

ANNUAL
REPORT OF PROGRAM DATA

2022

UNIVERSITY of HAWAI'I

HAWAI'I
COMMUNITY COLLEGE



Creative Media/Digital Media

July 1, 2021 through June 30, 2022

**Submit this Review document in WORD via the
Hawaii CC - Program & Unit Review Submission portal**

<https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run>

attachments and supporting documentation may be uploaded in WORD, PDF, or EXCEL

1. Program or Unit Description

This program prepares students for employment in the field of digital media design and production. It gives necessary education and training to students seeking entry-level positions as digital media artists and/or transfer to a Baccalaureate granting institution. It provides professionals already in the field with updated technology training.

2. Analysis of the Program/Unit

<https://uhcc.hawaii.edu/varpd/index.php?y=2022&c=HAW&t=CTE&p=2315>

Our **Demand** Indicator is “**Needs Attention**,” it also states that there is “**Insufficient Data County Level**” - this is because the “New & Replacement Positions (County Prorated) has been 0 for Creative Media in the last three years. CM-DMA continues (and will continue) to have a Needs Attention demand indicator score due to the high number of majors (28 - Demand Indicator #3) being significantly greater than the number of new and replacement positions available than our county prorated positions (0 - Demand Indicator #2). As noted in previous annual reviews, our demand indicators will continue to be unhealthy/cautionary/needs attention as long as the program’s CIP code is too limited to describe all the jobs available to our graduates. Our graduates will find work as self-employed, freelance graphic designers, web designers, photographers, graphic artists, video artists, and animators – a **combination of CIP codes 10.0304 and 11.0801** rather than one or the other. They will also go on to start their own businesses, which is a common practice in CM/DMA-related fields but is not accounted for within the provided data.

Our **Efficiency** Indicator says, “Progressing.” We have 0 BOR approved faculty to teach program courses. The position was swept three years ago.

Our **Effectiveness** Indicator is “Progressing.” The number of Unduplicated Degrees/Certificates Awarded (Effectiveness Indicator #20) in the CM/DMA is 5, 17% majors (Demand Indicator #3) out of 28. Successful Completion with a grade of C or higher (#17) is 75% - it dropped 1% compared to last year. Persistence Fall to Spring from 2019-20 to 2020-21 has dropped from 87% to

76%. Persistence Fall to Fall from 2019-20 to 2020-21 increased from 44% to 64%. I believe the Fall to Fall increase of 20% is a good indicator for our program.

Not sure why our distance indicator shows that we taught 14 classes online, which is incorrect. In class availability it clearly indicates, all classes were taught online for Fall 2021. During 2021-2022 there were 14 courses taught in the Fall and 13 courses taught in the Spring semester.

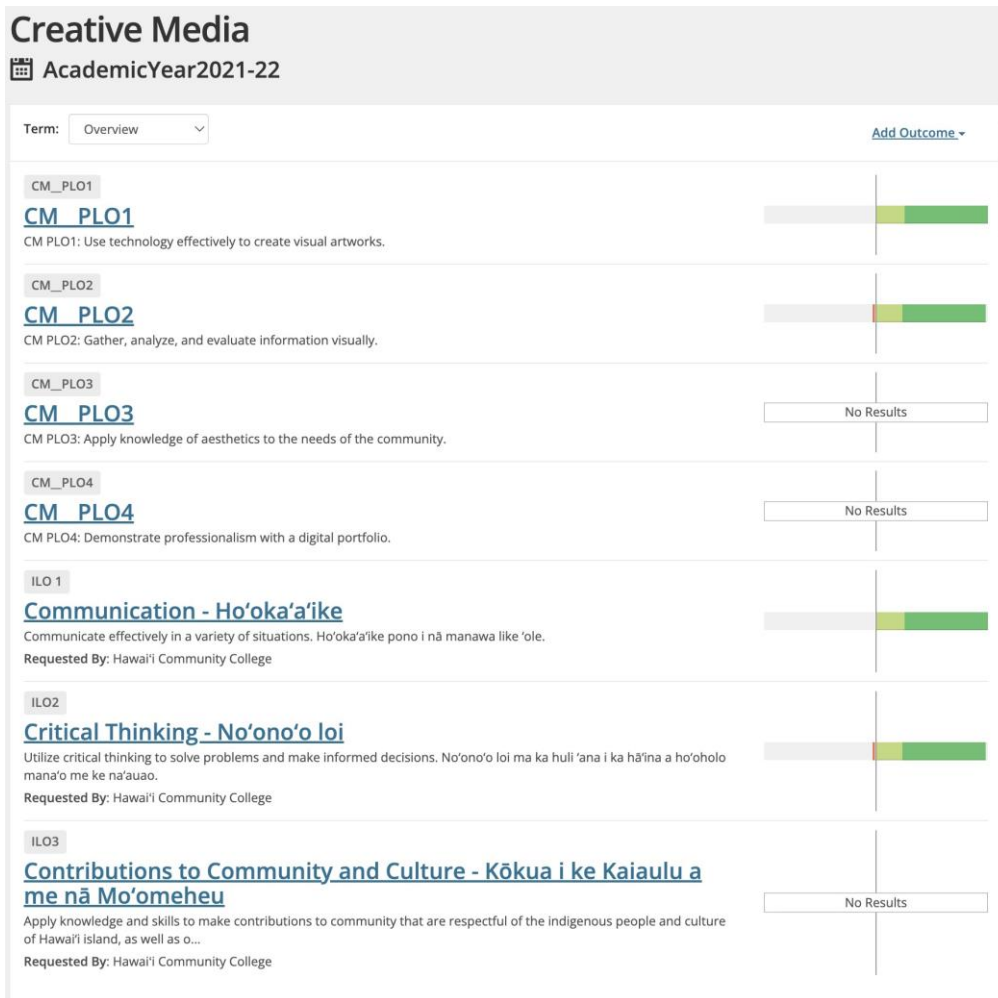
No Perkins Indicators were available for analysis.

