

HAWAII COMMUNITY COLLEGE PROGRAM REVIEW REPORT

DIGITAL MEDIA ARTS

December 2, 2009

Assessment Period: 2008 - 2009

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**UHCC December 2009 Coversheet –
Annual Report Program Data**

College: Hawaii Community College

Program: Digital Media Arts

Check All Credentials Offered	AA	AS	ATS	AAS	CA	CC	COM	ASC	APC
						X			

Introduction: Brief description of the program and program mission.

The Certificate of Completion program encompasses 21 credits, with 18 credits of Digital Media Arts courses and 3 credits of an elective course. The Certificate of Completion in Digital Media Arts encompasses the study of traditional studio arts (i.e. drawing, design, photography) coupled with the new digital media arts technologies to meet the multimedia technology training needs of the state. After researching and consulting with local businesses and publications, the majority of agencies contacted stated that digital media arts education and training were important for students/professionals in this field. The demand has been steadily increasing. The Certificate of Completion in D.M.A. program would be cost-effective for community members seeking education and training in the digital media arts field, as they would not have to leave the Big Island for their education and training. Currently, we are in the 4th year since it's implementation.

The mission of the Digital Media Arts program is to develop a trained, quality digital media arts workforce in order to meet the demands of the emerging high tech industry of the state and local community. It also supports the College's mission and imperatives of promoting academic excellence in student learning emphasizing workforce and community development, Hawaiian cultural knowledge and uses technology to build an awareness of the natural, social and economic environments. In this way, students become productive and engaged citizens, capable of meeting the complex challenges of a global community.

Part I.

Quantitative Indicators (Reported on 2009 Summary Report Program Data excel sheet --includes health calls based on system scoring rubric)

Annual Report of Program Data for Digital Media Arts
Hawaii Community College Program Major(s): DMA

Overall Program Health					Cautionary
Demand Indicators		Academic Year			Demand Health Unhealthy
		Fall 06	Fall 07	08-09	
1	New & Replacement Positions (State)	17	23	35	
2	New & Replacement Positions (County Prorated)	2	2	2	
3	Number of Majors	12	32	54	
4	SSH Program Majors in Program Classes	45	135	387	
5	SSH Non-Majors in Program Classes	174	180	282	
6	SSH in All Program Classes	219	315	669	
7	FTE Enrollment in Program Classes	15	21	22	
8	Total Number of Classes Taught	8	11	25	
Efficiency Indicators		Academic Year			Efficiency Health Cautionary
		Fall 06	Fall 07	08-09	
9	Average Class Size	9.1	9.6	8.9	
10	Fill Rate	89%	103%	81%	
11	FTE BOR Appointed Faculty	1.0	0.0	0.0	
12	Majors to FTE BOR Appointed Faculty	12.0	0.0	0.0	
13	Majors to Analytic FTE Faculty	7.5	14.6	20.5	
13a	Analytic FTE Faculty	n/a	n/a	2.6	
13b	Majors to Analytic FTE Faculty @12cr.	6.0	11.6	16	
13c	Analytic FTE Faculty @12cr.	2.0	2.8	3	
14	Overall Program Budget Allocation @12cr. F07, 0809	\$56,638	\$134,143	\$370,842	
14a	General Funded Budget Allocation	n/a	n/a	\$167,619	
14b	Special/Federal Budget Allocation	n/a	n/a	\$203,223	
15	Cost per SSH @12cr. F07, 0809	\$449.51	\$425.85	\$554.32	
16	Number of Low-Enrolled (<10) Classes	6	4	13	
Effectiveness Indicators		Academic Year			
		2006	2007	08-09	
17	Successful Completion (Equivalent C or Higher)	n/a	n/a	70%	
18	Withdrawals (Grade = W)	n/a	n/a	26	
19	Persistence (Fall to Spring)	75%	59%	61%	
20	Unduplicated Degrees/Certificates Awarded	n/a	n/a	2	
20a	Number of Degrees Awarded	0	0	2	
20b	Certificates of Achievement Awarded	0	0	0	
20c	Academic Subject Certificates Awarded	n/a	n/a	0	
20d	Other Certificates Awarded	n/a	2	2	
21	Transfers to UH 4-yr	0	0	1	
21a	Transfers with degree from program	n/a	n/a	0	
21b	Transfers without degree from program	n/a	n/a	1	

C/P denotes that the measure is provided by the college, if necessary.

Distance Education Completely On-line Classes		Academic Year		
		Fall 06	Fall 07	08-09
22	Number of Distance Education Classes Taught	n/a	n/a	0
23	Enrollment Distance Education Classes	n/a	n/a	0
24	Fill Rate	n/a	n/a	0%
25	Successful Completion (Equivalent C or Higher)	n/a	n/a	0
26	Withdrawals (Grade = W)	n/a	n/a	0
27	Persistence (Fall to Spring Not Limited to Distance Education)	n/a	n/a	0%
Perkins IV Core Indicators				
Perkins IV Measures 2007-2008		Goal	Actual	Met
28	1P1 Technical Skills Attainment	90.00	100.00	Met
29	2P1 Completion	44.00	0.00	Did Not
30	3P1 Student Retention or Transfer	55.00	66.67	Met
31	4P1 Student Placement	50.00	100	Met
32	5P1 Nontraditional Participation	25.00	0	n/a
33	5P2 Nontraditional Completion	25.00	0	n/a

Part II.

