2024 Annual Report of Program Data
Creative Media

1. Program or Unit Mission

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. Program Student Learning Outcomes or Unit/Service Outcomes

> 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

a) ART 202 completed its CTL via a portfolio review of student works.

"CLO 1: Create digital artworks utilizing appropriate computer graphics software."
"CLO 2: Create digital images suitable for printing or multimedia applications."
"CLO 3: Demonstrate competency in various aspects of digitizing, importing, and exporting images."
"CLO 4: Present a digital portfolio in a professional manner."

b) ART 293 completed its CLT assessment via a portfolio review of student works.
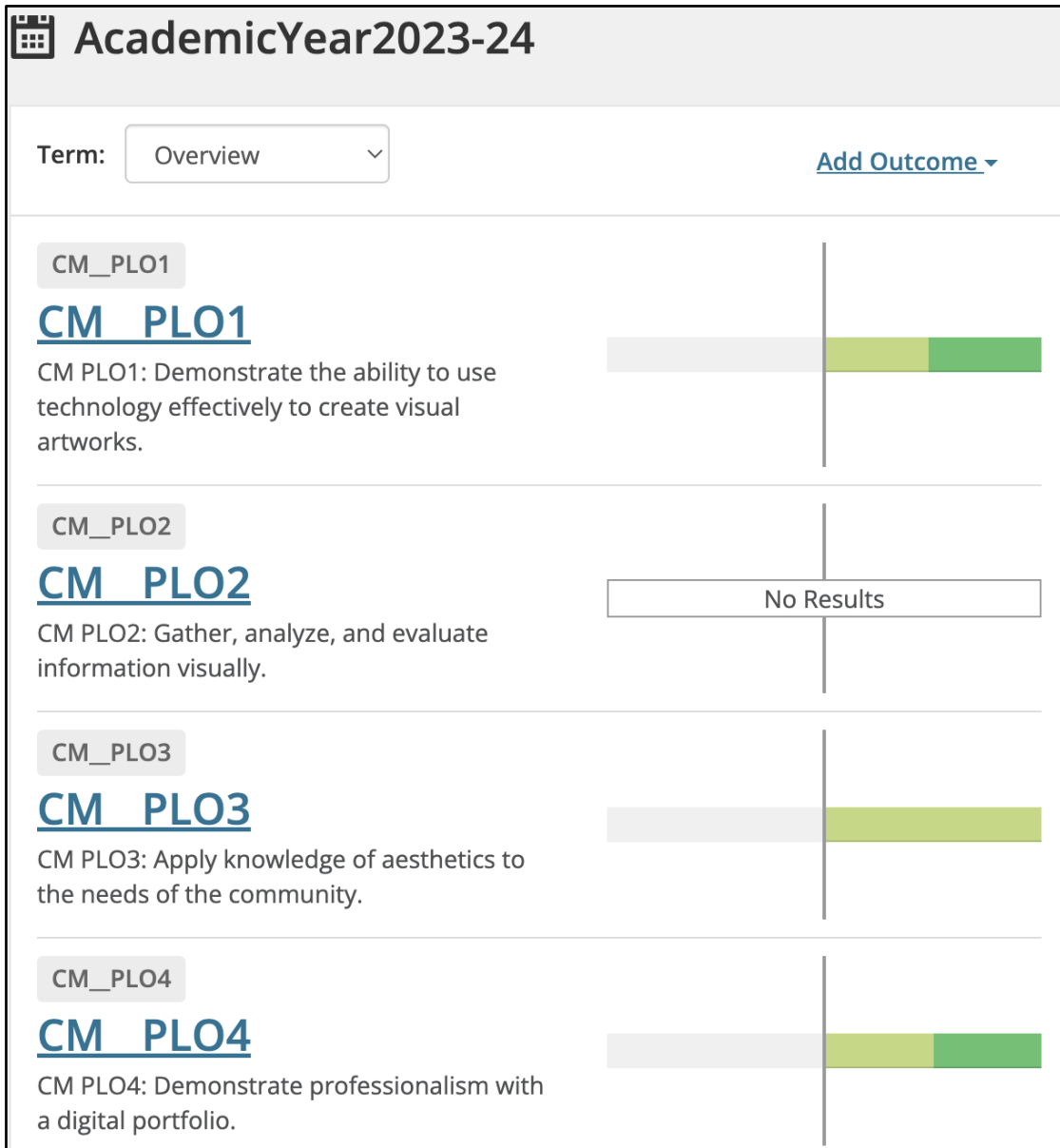
"CLO 1: Use appropriate software to produce artwork for internship sites."
"CLO 2: Work effectively as a member of a project team and meet deadlines."
"CLO 3: Present a portfolio in a professional manner."

