GAVILAN COLLEGE
INSTITUTIONAL SUPPORT SELF-STUDY
Media Services

PROGRAM REVIEW

1. Provide an organizational chart of your program

2. Program Progress

   a. Purpose of program

   The goal of Media Services is to provide multimedia services for all of Gavilan College’s Instructional, Staff and Students groups and programs. A/V staff supports the Instructional and Student populations of our Gilroy, Hollister (both Briggs Building and San Benito High School) and Morgan Hill campuses with reliable operating visual and audio aids for their educational and presentation needs.

   To date no Program Review exists.

   b. Describe the services your program provides

   Media Services provides the following services:
   1. Assess, research, and prioritize most of the A/V needs for the college within the $20,000.00 Media Services Annual Budget.
   2. Clean, maintain, troubleshoot, repair, set-up, install, research, recommend, purchases for most audio and video related activities for each of the campuses, departments, as well as, for GavTV and Television Services.
   3. Decide to replace or repair damaged or obsolete equipment including making simple A/V installation of projectors, TV monitors and sound systems.
   4. Advise and train Faculty, Staff and Students on the safe and proper operation of A/V equipment throughout the three campuses.
   5. District Tech Committee requires Media Services’ approval prior to making any A/V purchases on behalf of the school. The idea ensures compatibility and standardization with current campus hardware. (See Tech Master Plan, page E12.)
   6. Support Distant Education in helping instructors learn how to record and edit lectures for delivery on the Internet for their Online and Hybrid Classes.
   7. On Campus support for San Jose State University’s Telecourses.
   8. Set-up recording, Public Address and Projection Systems for ASB and Board of Trustees meetings and events on campus and locations in Hollister and Morgan
Hill.

9 Support for students of Digital Media, Television and Film Classes in teaching the proper use of student available recording equipment like digital video and still cameras, microphones, playback and record decks, as well as, aid in editing and converting student filmed video projects into DVDs.

10 Maintain, service and operate the On-Campus Television Studio.

11 Videotape, edit, live stream and/or photograph newsworthy stories for the Public Information Office, Athletic Teams and for documenting/archiving activities for programs, schedules and classes for both GavTV and in-house groups.

12 Media Services also converts older media formats from analog to digital media (VHS Tapes to DVD, Audio Cassette tapes, digital audio to Compact Disc, as well as, Digital Videos to DVDs.) DVD recording of “Basic Cable TV” educational programs for instruction is also provided.

c. How have the services provided changed over time? What factors have influenced a change in services?

With the infusion of monies from Measure “E”, Title “V”, STEM and other sources, the replacement of projectors, document cameras, and SmartPanel/Pixie projector control devices have help reduce the inventory of expensive projector lamps and downtime for repair. Increased faculty/student and equipment safety adds to the longevity of projectors (reduction of Computers on Wheels) make for more reliable projection systems and allows Media Services more time to address other demands and services.

- Services such as Video and Audio recording of lectures for classes, Live Streaming of Graduation, Sporting Events with more possibilities of adding other events such as lectures, guest speakers and classes.
- Instruct, help, record, edit and upload Instructional Video and Audio Lectures on web pages for some of the 80+ Distant Education Online and Hybrid Classes. As more classes are added, this may become more in demand.
- With the addition of GECA on campus, we also provide technical help in their A/V needs.
- Consult and research adding new technologies for Instructional purposes.

d. Describe how your program coordinates with other programs on campus. Provide specific examples of how this collaboration has benefited students.

Media Services coordinates with instructors, students and staff scheduling set-ups for videotaping projects/events, projector and sound set up for meetings, conferences and special events throughout the campuses including in the Theater and Gym. Methods implemented by some instructors using paperless teaching strategies rely heavily on the dependable operation of technology. Using unreliable equipment impacts instructor ability to teach and impacts student learning outcomes. Media Service is quick to respond to A/V issues during class session if safety to students and staff
permits.