In the past we received support and funding from the Academy for Creative Media (ACM) UH System Office, but due to the pandemic, that source of funding has stopped. This means all equipment replacement and software licenses will have to be supported by the College if we are to continue the CM/DMA program.

At the end of 2018, our full-time CM/DMA instructor retired leaving only one full-time ART faculty member to run this program. In addition, due to the pandemic, this position was swept from the college. According to STAR's Academic Logic, the CM/DMA program currently (Spring 2022) has 41 CM majors, five DMA majors and an additional 19 Liberal Arts AA with a concentration in ART - meaning we are serving 65 student majors with only one full-time ART faculty member. It is essential that an FTE BOR Appointed Faculty be assigned to the program to maintain and keep the program running effectively.

3. Program Student Learning Outcomes or Unit/Service Outcomes

- a) List all Program Learning Outcomes (**PLOs**) or Unit/Service Outcomes (**UOs**) and their alignment to the College's Institutional Learning Outcomes (**ILOs**).
 1. CM PLO1: Demonstrate the ability to use technology effectively to create visual artworks.
Linked Institution Outcomes ILO1: Communicate effectively in a variety of situations.
 2. CM PLO2: Gather, analyze, and evaluate information visually.
Linked Institution Outcomes ILO2: Utilize critical thinking to solve problems and make informed decisions.
 3. CM PLO3: Apply knowledge of aesthetics to the needs of the community.
Linked Institution Outcomes ILO3: Apply knowledge and skills to make contributions to community that are respectful of the indigenous people and culture of Hawai'i island, as well as other cultures of the world



b)

c) ART 115 completed its closing-the-loop assessment via a portfolio review of student works.

CM PLO 1 and PLO 2 are aligned to ART 115 CLOs:

CLO 1: Demonstrate proficiency in using the elements of design and the principles of composition.

CLO 2: Utilize compositional skills to create successful two-dimensional pictorial work.

CLO3: Effectively communicate visual information

CLO4: Demonstrate the ability to activate the concept of the picture plane

Both PLO 1 and 2 results were positive. PLO 1 had 75% met and 25% exceeded expectations. PLO 2 had 75% met and 16.67% met, 8.33% did not meet expectations.

4. Action Plan

1. Secure funding for and services of a dedicated tutor for special needs/rehab students in CM/DMA classes.

Aligned to: Hawai'i Graduation Initiative (HGI)

HGI Action Strategy 2: Implement structural improvements that promote persistence to attain a degree and timely completion.

2. Because of shared physical space with UHH, it makes sense for our program to work toward sharing classes and lecturers with UHH.

Aligned with: HGI Action Strategy 3: Anticipate and align curricula with the community and workforce needs.

