Annual Program Review Form
Fall 2014 Final Draft
Broadcast Electronic Media Arts Department
SF Educational Access Television - Ch 27 & 75

To complete this form you will be “Looking at last year to plan for next year.” The program review web includes timelines, guidelines, criteria, data, Board priorities, college plans, acronyms to use when referring to priorities and plans, et cetera:
www.ccsf.edu/program_review.

NOTE: We are investigating moving to a new format (Google Forms and PHP) to allow for improved synthesis and analysis across program reviews, as well as greater uniformity in reporting format. As you draft your program review please keep in mind that Google Forms does not support special fonts or embedded tables. Use Arial font size 10 which is the default font in this document. If desired, tables may be incorporated through hyperlinks but cannot be directly inserted. Be sure to briefly describe any hyperlinked table(s).

Department: BEMA- SF Educational Access Television - Ch 27 & 75
Contact Persons: Francine Podenski, Chair, and Jody Wirt, EATV Headend Operator
Date: February, 2015

Please check this box to certify that faculty and staff in your unit discussed the unit’s major planning objectives: X - Faculty and staff input and participation has been extensive.

1. Description of Programs and Services and their Locations
The Broadcast Electronic and Media Arts (BEMA) Department operates two educational channels that cablecast through Comcast and Astound in San Francisco and throughout the Bay Area on AT&T U-verse. EATV’s mission is to promote standards of excellence while providing imaginative and flexible educational programming to meet the changing needs of our diverse San Francisco community. We serve cable subscribers, residents of the city of San Francisco who view and thus are affected directly or indirectly by EATV’s programming as well as the students, faculty, families, staff, administrators, and the boards of CCSF and the San Francisco Unified School District (SFUSD). Potential viewers include San Francisco’s nearly 190,000 cable subscribers; the Unified School District’s 64,000 K-12 students and their families; 7,000 Unified School District teachers and staff; 85,000 City College students and City College faculty and staff. Through a partnership with AT&T U-verse, viewers throughout the greater Bay Area can now access EATV. Through EATV captioned webcasts, viewers worldwide can access EATV programming.

EATV is operated from the Broadcast Electronic Media Arts Master Control facility on Ocean Campus (ArtX 169) at CCSF. The location is cost efficient and fosters mutual respect and a cohesive learning community among CCSF students, faculty, and staff. Overall, the symbiotic
departmental organization (BEMA/BMS/EATV) increases persistence and retention, and significantly enhances student success and opportunities, especially for at-risk and non-traditional students, often providing these students their initial exposure to the professional media workplace environment. EATV also manages the webcasts on the CCSF website through a contract with Granicus. This webcast site has the potential for enormous growth that can offer more engagement for our students, especially those enrolled in distance education classes.

**Educational Access Television (EATV)** produces content in different areas such as: live classes produced in the City College of San Francisco (CCSF) Distance Education Production Room (MUB 388), CCSF events and lectures district-wide, series and panels produced in the college’s television studios, and creation of public service announcements. Locally produced content generates meaningful high quality educational programs and adds to the quality of EATV programming. Equally important, local productions give students valuable practical experience, engages and enriches the Bay Area community, and helps to promote and define the educational offerings at CCSF. EATV provides educational experiences and internships for students in technical operations, program production, technical directing, webcasting, station programming, marketing and publicity, editing, visual effects, graphic design and general station operations. Programs produced at City College of San Francisco, San Francisco State University, and Bayview-Hunters Point Center for Arts and Technology BAYCAT have built their audiences through their own time slots on EATV.

In addition, EATV broadcasts Bay Area film festivals such as The Festival of the Moving Image, City Shorts (from CCSF’s Cinema Department), San Francisco State University’s (SFSU) Cinema Finals, Clear the Air Film Festival, and the Excelsior Film Festival. EATV curates programming from around the world created for and by kids for our Saturday program, “Kids Time” . EATV staff and interns have also partnered with Mission High School to produce educational content that assists their students in understanding difficult scientific concepts. The resulting videos have been included in Kids Time and the CCSF Arts and Lectures series. EATV also helps San Francisco educational and non-profit organizations promote their services and events through the creation of public service announcements for cablecast.

