managers, production assistants, radio DJs, and a host of others have shared their experiences with students. Also many former students come in each semester to discuss the ever so important transition that they made from student to employee. Guest speakers include network, cable, and webcast professionals who have been successful in the field of radio and television. A recent speaker was a former student that just won an EMMY AWARD for best Public Service Announcement. SHE WAS THE FIRST FORMER STUDENT TO WIN THE COVETED EMMY AWARD!

### **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. From Fall 2008-Fall 2010 success rate averaged 82%, completion rate 82%, and retention rate was 82%. From Spring 2009-Spring 2011 success rate was 85%, completion rate 85%, and retention rate was 85% .

### **RTV4 WRITING AND PRODUCTION PLANNING**

This course is a Required Course for Speciality 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 into a final product as in a television show, radio show, or other media. This course has not consistently been offered due to budget cuts, but in the Fall of 2010 the success rate was 69%, completion rate was 74% and retention rate was 77%. In Spring 2009 success rate was 63%, completion rate 63% and retention rate was 63%. 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.

### **RTV8 INTRODUCTION TO MEDIA PRODUCTION**

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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. Although our studio is a standard definition TV studio, students learn media production on equipment similar to what they will experience in the Hollywood production community. Student productions often are broadcast on the college TV channels which are broadcast in standard definition. RTV 8 is only offered in Fall semesters. For Fall 2008-Fall 2010 success rate averaged 78%, completion rate 78%, and retention rate was 83%.

### **RTV 12 TELEVISION LIGHTING**

This course attracts the RTV student as well as the Film student. So much of television and film productions are produced with electronic cameras such as those provided by the RTV program, therefore students in the film department can benefit from this course as well. It has been taught in recent semesters by an adjunct that has experience as a lighting director of Fox Sports, as well as independent music video and film productions. From Fall 2008-Fall 2010 the success rate averaged 86%, completion rate was 86%, and retention rate was 86%. In the Spring of 2009- Spring of 2011 the success rate was 68%, completion rate was 70%, and the retention rate was 70%. These averages were reduced due to a low Spring 2011 reporting of 56% for success, retention, and completion. Further analysis and research is needed to see why this was the case.

### **RTV 13 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. For Fall 2008- Spring 2011 success rate average was 78%, completion rate average was 78%, and retention rate average was 86%.

### **RTV 14 ELECTRONIC FIELD PRODUCTION**

This is a Required Course for Speciality 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. For Fall 2008-Fall 2010 the average success rate was 85%, average completion rate was 85% and the average retention rate was 85%.

### **RTV 15 ADVANCED TELEVISION PRODUCTION**

Better known as "Sports Production & Special Events Production", this course gives the opportunity to work on multiple camera productions outside the TV studio environment. RTV has collaborated quite successfully with many other departments at LBCC such as Athletics, Fashion, ASB, Music, Theatre, Dance, and Film. This class has been instrumental at producing events for Charter Cable, Time Warner Cable, and Verizon fios, in the Long Beach and Lakewood communities. A sample of productions have been numerous LBCC sporting events which have included Men's and

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Women's LBCC Sports. Telecasts of football, basketball, volleyball, water polo, soccer, and other sports are commonly seen on the LBCC cable channels as well as internationally on YouTube and USTREAM. Also special event programming like Music Department Holiday Concerts, LBCC Board Debates, ASB events, Fashion Shows, Dance Concerts, and Theatre Productions have been produced with this class. Whether you want to be an audio mixer for ESPN or a producer/director for FoxSports, this is the course that the student needs for success. From Fall 2008- Fall 2010 the enrollment numbers have increased to the upper 30s to low 40s, which is substantially higher than in previous years. In this time period the success rate was an average of 93%, completion rate was an average of 93%, and retention rate was an average of 94%. In Spring semesters 2009-2011 success rate was an average of 84%, completion rate average was 84% and the retention rate average was 91%.

### **RTV 21 RADIO PRODUCTION**

Unfortunately RTV 21 has not been offered since Fall 2008 due to budget cuts.

### **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 2<sup>nd</sup> 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 nighttime 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! From Fall 2008-Fall 2009 the average success rate was 86%, average completion rate was 86% and average retention rate was 86%. From the Spring 2009-Spring 2011 the average rates were as consistent: Success 82%, completion 83%, and retention 85%. With internet radio being the next big wave in employment opportunities, RTV is staying current and relevant with our two stations.

### **RTV 30 BROADCAST NEWS WRITING**

Originally cut to every other semester in 2008 as a Fall only course, RTV 30 has been cut again due to budget cuts. This is a good course paired with RTV 36 BROADCAST NEWS PRODUCTION. It is surely missed from the current schedule of classes because 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. The RTV department looks forward to the day when we can offer this course once again. In the Fall of 2009 (the last semester it was offered) the success rate was 73%, completion rate was 81%, and retention rate was 92%.

### **RTV 34 MUSIC VIDEO PRODUCTION**

Popular with Commercial Music students, Film students, RTV students, and other departments. Music videos were originally only found only on MTV, but now are a true genre in their own right. Students can go on to directing/producing their own videos or work behind the scenes on music video productions. Many students have interned or been part of the paid crew in many independent and studio produced videos in the Southern California area.