Distant Education, Teaching and Learning Center, ESL, DRC, CDC, Counseling, Allied Health, GECA and many others have benefited from the support of Media Services.

Support such as:
1. Building and assembling new A/V equipment
2. Installing Closed Captioning devices for the DRC.
3. Designing new teaching aids (Student listening stations for the CDC).
4. Designed and contracting the installation of Allied Health’s Instructional Simulation Studio.
5. Set up Data Projectors and Laptops in rooms lacking A/V.

e. What specific accomplishments have occurred to support college-level strategic initiatives during the past three years

The completion of “Measure E” renovations nearly doubled the amount of Data Projectors with Sound Systems and other teaching technologies in our inventory of items to maintain. We now have 33 active projectors in use at the Gilroy campus and 14 between Hollister, Morgan Hill and San Benito High School sites adding to the improving Student Learning Outcomes in more classrooms.

f. How has the staffing changed during the past three years?

Three years ago Media Services received a 16-hour Media Assistant that helped with Television Services and with some of the duties of the Multimedia Technician. This allowed time to consult with “Measure E” contractors. Just recently this position became a benefited position .9 FTE and shares 75% time with Television Services and 25% with Media Services.

g. Budgetary allocations over the past 3 years

<table>
<thead>
<tr>
<th>610310 - Media Services</th>
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<tbody>
<tr>
<td><strong>Account</strong></td>
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<tr>
<td>6405</td>
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<tr>
<td><strong>Actual Totals</strong></td>
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</table>
h. Provide an overview of how budget allocations have changed over the past three years?

*Media Services has been working with near the same level of funding for the past three years. In our effort to reduce spending, we have not always depleted our full budget allotment. Changes have come in reallocating account demands as anticipated needs and priorities require. During that period rather than spending needlessly, we chose to judiciously prioritize our needs for all major purchases. Relocating the few usable projectors throughout the three campuses, placing usable projector lamps from otherwise un-repairable projectors to still usable ones and slowly phasing out older technology have helped keep our budget in check and not overspent. The decisions to replace expensive A/V equipment or trying to make them last another year, correct “Measure E” renovation short comings, office tools and supplies all required careful consideration. Our move into the Social Science Building, also required some additional storage and office equipment over and above “Measure E” funding.*

i. Provide a comparison of other colleges services and staffing.

*Only Merced Community College and Monterey Peninsula College responded to requests to an informal survey. Other data collected is from Staff Directories of the surveyed College. It appears some colleges placed staff under such departments as Information Technology or Library Services.*

<table>
<thead>
<tr>
<th>Colleges Surveyed</th>
<th>Total Media Services Staff</th>
<th>Fulltime Media Services</th>
<th>A/V Fulltime</th>
<th>A/V Part Time</th>
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<tbody>
<tr>
<td>Cabrillo College</td>
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<tr>
<td>Monterey Peninsula College</td>
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<td>Sharon Colton</td>
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1. Issues and Trends Facing your Program
a. Briefly describe your programs strengths and weaknesses

Instructors and staff have said Media Services is very responsive to their needs. Downtime equates to lost opportunities and delays for students to learn. Media Services strengths lie in the delivering the quickest response possible to our instructors, staff and students with the equipment we have on hand. Having started to standardized equipment and keeping an inventory of replacement lamps, projectors, DVD/BluRay Players and sound systems, reduces our repair time. This allows the direct exchange of broken equipment on the spot. A/V equipment plays an important role in the teaching process; adequate funding should remain a priority in maintaining and updating equipment.

Our weakness lies in enforcing established Technology Master Plan and Minimal Technology Standards for Classroom and Laboratories (Facilities Master Plan Appendix 9.1) on the A/V Consultant, General and Sub-Contractors in achieving the standardization of Data Projection in the “Measure E” renovations. Each phase of the renovation has different functioning projector capabilities and contrary to our Technology Master Plan. Consultants and Sub-Contractor’s poorly designed and installed Smart Classrooms lead to increase instructor’s frustration and will add additional expense to correct.

b. Provide a brief review of the past three program plans and any emerging themes identified in them.