Analysis of the Program (strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the data).

The program has a health call of Cautionary. According to the Data Elements from Table 5, we are told that the Health call for Demand is Unhealthy. The number of majors in our program continues to grow from 12 in the Fall 06 to 54 majors in the 08-09 year; the total number of FTE enrollment in program classes has grown from 15 in Fall 06 to 22 in the 08-09 AY. All our numbers are up except for the New and Replacement Positions (County Prorated). This number remains the same: 2 in Fall 06 and 2 in the 08-09AY. However, this is very misleading. As I've stated in previous Program Reviews, the *Hawaii County Jobs 2006 – 2017 by SOC Code* lists several categories of Job Descriptions not included in our SOC Code. For instance, Graphic Designers: SOC Code 27-1024 has **22** New and **11** Replacement Jobs. Also Photographers: SOC Code 27-4021 has **24** New and **64** Replacements Jobs and Film and Video Editors: SOC Code 27-4032 has **8** New and **3** Replacement Jobs. Our program trains and prepares our students for all of these jobs so it seems that the one job code of 27-1014 for Multimedia Artists and Animators is not serving or representing us well. Digital Arts is used in all of these areas and our students who graduate are qualified to work in these jobs. In addition for the 27-1014 Job Description for Multi Media Artists and Animators: the Replacement jobs is listed as **5** not 2. The New Jobs are 2. This is from the EMSI 4/07. I respectfully ask the researcher (or administrator) to include these numbers when calculating our New and Replacement Positions.

Our Efficiency Health Indicator remains the same as last year at Cautionary. Our class size cap is 10 because we are limited to the number of computers in our class, therefore the average class size of 8.9 is very close to our maximum cap. In addition, our fill rate is 81%. Changes in the Fall 09 year: this past fall 09 semester, we have increased the maximum capacity for our lab in some of the DMA classes to 15 from 10 seats. Since we will have 15 computer workstations in our lab, the number of low-enrolled classes E16 (<10) should decrease significantly. The cost of operating this program is still high since it involves technology and high-end equipment and software. We are currently receiving a grant from Alu Like to offer certain DMA classes to Native Hawaiian students and offsets the cost.

The Effectiveness Health indicator has improved from Unhealthy last year to Cautionary this year. Number of certificates awarded is 2, this number again is misleading since some of our students who graduated last year are Liberal Arts students and not specifically DMA students. The rate of students who successfully completed our program is 70%. A lot of our students are staying beyond the 21 credit certification of completion since we are offering more courses that students want to take.

The program did not meet the Perkins Core Indicator for #29 Completion. I believe this is because our students are:

1. not graduating immediately after completing the required courses they need to take in order to enroll in more option or elective courses that are being created each semester.
2. A few of our majors are Liberal Arts students also. They must remain LA majors or they lose their Financial Aid when they transfer to our program and declare DMA as their major.

Significant Program Actions (new certificates, stop-out; gain/loss of positions, results of prior year's action plan).

- We were able to replace our 5 year old G5's with 11 new iMac computers.
- We are currently transitioning two casual hire positions to temporary .75 FTE positions.
- The writing of an Authorization to Propose an A.S. degree in DMA is currently in progress.
- Alu Like Inc. continues to support our program with grant renewals by meeting our projected goals for NH recruitment.
- Continuous implementation of assessing SLO and PLO's via portfolio reviews
- We were not able to hire .5 FTE as requested.

- We are currently in the process of conducting surveys on students and possible graduates to assess the program's effectiveness

Part III. Action Plan

- Complete the Authorization to Propose an A.S. degree in DMA. This is almost in completion.
- Continue to work with Alu Like Inc. to meet our goals for the continuation of our grant.
- Complete the assessment of PLO #2 and revise several PLO's or eliminate them if they cannot be measured.
- Complete the hiring of the two temporary .75FTE positions as required by the grant.

Part IV. Resource Implications (physical, human, financial).

- Increase lab/classroom space from one to two; find another office space. The second lab can be a mobile lab. Look into grants to fund the mobile lab.
- Need: Recruit one FTE faculty to teach ONLY DMA courses
- Need: Hire a program assistant and Educational Specialists at .75 FTE to help run the program – these are temporary, grant-funded positions. Eventually, move them to permanent positions as the need can be justified.
- Replace old equipment/CP as necessary
- Purchase/update software as the new versions become available when necessary

Annual Report Program Data and analysis located on college website at:

[HawCC Completed 2009 Program-Unit Reviews](#)