3. Apply for Perkins funding in addition to the ACM System funding which supports the program's hardware, software, and other scheduled equipment replacement.

Aligned to: Hawai'i Innovation Initiative (HII or HI2)

Goal: Create more high-quality jobs and diversify Hawai'i's economy by leading the development of a \$1 billion innovation, research, education, and training enterprise that addresses the challenges and opportunities faced by Hawai'i and the world

HI2 Action Strategy 3: Continue to support programs that suit Hawai'i Island's location and environment as well as address critical gaps. • Digital/creative media

Aligned to: 21st Century Facilities (21CF) - Modern Teaching and Learning Environments

Goal: Eliminate the university's deferred maintenance backlog and modernize facilities and campus environments to be safe, sustainable, and supportive of modern practices in teaching, learning, and research.

4. Renew the Digital Media Certificate to reflect a more focused track and less of a general course of study.

Aligned to: HGI Action Strategy 3: Anticipate and align curricula with the community and workforce needs.)

5. Resource Implications

*** Special Resource Requests not included in operating "B" budget ***

Detail any special, one-time or personnel resource requests in the categories listed in the table below that are **not included in your regular program or unit operating "B" budget.**

*Note: CTE programs seeking future funding via UHCC System Perkins proposals must reference their ARPD Section 4. Action Plan and this ARPD Section 5. Resource Implications to be eligible for funding.

X I am NOT requesting additional resources for my program/unit.

I AM requesting additional resource(s) for my program/unit.

Total number of items being requested: _____ (4 items max.)

***For each item requested, make sure you have gathered the following required information and all relevant documentation before you upload this Review; you will submit all information and attachments for your Resource Request as part of your Review document submission via the**

[Hawaii CC - Program & Unit Review Submission portal](https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run)
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✓ **Item Description**

✓ **Justification**

✓ **Priority Criteria** (must meet at least one of the following):

1. Ensure compliance with mandates and requirements such as laws and regulations, executive orders, board mandates, agreements and contracts and accreditation requirements.
2. Address and/or mitigate issues of liability, including ensuring the health, safety and security of our Kauhale.
3. Expand our commitment to serving all segments of our Hawaii Island community through Pālanui and satellite centers
4. Address aging infrastructure.
5. Continue efforts to promote integrated student support in closing educational gaps.
6. Leverage resources, investments with returns, or scaling opportunities
7. Promote professional development.

CATEGORY	Category-Specific Information Needed			
Equipment	Estimated Date Needed	Quantity / Number of Units; Cost per Unit	Total Cost (with S&H, tax)	On Inventory List (Y/N); Decal #, Reason replacing
Facilities Modification	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Utilities Required
Personnel Resource	Estimated Date Needed	FTE; Position Type; Position Title	Estimated Salary	Was an Existing Position Abolished? (Y/N); Position #
Professional Development	Estimated Date Needed	Have you applied before (Y/N); was it approved?	Professional Development Type	PD Details; Impact; Total Cost
Reallocation of Funds	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Reallocation Proposal

6. Optional: Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

I am NOT requesting changes to the SOC codes/occupations listed for my program.

I am requesting changes to the SOC codes/occupations listed for my program.

[O*Net CIP-SOC Code Look-up](#)

**in the Crosswalks box, choose "Education," then enter CIP number to see related SOC codes*

List below each SOC code for which change is being requested and include details of requested code deletions and/or additions. Include justification for all requested changes.

*All requested changes to the SOC codes/occupations listed for programs must be discussed with and approved by the Department/Division Chair.

Addition of SOC codes:

27-1019 Artist and Related Workers, all others

Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

27-1024 Graphic Designers

Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

27-1255 Web and Digital Interface Designers

Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

09.0702 Digital Communication and Media/Multimedia.

11.0801 Web Page, Digital/Multimedia and Information Resources Design.

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11.1004 Web/Multimedia Management and Webmaster.

50.0401 Design and Visual Communications, General.

50.0409 Graphic Design.

52.1404 Digital Marketing.

SOC-CIP 27-4031 Camera Operators, Television, Video, and Film

Justification: our graduates will find work as self-employed free-lance graphic design, web designers, photographers, graphic artists, video artists and animators.

10.0202 Radio and Television Broadcasting Technology/Technician.
10.0299 Audiovisual Communications Technologies/Technicians, Other.
50.0602 Cinematography and Film/Video Production.
50.0607 Documentary Production.