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In Fall 2008-Fall 2010 success rates have averaged 83%, completion rates averaged 83%, and retention rates have averaged 84%. From Spring 2009-2011 the respective rates were: success 80%, completion 80%, and retention 83%.

### **RTV 35 TELEVISION ACTIVITY**

RTV 35 is a Required Course for Specialty for Radio/Television Broadcast News Certificate and AA, Radio/Television Performance Certificate and AA, and Radio/Television Producer Certificate and AA. Students work on television productions such as multiple camera interviews for the student newscast, as well as "two way" interviews as one would see on local news or CNN. Spring 2009-Spring 2011 rates have been consistent with success, completion, and retention being an average of 94% for all. Fall 2008-Fall 2010 success rates averaged 86%, completion rates averaged 86%, and retention rates averaged 88%.

### **RTV 36 BROADCAST NEWS PRODUCTION**

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. A totally student produced newscast that is a LBCC and greater Long Beach/Lakewood community newscast. IE NEWS has also been honored with the "CNN Newsource Award of Excellence" Award. In fact one story IE NEWS produced this Fall 2011 semester featured three former students in the RTV Proqram 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. For the Fall semesters from 2008-2010 the percentages of success rate, completion rate, and retention rate are: 86%, 86%, and 89% respectively.

### **RTV 40 ON CAMERA PERFORMANCE**

RTV40 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. RTV 40 was cut from a Fall and Spring course to just a Spring course. For the Spring semesters from 2009-2011 the average percentage breakdowns are: success 79%, completion 84%, and retention 89%. RTV 40 has also been quite popular for Theatre majors.

### **RTV 216 NON-LINEAR TELEVISION AND FILM EDITING**

A popular course for RTV and Film majors that want to learn the computer software that deals with editing techniques for film and TV. For Fall semesters from 2008-2010 the average success rate was 70%, average completion rate was 71%, and average retention rate was 76%. Average percentage rates for Spring 2009-2011 were: success 62%, completion 66%, and retention 82%. These averages are below the program averages and feel it is due to the lack of consistency with instructors. In the last few years there have been four different adjunct instructors that have taught this course.

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RTV has recently strived to bring more stable conditions for the staffing of this course and feel we will improve these percentages in the future.

### RTV 71,72, and 73 WORK EXPERIENCE

Following are examples where RTV students have worked/interned in the entertainment industry for the WORK EXPERIENCE courses: Charter Communications, KTTV Fox 11, Dr. Phil Show, Univision, Torrance Cable, Clear Channel, 97.1 FM, Long Beach TV, Ovation Records, CBS Television, CNN, Daniel L. Paulson Productions, TV Asahi America, KTLA5, KABC TV and Radio, ABC Television Network, Academy Awards, MTV, KABC Sports, Green Bean Productions, Back Stage West, Red Varden Studios, and many more.

Success rate in most courses have been consistent throughout this same time period and has been between 68% and 95%.

#### 4. SLOs – a) Summarize the collected program data

One course has finished reporting for SLO data (RTV 15) and has met original expectations made by the department.

#### b) Based on analysis of course and program SLO assessment:

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

Program level and course level SLOs are being analyzed in terms of their alignment and contribution to the program as a whole.

- Summarize how the program has responded to SLO assessment results.

Continued collection of SLO data in future semesters will be analyzed for response by full time faculty, and shared with adjunct faculty to make sure the program is meeting the needs of the students.

- Discuss how each action/change is based on ASLO results and how it will contribute to the improvement of the program.

Changes have not been made due to lack of sufficient data collection for a broad spectrum of RTV courses.

#### 5. Goals -

a) Based on the data from questions 1 – 4 and any other relevant internal or external data your department has collected, how have your department and program goals developed and changed over the past three years?

One goal was to purchase television equipment to be used for remote productions, such as LBCC sports, concerts, and other special events. We have accomplished this goal by putting together a Standard Definition "Air Pack". This is a combination of mobile equipment racks, that when assembled at an event, acts as a mobile production control room with everything needed to produce a television show including 4 cameras, video switcher, graphics, etc. A new goal included this year is for a similar system but with High Definition production abilities. Students must learn and experience this new

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technology to gain employment or transfer to a four year university. Future plans call for improving the technical specifications of our Radio and TV facilities. These needs have been "tweeked" over this time period to reflect changes in the television/radio community as to new emerging technologies.

b) Discuss the steps you have taken to address each goal. What have been the results of these efforts?

Steps have been made to hire another full-time faculty, but budget constraints have made this difficult. Also budget constraints have made the capital purchase of new equipment impossible. ASB and Foundation Grants, along with VTEA funding has improved the programs ability to stay somewhat current with technology, but only with Standard Definition equipment.

c) Based on the new data collected (4), what are your plans for change in the future?

Further collection of data is needed before plans are made for future change. Once this data is collected and analyzed, a comprehensive strategy will be formed.

### **6. College Wide –**

Discuss how the program SLOs as well as the department goals integrate, articulate, and complement the institutional goals and initiatives. (How does your department fit into the big picture?)

The RTV program offers 3 AA degrees and 4 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 more.