



**GAVILAN COLLEGE
INSTITUTIONAL SUPPORT PROGRAM SELF STUDY**

PURPOSE OF PROGRAM REVIEW

The Institutional Effectiveness Committee (IEC) will review all Gavilan's programs and services according to the mandates of the Chancellor's Office and in accordance with the Accrediting Commission for Community and Junior Colleges (ACCJC) "Rubric for Evaluating Institutional Effectiveness in Program Review". The IEC will use a self-study report provided by each program or service followed by a review process to accomplish its purpose. The final goal of this process is the improvement of all programs and services at Gavilan College, and to achieve sustainable continuous quality improvement as per accreditation standards. The primary objective of the process is to assure the quality of the educational programs at Gavilan College so that they reflect student needs and encourage student success. Review of programs will be undertaken for the following specific purposes:

- A. To evaluate how well a program functions in relation to its outcomes, the mission of the college, the college's institutional goals and priorities, accreditation standards, and the needs of the community.
- B. To strengthen planning, decision making, and scheduling.
- C. To influence program development and improvement.
- D. To assess the collaboration between instructional programs.
- E. To improve the use of college/district resources.
- F. To establish the basis for changes to the strategic plan.
- G. To establish the basis for resource allocation requests for incorporation into department unit plans and annual department budget requests.
- H. To improve student learning and encourage instructional innovation.
- I. To address equity concerns as determined by state/local definitions.



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NAME OF PROGRAM BEING REVIEWED: FILM & TV AND JOURNALISM

ACADEMIC YEAR : 2017-18

I. Organizational Details

Provide an organizational breakdown of your program. Do not include individual's names, only position titles and FTE.

Title		FTE
Administrator	Area Dean	
Faculty - FT	Instructor	100
Faculty - PT	Instructor	.8
Professional Support Staff	Video Technician	.4

II. Program Progress (What have you done since your last review)

(The Film & Television Program is new. It is the combination of three separate programs.)

A. Purpose of program (include program mission & goals if available).

The Film & Television program will have an AA-T degree very soon, and the Journalism program already has an AA degree. Our primary goal is to train our students to be cinematographers, screenwriters, producers, directors, editors, and to work in all the other departments in the production of films and television programs. We will give them the knowledge, skills, and experience to get work as soon as they complete our program. Another goal is to prepare our students to transfer to four-year institutions. Students in the Journalism program will also get practical experience doing the news here at Gavilan - doing the research, writing the stories, and then delivering them in a variety of formats (GavTV, podcasts, blogs, Facebook, YouTube, etc.)

B. Describe the services your program provides (provide any data indicating performance in the service areas).

The Film & Television program currently offers a couple of certificates, but they will likely be eliminated when we get our AA-T degree. Our program offers a large variety of classes to meet all the needs of our students. The Film & Television program is joining with the journalism program and will "cover Gavilan College." The journalism students can take our news classes to get practical experience in delivering the news on a variety of mediums, including GavTV, written news on



the Gavilan homepage, podcasts, blogs, video on Youtube and Facebook, and other formats. GavTV is an online station, which covers all the major events on campus (athletic events, concerts, speakers, etc.). Our program also helps instructors with supplemental instruction by making videos that they can use in their classes. For example, we have made numerous videos for the Science department to help students with their labs. We have also made a few videos for the Foreign Language program to help students learn key concepts or practice the language. We have also worked with many individual teachers to make videos to help their students, especially teachers who teach online classes. We also make promotional videos for numerous departments and programs. For example, we made a variety of videos for the Aviation department, which play in local movie theaters, on the school website, and on other online sites like YouTube and Facebook. Another example of a promotional video is the one we are doing for the Student Resource Center. Our videos help programs advertise what they have to offer. We also record, edit, and post numerous podcasts. For example, we produce Dr. Rose's presidential podcast every month.

- C. How have the services provided changed over time? What factors have influenced a change in services? (Provide data if available.)

In the past Gavilan had a TV program, a film program, and a journalism program, but we are now combining these programs. The AA-T degree we will soon get is Film & TV, and we are teaming up with the journalism program to give students the practical experience they need. The college used to have a school newspaper called The Rambler. However, newspaper stopped being printed, and now journalism students only learn about the concepts of journalism without being able to actually write and deliver the news. These students need the practical experience of doing research, telling stories, and writing and delivering the news, and our program will give them the opportunity to get this first-hand experience.