Creative Media Program
AY 2023-2024 Assessment Results

Red = Does not Meet // **Orange = Partly Meets** // **Light Green = Meets** // **Dark Green = Exceeds**

3. Analysis of the Program/Unit

ARP Data Link: https://uhcc.hawaii.edu/varpd/index.php?y=2024&c=HAW&t=CTE&p=2998

Creative Media

Our **Demand** Indicator is red, showing a decrease of majors from 37 to 34. The total Native Hawaiian students decreased from 20 to 14. New & Replacement Positions(State) remain the same at 144. New & Replacement Positions(County prorated) indicates "Insf. Data". As noted in previous annual reviews, our program's CIP code is too limited to describe all the jobs available to our graduates. Our graduates will find work as self-employed free-lance graphic design, 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 our average class size is 10. Our fill rate has fallen from 57.3% to 55%. We have 0 BOR approved faculty to teach program courses. The position was swept 4 years ago. Majors to FTE BOR Appointed Faculty is also at 0. Majors to Analytic FTE Faculty has increased from 18 to 33. Analytic FTE Faculty is at 1, meaning for the course we teach with lecturers that are fulfilling the duties of 1 full time faculty. If anyone is reading this, I would like to point out again that by not hiring a full-time faculty for the program the college is paying way more to hire our step C lecturers. In addition, the college is losing out on full-time faculty college services of which lecturers are not required as part of their duties.

Our **Effectiveness** Indicators:
Successful Completion (Equivalent C or Higher) has gone up from 76% to 82%. We taught less classes but had higher completion
Withdrawals (Grade = W) remained the same from 7 to 7.
Persistence Fall to Spring has increased from 58% to 73%
Persistence Fall to Fall has increased from 36% to 43%
I believe the increase in Persistence and Successful Completion has to do with the return of more ART classes to f2f.

Unduplicated Degrees/Certificates Awarded significantly dropped from 9 to 3.
Not sure why the drop from 9 to 3 if Persistence and Successful Completion has increased.

Our **Distance** Indicators:
Number of Distance Education Classes Taught has dropped from 10 to 5, indicating our effort to return to face-to-face classes.
Enrollment Distance Education Classes has also dropped from 135 to 71, this makes sense since we are offering less online classes as we try to move back to f2f.
Fill Rate has dropped from 56% to 65%. I believe it is due to the fact that we are offering less classes.
Successful Completion (Equivalent C or Higher) has dropped slightly from 71% to 82%.
Withdrawals (Grade = W) dropped from 6 to 4.
Persistence (Fall to Spring Not Limited to Distance Education) significantly increased from 47% to 86%. There is a correlation with the low withdrawal rate perhaps.

Not sure why our distance indicator shows that we taught only 5 classes online, which is incorrect. In class availability it clearly indicates during 2023-2024 there were 6 online courses taught in the Fall 2023 and 7 courses taught in the Spring 2024 semester.

Perkins Indicators
1P1 Postsecondary Placement: Met – Goal was 35, Actual was 43
2P1 Earned Recognized Credential: Met –Goal was 35, Actual was 67
3P1 Nontraditional Program Concentration: N/A

Performance Indicator
Number of Degrees and Certificates: gone down from 9 to 3. (And an additional 3 certificate graduates) = 5 graduates
Number of Degrees and Certificates Native Hawaiian: from 6 to 1
Number of Degrees and Certificates STEM: from 10 to 3
Number of Pell Recipients: from 6 to 3
Number of Transfers to UH 4-yr: from 3 to 4 transfers

Not sure why the drop from 9 to 3 in degrees and certificates if Persistence and Successful Completion has increased. Overall, the numbers of majors remain about the same - current Fall 2024 Academic Logic data indicates 38 CM majors, 4 DMA majors and an additional 15 Liberal Arts AA majors with an ART concentration. The program has had students transferring to another college without graduating. There are much more opportunities for students in the Creative Media industry on the mainland. Other reasons for students not graduating may be that in the CM industry developing a portfolio of work that demonstrates skills is more valued than a conferred degree.

4. Action Plan

Based on findings in Parts 1-3: How well has the program/unit met the goals from your last Comprehensive Program/Unit Review's action plan(s)? What changes are you making to your action plan(s) for the next year? Include external factors affecting the program or unit. Discuss how these recommendations for improvement or actions will guide your program or unit until the next Comprehensive Review. Specify how the action plan(s) aligns with the College's Mission and the Kaʻao Kaʻikaʻi Strategic Plan . Be sure to list resources that will be required, if any, in section 5 below.
* CTE programs must include specific action plans for any Perkins Core Indicator for which the program did not meet the performance level.
(the program met Perkins Core performance levels)

1. To keep this program healthy, we ask for a dedicated full-time faculty for this 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. According to STAR's Academic Logic the CM/DMA program

currently(Fall 2024) has 38 CM majors, 4 DMA majors and an additional 15 Liberal Arts AA with a concentration in ART - meaning we are serving 57 student majors with only one full-time ART faculty member.

2. Continue to develop a dedicated space for E-Sports on the Manono campus which will contribute campus life activities.

3. Because of shared physical space with UHH it makes sense for our program to work toward sharing classes with UHH. I would like to ask UHH to share course ART 475- Data Visualization class with our HawCC CM students.

4. Continue applying for ACM System funding which supports the program's hardware, software, and other scheduled equipment replacement. I've applied for Perkins funding in 2023 which supported the renewal of the Adobe licenses. With the support of VCAA and Dean this year the Adobe Software budget item will be moved to B-budget.

5. Resource Implications
Special Resource Requests not included in your operating "B" budget

Detail any special resource requests not funded by your regular operating budget, including reallocation of existing resources (physical, human, financial) to support action or Perkins plans.
Note that 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: _____0_____(4 items max.)