In addition to producing and cablecasting local productions, EATV offers high quality educational programming in the arts, sciences, math, history, social studies, ESL, music, economics, technology, business, and the environment. EATV broadens the horizons of students and viewers by offering independently produced local, national, and international current affairs programming that is updated on a daily and weekly basis, such as GAY USA, The David Pakman Show, Sidewalks TV, world news and magazines from Deutsche Welle (DW) and more. EATV serves as an outlet for independently produced programming from San Francisco’s thriving media community, often giving media creators their first broadcast experience and helping this community reach a larger audience. EATV curates shows such as The Documentary Showcase, The Broadcast Edge, Watch This!, and Web.2TV, all of
which package the work of our media community that consistently offer unique and diverse voices.

2. Please provide an analysis of the data trends for your department. If you have additional data that you would like to provide, please also include that here.

The media production field is constantly evolving as the technology grows and offers new and exciting ways to reach viewers. The trend, especially in the Bay Area, is more people are watching video content online. “Mobile’s share of online video time spent viewing has increased to 30%—a 200% increase over a year ago...We now believe more than half of all video views could occur on smartphone and tablet devices as soon as the third quarter of 2015.” -Ooyala Q3 2014 Video Index. Yet even in the Bay Area some homes do not have internet access and rely on cable television for their connection to the world. With EATV and our webcasts on the CCSF website, we are positioned to reach our audience in multiple ways. The industry trend is moving away from highly produced telecourses (very few production companies are making new telecourses) and towards streaming classes live from college classrooms and archive the classes for student review. Students want the ability to participate in a class from their phones, tablets, home computers and televisions, or in person. Our Distance Education Production Classroom MUB 388 is uniquely suited for this. MUB 388 was built with robotic cameras, a switcher, automated audio software, call-in phone system, and the ability to stream online and on television while archiving the productions. In Fall 2014, we produced MATH 70: Mathematics for Liberal Arts Students in MUB 388 targeted to students. It is streamed online, broadcasted on EATV, and is archived on the CCSF website for viewing anytime. Currently this class is only available for students to register as an in-person class, but the students in MATH 70 are finding the ability to review their classes that are archived on ccsf.edu/webcasts to be very helpful, as was indicated in the MATH 70 student survey. The survey also indicates that most students who responded find online classes challenging because of poor time management skills and the perceived lack of interaction with other students and with the instructor. Most responded that a full ‘Education Anywhere’ (EA) live ‘teleclass’ would resolve these issues. In order to fully embrace the educational potential that this course delivery approach offers, EATV will work with the Educational Technology Department and the Curriculum Committee to develop a Distance Education Addendum specific to this type of instruction, and staff resources need to be allocated to manage production and distribution so that we can expand this approach to learning. EATV staff and an EATV student intern are participating on the Distance Learning Advisory Committee (DLAC) and the Distance Education Workgroup.

Another trend for our industry is the increased use of media production in youth education to create content that assists young people in learning challenging concepts and to help kids express themselves for personal growth and increased civic engagement. EATV supports San Francisco Unified School District (SFUSD) by cablecasting electronic media projects created by SFSUD students and offering programming that enhances K-12 curriculum in all subjects. For example, EATV staff and interns partnered with Mission High School to produce
educational content that assists students in understanding difficult scientific concepts. The resulting videos have been included in Kids Time and the EATV Arts and Lectures series. There is much room for growth and expansion of the relationship between EATV and SFUSD with adequate staffing in place. Discussions have begun with the SFUSD Arts, Media & Entertainment Academy to explore a partnership.

3. Please describe any internal or external developments affecting your department since the last program review.

EATV operations has been severely impacted by the absence of one headend operator who has been on medical leave for almost two years, and the reduction of time for the Programming Coordinator and the Supervisor. The programming/scheduling/production coordinator position was reduced to .2 FTE (or only 7 hrs each week) from .3 FTE (10.5 hrs/wk) two years ago. As it was, 10.5 hours was not sufficient. With this reduction, programming two educational channels that cablecast 24/7, 365/ days a year is even more of a challenge. As the Distance Learning Production classroom is being deployed to provide live interactive instruction as well as video production to support online classes, it is essential that EATV add one full time production position to support this effort along with maintaining webcasts and web archives for City College of San Francisco, with particular focus on supporting CCSF Distance Learning production. In order to continue development of this project and to meet instructional production requests district wide, a new full-time staff position is needed to coordinate media production for EATV, the Distance Learning Production Room and assist with CCSF district video production and editing.

Classes produced in the Distance Learning Classroom are being currently branded as “Education Anywhere (EA)” classes, where students have the flexibility of an online class combined with the engagement of a traditional in-person class accessible on mobile devices, EATV cablecast and in various computer labs. This will be especially useful in offering classes at the CCSF Centers, especially in cases where enrollment at each Center might be very low. Enrollment will be combined from all Centers into one class enrollment. University general education and transfer classes could be offered at the Centers using this approach. In addition, EA classes offer a great resource to the community at large, who can benefit from watching the classes on EATV as a life-long learning experience.

EATV receives a PEG access funding annually through the Foundataion from the San Francisco Department of Technology. EATV can apply for capital improvement funds for specific projects to enhance programming and EATV reach annually. In past years, this funding has been used to design and fully equip the college’s television production studios at Ocean Campus and the Mission Center. A different funding stream is accessed annually to pay for 1.75FTE EATV Headend Operators to cablecast programming on two educational access TV channels 24/7 from the Broadcast Electronic Media Arts Department. This funding stream is limited to ⅓ of .2% of the City’s franchise fees each year and totals about $120,000 annually. Both Capitol and Cable Franchise Funds are presented by the City to the EATV
Foundation Account and then transferred into the District from the Foundation into restricted accounts.

4. **Summarize overall departmental/program improvements implemented, in progress, or under consideration as a result of the assessment of learning, service, and/or administrative unit outcomes.** (Be sure to reference the data/reports that underlie these new directions.)

The main development for EATV is that the cutting-edge Distance Learning classroom (MUB 388) is now being used to produce Math 70 - Math for Liberal Arts Students, which cablecasts on Channel 75 every Tuesday and Thursday from 12pm-1:30pm during the Fall 2014 semester; and streams online with archived files at ccsf.edu/webcasts. To find Math 70 at this link, select “Distance Learning” and then “Science and Mathematics”. This initial offering has been a success for the students, teacher and the Math Department. Math 70 was a success and is being offered again in the Distance Learning Production Classroom (MUB 388) in the Spring 2015 semester. Students can review the class materials on their mobile devices, on the web via laptop or desktop and on Channel 75. **Surveys and interviews** with Fall 2014 Math 70 students show that the students found reviewing their classes on the CCSF website to be a new, welcome and very effective approach for reviewing class materials and improving their understanding of the materials. In addition, students indicated that when they had to miss a class, being able to catch the class later in the EATV Webcast Archives made a huge difference in their success in the class. However, this class is not a full EA class. Materials on the web and on cablecast are for reviewing purposes only at this time. Students can only register for the in-person class, not as an online or teleclass, so the production has yet to reach its full potential. An additional staff member in EATV/BMS is needed in order to fully utilize this production room and offer distance learning options for students.

EATV, BMS and the Ed Tech Department will collaborate to develop EA classes that will take full advantage of the engagement possible. Students in EA classes will be able to participate from anywhere as their schedules permit, and with videos, live streaming, cablecasting, and online forums, students will be more engaged than ever before. Class sessions are also accessible on mobile devices such as phones and tablets. EA classes offer all the advantages of online classes in terms of their accessibility, and, at the same time, provides real-time interaction with teacher and fellow students via video and computer technologies. Students have access to an enhanced learning experience, which aids in learning, retention and student success. EATV can cablecast and webcast EA classes to CCSF enrolled students at CCSF Centers and to the citizens of San Francisco that are house-bound and might have limited online connections or skills which increases access and potential FTES.

Another improvement made at the end of the Fall 2014 semester is the upgrade from the EATV our webstreaming and archiving provider, Granicus. The result will be higher quality video with accessibility on mobile devices. In addition, for the Spring 2015 semester we will also put the Math 70 classes on the EATV Youtube channel to make the videos more accessible to those that don’t want to download the silverlight software required by Granicus.
The Broadcast Electronic Media Arts Department has implemented a second webcasting website to accommodate distance learning, professional development and college events. Live and archived webcasts of professional development events, public meetings, college promotions and student outreach events are accessible from the EATV Web Home Page. Internships are established to give CCSF media students opportunities to learn about webcasting and archiving video. Though Board of Trustee meetings have been suspended and not recorded for more than a year, the public can click this link to access and view a keyword searchable webcast archive of captioned monthly Board of Trustee meetings.