Not Applicable. No Program Plans have been completed to date.

c. If not mentioned above, what are some of the needs or challenges facing your program?

With the wear and obsolescence of current Data Projectors, Sound Systems, Document Cameras and BluRay Players, the 4 to 6 year useful lifespan will often make it more cost effective to replace these items rather than to repair them. As new technology comes, the need for updating some of cabling infrastructure is required.

Challenges for Media Services is trying to get most all the Smart Classrooms to function more like one another. Instructors knowing how to operated the A/V equipment in one room should step into another and not have to relearning the operating procedures.

Teaching and learning technologies will grow to include such things as interactive polling software for smartphones, iPads, MP3 players (Podcasting), Videoconferencing, Skyping and Multimedia Lecture Capture will all be part of the teaching arsenal. We must be ready to include these and other technologies if we are to remain “The College of Choice.”
4. Program/Student Learning Outcomes
   a. Complete the program/student learning outcome matrix for your program. If assessments have not been completed, provide an update of your program’s work to assess your program-level student learning outcomes.

   \textit{Not Applicable}

5. Program Plan/Budget Requests

   1. List goals and objectives for the next three to five years that will address the needs and trends identified above.

      \begin{enumerate}
      \item \textit{Future Goals for Media Services is to bring the campus wide compliance to ADA requirements for the visually and hearing impaired in each of the Step Lecture Halls. Assisted Listening System and Closed Captioning Projectors must be addressed to accommodate this segment of our student population. (Features found on newly released projectors).}
      \item \textit{Purchase and install a Data Projector in the College Theater that can showcase the theater as a large presentation or lecture hall benefitting our students and the community.}
      \item \textit{Research, design and implement videoconferencing capable classrooms.}
      \item \textit{See that funding for future projector purchases is a priority.}
      \end{enumerate}

   2. Provide your current Program Plan which should include these goals and objectives.

   \textit{No previous Program Plans completed.}

\textbf{PROGRAM SUMMARY}

Use data provided above and previous program plans to complete the following summary. Please provide a summary which should include an overall description of the program, a summary of the program’s progress, a summary of issues and trends facing the program, and the program’s plans for the future.

\textit{Media Services provides the multimedia support for all of Gavilan College’s Instructional, Staff and Students groups. Its’ goal is to provide and maintain reliable operating visual and audio aids for the students, instructors and staff of the District.}

\textit{Working with the District Technology Committee to maintain minimum standards for A/V equipment. Most of which mirrors the Minimal Technology Standards for}
Classrooms and Laboratories (Facilities Master Plan, Appendix 9.1). Continued efforts to standardize and correct Smart Classrooms and add to A/V reliability for both instructors and students, thus helping students gain more confidence in making presentations at the next level of their education or job.

The addition of .9 FTE in the Media Services department allows more time working on correcting the Smart Classroom installed by the “Measure E” contractors.

Concern affecting Media Services:
1. Funding for the replacement of 53 data projectors systems in 4 to 6 years. Future budget requirements must be increased to accommodate these added expenses. When that time comes it would be best to purchase all the same models at the same time to maintain a standard set of equipment. At the single purchase price of $2,800 each, this will add significant impact on the overall budget and must be planned. The strategy of purchasing all the equipment at the same time can lead to significant saving by competitive bidding in bulk quantities.
2. Staffing of Allied Health’s Instructional Simulation Studio and any Videoconferencing equipment we might install.

Short Term Goals:
1. ADA compliancy for the sight and hearing impaired in all lecture halls seating more than 40 students.
2. The completion of reliable A/V operation such that use is simple, friendly and non-intimidating as possible.
3. Posting instructional guides and videos online for instructors, students and visiting lecturers.

Long Term Goals: