

MEDIA SERVICES 2010-11 ANNUAL UNIT PLAN

1. Unit Mission

Media Services provides media technology, support and resources to assist with student learning, instruction, video production and videoconferencing for faculty, staff and students to enhance the Bakersfield College mission of student success.

Media Services is committed to providing exceptional customer service to support and facilitate teaching, learning, training and departmental goals within our campus and district community.

2. Program Description

Media Services is a part of a Core Fundamental Process (Technology). Media Services provides access, maintains, supports and specifies equipment and materials for use in the classroom and to those learners at a distance (technical support for Extended Learning). Media Services supports Core Student Learning Processes by providing key audio/visual equipment and technology to assist with teaching and learning. Media Services is an integral component of the college-wide student learning process. Media Services staff responds to the needs of students, the college community, as well as the general public, direction from many BC departments, and the administration of both BC and the Kern Community College District.

3a. Summary of Past Year's Resource Allocation, Assessment Results, and Environmental Conditions

State how/whether last year's resource allocation met unit goals.

We were able to update our computers to facilitate running the Global Viewer Enterprise Software that will help us remotely monitor our technology-enabled classrooms. We were able to purchase an RSS Server to assist faculty with lecture capture. We updated a few classrooms due to grants and foundation dollars from other departments.

We were not able to purchase needed equipment to update infrastructure for instructional areas. Due to budget cuts, we had to eliminate the instructional television service offered to students.

How did your assessment results and decisions from the past cycle inform your planning this year?

AUO #1: As a result of implementing the Global Viewer Enterprise Software – we have added more classroom sites to the project that have allowed us to monitor them remotely. We are in the process of commissioning the software which will allow us to implement changes and control classrooms remotely in troubleshooting. Since the software is effective in allowing us to remotely access the classrooms we will continue to add more classrooms enabled with control equipment or equipping rooms with control equipment as funding becomes available.

AUO#2: Upon evaluating the amount of usage (check outs) we found that we have sufficient portable equipment to meet the needs of our adjunct and Stockdale High School faculty. Some of the projectors are getting older and may need to be replaced in the next few years if budget allows in addition to ever-changing computer resolution changes. We will conduct a survey in Spring 2011 of all Media Services and determine what equipment and services faculty and staff are requesting. When Luminis begins, we will have our own channel to further assist with both getting the survey out and receiving feedback on our services.

SLO#1 Success rate on calculator return has increased significantly, to near 99% in the Spring and Summer 2010 sessions due to further verbal instruction to students upon checking out the calculator – the significance of returning the calculator in a timely fashion. By reaffirming the penalty for non-return, we found that more students returned their calculators when faced with the knowledge of a significant late fee.

(continued)

3a. Summary of Past Year's Resource Allocation, Assessment Results, and Environmental Conditions (continued)

How did your **assessment** results and decisions from the past cycle inform your **resource request** this year?

We are asking for more the return of our equipment budget to allow us to enable more classrooms to be viewed by our Global Enterprise Software based on the success we've already experienced. The survey results in Spring 2011 will allow us to more effectively determine the outcome of future budget planning.

Identify **external conditions** that have influenced your unit's goal-setting process. (External conditions include disciplinary or regulatory changes, changes in technology, legislative changes, accreditation recommendations, enrollment issues, advisory committee input, etc.)

We will look for more creative ways to spend less and utilize existing technology more. We are looking at alternative methods of lecture capture and possibilities of offering more interactive classes with out of district/off-site participants. We had all of our resource dollars cut this year due to budget cuts. While we understand this is temporary, we will ask that funding be restored to our equipment account in the following budget cycles. We were also not able to replace staff. We will look to Luminis to provide us with a way to communicate more effectively with faculty and staff on requests, equipment, classrooms and planning.

Identify **internal conditions** that have influenced your unit's goal-setting process. (Internal conditions include institutional data, changes in technology, changes in budget, staffing, resources, enrollment issues, facilities issues, etc.)

Student workers were cut by 25% limiting us to having a student for 1 hour per day, five days a week. We have managed to get through the semester by implementing a department outlook calendar and joining Information Services on their Job Tracking software to further assist in the job notification/tracking process.

3b. Summary of Relevant Program Data

Type of parameter	Data source(s)	Findings/trends	Impact
Instructional: Course enrollments and/or productivity summary	IRP		
Student achievement: retention/success; awards; licensure pass rates; etc.	IRP		
Staffing levels / workload values		Reduced staffing from 2007-2009. Although no documented person per classroom like IT – BC’s MS minimal staff manages to effectively service the entire campus and Delano.	We have added control technology to more classrooms on campus – we have effectively doubled the number of technology enhanced classrooms and can remotely manage them. Limited staffing has forced us to decline participation in a few video production projects.
Instructional: Cost / FTES Total Budget FY09 /Total FTES FY09	IRP		

4a. Unit Priorities, Resources Needed, Outcomes, and Metrics

Ed Master Plan	Unit Plan Priorities	Funding / Support Requested				Outcome / Metrics
College	Unit	Equipment	Staffing	Facilities	Other Info.	Outcome
<p><u>Strategic Initiative:</u> <u>Facilities</u> Create a safe, attractive and well-maintained campus environment.</p>	<p>Request: New Roof for the Library Building Priority 1</p>	<p>\$185,000</p>			<p>Ongoing Replacement</p>	<p>The existing roof is damaged beyond repair and leaked last year already. With the current rainy season approaching, it is possible that very expensive equipment and books will be water damaged</p>
<p><u>Strategic Initiatives:</u> <u>Facilities</u> Create a safe, attractive and well-maintained campus environment</p>	<p>Golf Cart Shed</p>	<p>\$20,000 1 facility to house up to 4 carts Priority 1</p>		<p>Allows our department to constantly be ready to address the needs on campus and react efficiently</p>	<p>New</p>	<p>Current parking arrangement should not be long term. Parking outdoors will lead to theft and vandalism of carts.</p>
<p><u>Strategic Initiatives:</u> <u>Fiscal Responsibility</u> Ensure effective and efficient use of available resources to meet the mission of the college</p>	<p>Golf Cart</p>	<p>\$4,500 Add 1 more golf cart to Media Services Priority 2</p>		<p>Assist staff in getting to the various locations on campus for those staff who cannot walk</p>	<p>New</p>	<p>Our staff needs additional mobility devices to meet objectives effectively and in a time efficient manner.</p>

¹Table suggested by FCDC subcommittee, spring 2009.

4c. Future Development and Innovations

Prioritized Ideas	Action Item	Facility Impediments	Student / Program Outcome Supported
Global Viewer Enterprise Software Deployment to provide enhanced communication with Media Services and faster support to the classroom	Add existing projectors to the network infrastructure to best assist in the deployment	Adding network drops	College Goal: Images Identify and support specific projects, activities, and programs that enhance the college's reputation within the institution and in the community.
Lecture Capture/Podcasts to allow students more access to classroom lectures	Ability to record and archive classes digitally	Add to existing infrastructure	College Goal: Student Excellence: To research prerequisites, assessment testing, placement, and retention methods to improve student success.
Effectively use Luminis when it is available	Enable us to effectively communicate with the campus community on equipment and services	None	College Goal: Communication: Develop a protocol with procedures and training that ensures all College constituents will receive and use the information essential for their work, study or participation in campus processes.