EATV has negotiated broadcasting rights for a wide variety of quality programming, usually at no cost to CCSF. However, much of the free programming available is old and outdated and needs to be revised. Currently there is no programming or production budget, but limited staff with the assistance of student interns have done amazing work over the past 5 years in spite of that limitation. With one additional production staff member and a modest programming budget EATV can produce more local programming materials and cablecast-programming that will inform our community about CCSF, about issues in education and provide staff time needed to develop relationships with local non-profit organizations, SFUSD to create locally produced programming that will educate and inspire our students and our community. This activity will also provide a broader range of experience for CCSF media production students, who work on EATV productions.

5. Summarize your department’s progress to date on the major planning objectives identified in the last program review (excluding progress already cited in #4).

EATV Program Learning Outcomes:
Program learning outcomes were established by faculty and staff during the Fall 2013 semester for EATV Ch 27 & 75. Assessment will begin in Spring 2014. The outcomes are listed on the department’s SLO webpage here. For details, scroll down to Educational Access Television.

EATV has a well developed internship program that helps students develop skills and attain industry experience. Interns often start careers or move on to advanced studies in media-related industries as a direct result of experiences and connections that they make at EATV. As a result of participation in EATV-Ch 27 & 75 operations, student interns are generally able to demonstrate and refine hands-on professional career skills needed for employment in the entertainment, media and communications industry.

As a result of the services EATV-Ch 27 & 75, San Francisco Unified School District and City College constituents, and cable subscribers and San Francisco viewers will be able to:
- Develop basic skills and English as a Second Language by viewing cablecast and webcast educational programs
- Benefit from increased access to classes for credit, college events, educational programs, lifelong learning and professional development
Learn more about City College of San Francisco instructional programs and services

During Fall 2014, EATV student interns worked with Mission High School to develop and produce a video series on science, produced public service announcements for a wide range of non-profit organizations, produced promotions for EATV programs, CCSF events, CCSF registration, CCSF departments/classes, and created a google calendar of the EATV schedule for the EATV website. Most EATV interns who completed their CCSF studies gained entry level employment at local television broadcast stations, transferred to SFSU-BECA and Columbia University and have set up their own post-production businesses. For more information refer to BEMA ALUM EMPLOYMENT LIST

During the past year, EATV staff and student interns updated programming at no cost to the district, including informative shows like “Gay USA” and “The Bronze Report”; a living history series, “The Folklorist”; the Australian arts series, “Colour In Your Life”, and expanded programs from Deutsche Welle. These series enhance our understanding of the world for our students and the Bay Area community. Extremely limited staffing prevents reaching full potential in this area.

6. Assuming a status quo budget for your unit, indicate your department’s major planning objectives for next year (2015-2016). Include objectives that utilize status quo resources as well as objectives that do not require new resources.

1. **Top Priority:** Increase EATV production staff
2. Add 15 hrs/week to lab aid budget.
3. Classifications for current headend operators will be reviewed. If new classifications can be identified to better fit current job duties and remain within the current operating budget, EATV will propose appropriate changes.
4. Continue to coordinate with the Educational Technology Department and Broadcast Media Services to provide technical and operational support for operation of the EATV Distance Education Classroom in MUB 388. Note that absent an increase in staff, EATV can not supported additional classes in MUB 388.
5. Further develop the relationship with the SFUSD to create and support common goals in educational media.
6. Further develop relationships with community based organizations and both public and private schools K-16.

7. If your department faced a reduction in your overall departmental budget for next year (2015-2016), indicate the changes that would be made to the delivery of courses and/or services to adjust to the new allocation.
A reduction would result in less current programming for 2- two educational channels. EATV cannot continue to offer this quality of programming with current staffing levels. A reduction would also result in cutting productions in the Distance Learning Classroom, which is currently run by the one remaining Head-end Operator and one student intern.

8. Use Excel template to respond to question 8 regarding resource allocation requests.

Use Excel template at www.ccsf.edu/program_review