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

We are involved with just about every department and program on campus. The following are just a few examples:

The Athletic department - we film many of their games, which helps them promote their sports, recruit athletes, and improve their teams.

The Cosmetology department - we film their fashion show, which promotes the department and the work of the individual students. We also hire many of their students to do hair and makeup for our film productions.

The Aviation department - we just did a promotional video for their program, which will go on the school webpage and will play in local movie theaters.



The English department - we film tutors working with students to help train future tutors.

The Foreign Language department - we've made promotion videos for the Spanish program that goes to Spain in the summer. We've also filmed the teachers giving lessons, which are used to help online students.

The Social Science department - we regularly film guest speakers, and these speakers can then benefit more students who can watch their presentations online.

The Music department - we film many of the concerts on campus, which not only promotes the Music program but also enables other Gavilan students and employees experience these events if they are unable to attend.

The Theater department - we film many of the theater department's productions, so the actors and crew will have a recording of their work.

Service Learning - We did a few videos that encourage teachers use service learning in their classes.

Teachers of all departments - we often film teachers giving lessons, so their students can have access to their lectures and lessons online.

All these examples help students in other departments, but they also help the students in our program get the practice and experience that is so important for their education and future careers.

E. Review Strategies and Goals on the Strategic Plan site.

(https://www.gavilan.edu/strategic_plans/Gavilan_StrategicPlan_2015_2020.pdf)

Which specific strategies and goals from the list has your program supported in the last three years? Using examples from your past Program Plans or other sources, describe what measures your program has undertaken to support the identified strategies and goals.

STRATEGY #1

Goal #3 - We have created an AA-T degree for Film & Television, and we had to create a few course to meet the state requirements.

Goal #5 - We created two online classes (Hum 4 & Thea 20) to help grow the Distance Education offerings.

STRATEGY #2

Goal #2 - At the end of every semester we examine the learning outcomes and assessment results to help improve our classes and program as a whole.

Goal # 5 - We are working with local groups to connect with our communities. For example, our program is working closely CMAP (the local public access channel), the Poppy Jasper International Film Festival, and the Morgan Hill After School program, which helps connect the college to the community. We are on the



board of CMAP, and we try to match our students when there are job opening there. We are also on the board for the PJIFF, and several of our students' films are shown in the festival every year.

STRATEGY #4

Goal #1 - We have created a staffing plan; we need a full-time instructor to teach the television production classes and to run GavTV, which is an online television program that will cover the news and events at Gavilan College. Our program is growing every year, but we just can't do all that needs to be done. A full-time person is needed to teach the TV production classes and to run the news program. It is a daily job that requires constant attention, which just can't be done by part-time instructors. We have been filming events on campus, but we can't do the news until we have a full-time instructor to run the program. In the past we had a full-time instructor to run GavTV (Marilyn Abad Cardinelli), and we had a instructors to run The Rambler. Our goal is to have a full-time instructor to do both of these jobs.

STRATEGY #6

Goal #2 - We work with nearly every department as specified in part D of this form. We are also working with other departments to try to link classes. For example, we are encouraging our students to take Digital Media classes for editing and special effects. We also encourage our students to take the new drone classes offered by the Aviation department because this kind of footage has become a common need in contemporary films and TV.

Goal #3 - We cross list several of our courses with other departments, including the following departments: Theater, English, Digital Media, and Humanities.

Goal #4 - GavTV enables students and faculty to communicate with the entire campus. Our program allows students, teachers, and administrators to tell their stories and express their opinions, and this is a way to bring the campus together. The campus doesn't currently have a way to get news about the college. There is no school paper, so our programs with bring back the news to Gavilan.

Goal #5 - We regularly reach out to the local high schools, trying to connect our program to those on their campuses. For example, we recently did the Every 15 Minutes program with at San Benito High School in conjunction with the CHP and local Police, Fire, and Paramedic departments. We have plans to do this again with other local high schools. Our program also goes to all the outreach days at all the local high schools and will be there at all the Super Saturday events.

STRATEGY #7

Goal #1 - Our program oversees and recruits students for the Film & TV club, which meets every week to write, plan, and produce student films. The club allows the students in our program to work with other Gavilan students to make films. For example, they recruit actors from the theater department, artists from the art



department to do animated films, and students from the digital media department to do CGI projects. Our program also partners with the Poppy Jasper International Film Festival, and our students work at the festival and sometimes get to showcase their work there.

