



## **Business: Digital Media**

### **Instruction**

#### **Vision/Narrative**

Digital Media Narrative,

The Gavilan College Digital Media Program produces graduates in both transfer and career-oriented AA degrees in its 3 options.

Title 5 objectives and the work with CSUMB and Hartnell have produced results. A major objective of the Title 5 grant was to articulate Digital Media classes with the CSUMB Communication Design Program. This has been accomplished and the classes are now listed in the Assist system. CSUMB has posted on the web site a cross matrix of Gavilan classes needed to transfer.

#### **Feedback from Supervisor / Dean**

no ranking required on the activities. Categorical funding considered for lab equipment requests.

What are the specific plans for growing the program in the high schools, and what additional resources are needed for faculty, outreach, etc. What are the target FTES you wish to accomplish?



**Program Objective 1: Research grant opportunities for new lab hardware and purchase new computers**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

No: IEC review is under development

**Progress:**

Yes: Basically closed due to acquisition of cooperative Title 5 grant and upgrade of lab computers to contemporary standards.

**Activity 1: Choose grants that may be optimum for updating hardware**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 2: Coordinate dm course articulation with local high schools under constraints of transfer articulation**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: In year 2013–2014 an comprehensive articulation agree was made between CSUMB Communication Design program and the Gavilan College Gavilan College Digital Media program.

Under way are possible articulation Digital Media agreements with Gilroy and Monterey High schools

**Activity 1: Coordinate with central CTE articulation director**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Activity 2: Visit High Schools in late fall and early–mid spring to inform students about transfer to Gav. DM**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
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**Program Objective 3: Review, test, and purchase new software for use in the Digital Media lab—ongoing.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: A Digital Media Program Specialist has been hired and funded as part of the Hartnell, CSUMB Gavilan Title 5 grant.

It has been found that trying to produce an accurate timeline for upgrading software is nearly impossible. Not that it be upgraded every week, but each year at minimum to prevent application mismatch.

**Activity 1: Maintain and repair hardware in DM lab. Keep specialized software current to industry standards.**

**Personnel Request - *none***

**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Instructional materials	\$ 6000.00	General Fund / On-Going
<i>Total Requested</i>	<i>\$ 6000.00</i>	

**Rankings:**

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