- F. How has the service or program supported student success and retention over the past three years? What initiatives have been specifically developed to support success and retention? What were the specific, measured outcomes of these initiatives?

The faculty and support staff have increased the times the TV studio is open so that students can get additional time with the equipment and also get the individual help they need. I try to spend a few hours a week in the studio after my production classes, the part-time instructors hold their office hours in the studio, and Jeronimo tries to do his editing in the studio, so it can be open for students.

We've been trying to update our equipment, so we can keep up with modern technology. If students believe that our equipment (and therefore our program) is out-of-date, then they're likely to go somewhere else to get a relevant education and the experience they need to get a job. Right now we need more 4K cameras and an intercom system, so we can better record live events at the college.

- G. If appropriate, are all aspects of your program's services available to students who may be online only? If they are not available, what is your plan to offer these services? If you are offering these services, what evidence do you have that they are of comparable quality to in-person services?

We offer two classes online (Hum 4 – American Cinema & Thea 20 – Screenplay Writing), which is about 10-15% of our classes. However, the production classes are largely about working with equipment, and this just can't be done online. We do have a lot of supplemental material online for those students who need it.

- H. Review the Gavilan College Equity Report Executive Summary (http://www.gavilan.edu/staff/equity/docs/2015-16_StudentEquityPlan.pdf).

- a. What efforts has your program undertaken to mitigate identified inequities, and what was the outcome?

In the Film Production class we made a movie specifically about two of these groups: low income and Latino. The purpose was to tell their story and to empower them. We believe that a film with this subject matter that is written, starring, and made by students in these groups will give them a feeling of importance, of value. We hope it will also encourage these



students to take classes in our program. The final film played in the Poppy Jasper International Film Festival and will play in our Year-end showcase at the college. We also play it when we go to the local high schools to recruit students for our programs.

b. What gaps remain in your program's efforts to serve the identified populations? Use GavDATA to identify these gaps (<http://www.gavilan.edu/about/research/index.php>)

Low income students sometimes don't have access to computers and cameras. We provide the access they need for this equipment and technology. We are increasing access to the TV studio, which has cameras to do their filming and computers for editing, and we are there to give them the individual attention or tutoring if they need it.

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

We lost a full-time instructor (Marilyn Abad Cardinelli), who ran GavTV, and our program has suffered because of it. We cannot offer the news classes that our students and the journalism students so desperately need. The college also needs this service. With the new degree and the new program, we desperately need another full-time instructor.

J. Provide budgetary allocations over the past 3 years (4-5-6's and 1-2-3's if applicable) See sample below.

Operational Costs	14/15	15/16	16/17
Enter your data: e.g. Travel	None	None	None
e.g. Instructional Supplies	\$1,900	\$1,900	\$1,900

K. If your program has an instructional component, please answer the following questions:

1. Basic description of program

i. Enrollment and FTES

ii. Enrollment by top code and course over time (4 years)



- iii. FTES by top code over time (4 years)
- iv. Current enrollment by term last available census

2. Student Outcomes

- i. Success rate by demographic, indicated by the equity plan.
- ii. Success rate by top code and course and year (4 years).
- iii. Retention rate by top code and course and year (4 years).

- iv. Review Strategies and Goals on the Strategic Plan site.
https://www.gavilan.edu/strategic_plans/Gavilan_StrategicPlan_2015_2020.pdf
Which specific strategies and goals from the list has your program supported in the last three years? Using examples from your past Program Plans or other sources, describe what measures and/or pedagogical modification your program has adopted to support the identified strategies and goals.

- L. Provide an overview of how budget allocations have changed over the past three years.

No change. However, much of our equipment has become obsolete. For example, all of our studio cameras and monitors are gone. They were standard definition, which is very old technology. We need new studio cameras, computers and software for editing, and mobile equipment for shooting on location.

- M. Provide a comparison of other colleges' services and staffing (see matrix below for examples).

College	FTES	Program Services	Staffing	Comments
Please go to http://datamart.cccco.edu/DataMart.aspx for college annual FTES.				

III. Trends Affecting your Program (Data-Driven)

- A. Briefly describe your program's strengths and challenges (utilize data to support your contentions).



We have good enrollments, and our program is growing. It will certainly grow much faster when we get the AA-T degree. We expect it to be 50-100% of our current enrollment or more. We have to do a lot for Gavilan and all the other departments and programs, but we need another full-time instructor to do all that is needed. Our current faculty are over-worked and just can't handle the workload, so the program, its students, and the college suffers. We can't re-start GavTV news until we get a full-time instructor.

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

Unknown.

C. If not mentioned above, what are some other needs or challenges, either internal or external, affecting your program (include support and documentation for your contentions)?

IV. Program/Student Learning Outcomes

Complete the program/student learning outcome matrix for your program(s). If assessments have not been completed, provide an update of your program's work to assess your program-level student learning outcomes.

Program/Student Learning Outcomes	Assessment / Measurement	Result	Use of Results
They are being written now and should be completed by the end of Fall 2018.			

V. Program Plan/Budget Requests

A. List goals and objectives for the next three to five years that will address the needs and trends identified above and in your course and program level SLO assessment results.

OBJECTIVE #1: To implement the Film & Television degree AA-T degree.

OBJECTIVE #2: To research and advocate for a new Full-time position for TV production, GavTV, and journalism.



OBJECTIVE #3: To fully develop a Gavilan website for the Film & Television program.

OBJECTIVE #4: To acquire and maintain instructional equipment for the Film & Television program and provide the TV studio with the technology needed to achieve the Student Learning Outcomes for the technology-based, Studio arts courses taught in the TV studio.

OBJECTIVE #5: To initiate and sustain effective collaborations with other disciplines with an emphasis in service learning in joint efforts within our community.

B. Provide your current Program Plan (required) which should include these goals and objectives.

N/A

VI. Self Study Summary

Use data provided in this report as well as previous program plans to complete the Self Study Summary. Please provide a narrative summary, which should include an overall description of the program and services, a summary of the program's progress since the last review period, a summary of and trends facing the program, and the program's plans for the future (2 page limit).

The program summary will include the following elements:

- A description of the program and the services;
- Significant accomplishments since the last review period;
- Your program's impact on supporting and improving student achievement and student learning outcomes;
- Resource and staffing changes since the last review and their effect on the program;
- Trends affecting the program;
- A list of goals and objectives (typically detailed in program plans) for the short and long term. These should be supported by data provided in the sections above. This should also include a discussion of the Institutional Effectiveness Partnership Initiative indicators and equity goals.

<http://www.gavilan.edu/administration/iepi.php>

DESCRIPTION OF PROGRAM:

Gavilan's Film & Television program strives to create and maintain a variety of high



quality courses that support Gavilan College's mission. The Film & TV program is committed to cultivating creativity, stimulating curiosity and providing students with the tools and skills needed to achieve their artistic and educational goals. The program provides a nurturing and imaginative experience that provides them with a well-rounded historical, contemporary, and multicultural introduction to the visual arts in a wide range of media that use traditional and non-traditional methods and creative processes. Within the program, students develop critical thinking and problem-solving skills, acquire the needed technical skills to create two and three-dimensional artwork, engage in collaboration, and are guided through a range of creative processes: intuition, imagination, and innovation. Students are provided a dynamic studio experience that integrates conceptual and technical artistic skills in a safe learning environment that supports their personal exploration, expression, and identified artistic goals.

The Film & TV program offers exceptional production courses in cinematography, audio recording and mixing, video editing, screenwriting, and film and TV history. For students interested in showing their work, the program has a page linked to the Film & TV website specifically for showing student films. The program also has a Facebook page used for showing student films. Students who complete the Film & TV program will be prepared to transfer to a four-year institution for further study.

ACCOMPLISHMENTS:

The Film & Television program has had a growing enrollment over the past few years, possibly because it has been preparing for the degree. It is expected that the program will have an AA-T degree within the year, and consequently, a few new classes have been created to meet the State's requirements.

In the last few years, the program has been doing a lot. It has been filming numerous functions at the college, including athletic events, music concerts, theater productions, guest speakers, and much more. These events give our students the experience of recording live productions, and it helps promote these events and the college as a whole. The program is going to team up with the journalism program and re-start GavTV. It will cover the news and events on campus, taking place of the old school paper. The Film & TV program has also working with other departments, programs, and teachers to improve instruction.

The Film & TV program is also working with other groups off campus to help ties with the community while giving valuable experience to its students. For example, the program works with the Poppy Jasper International Film Festival and with CMAP, which offers other places for students to showcase their work.

STAFF CHANGES:

The program lost a full-time instructor (Marilyn Abad Cardinelli), and consequently, the program has suffered. That position is required to recruit students and to coordinate all the functions on campus that will be filmed for GavTV. The new position will require someone who can teach television production and who understands and can deliver the news on campus.