Annual Program Review Form  
Fall 2014 - Spring 2015

To complete this form you will be “Looking at last year to plan for next year.” The program review website 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 - Broadcast Media Services  
**Contact Person:** Francine Podenski, Department Chair, and lead writer, Aaron Holmberg  
**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 & Staff participation has been extensive**

1. Description of Programs and Services and their Locations
Broadcast Electronic Media Arts (BEMA) has operated Broadcast Media Services (BMS) since the mid-1960s from its Ocean Campus facility. BMS provides a host of services that enable City College to support students’ success in achieving their goals. These services include classroom equipment deliveries, audio and video production, playback, distribution, format conversion, duplication services, as well as equipment maintenance and system design.

Students are an integral part of Broadcast Media Services (BMS) operations. Based in the Arts Extension building on Ocean Campus, BMS fosters mutual respect and a cohesive learning community among students, faculty and staff in Broadcast Electronic Media Arts (BEMA) by providing a multitude of support services that enable City College to support students’ success in achieving their educational goals across the curriculum.

Under the direct supervision of the Broadcast Electronic Media Arts Department Chair, classified staff with student interns provide technical support services to faculty and students for the production studios and labs at Ocean Campus and Mission Center and district-wide in a cooperative effort. Students assist staff with most of services on Ocean Campus through the BMS/EATV college internship program. Students are given an opportunity to apply what they are learning in BEMA classes to serving learning and student success district-wide. In
the course of training and mentoring students, persistence, retention, success, certificate completion and transfer are increased.

The internship program significantly enhances student success, especially for at-risk and non-traditional students enrolled in BEMA classes. Student interns experience their first media job, become familiar with the workplace environment and participate in the BEMA/EATV/BMS learning community while serving classes and programs located on Ocean Campus. They learn customer service skills, scheduling, equipment operation, production and other job-related skills while attending classes. Interns receive practical exposure to workplace conduct and hands-on application of theory and practical skills. EATV headend Operators also train and mentor interns. Please refer to the EATV - org # 7508 Program Review for more information about the EATV internship program.

Classified staff work collaboratively, but for simplicity, we will explain our services in three parts: operations, production and engineering. Operations supports student success and achievement with campus-wide classroom equipment deliveries and production equipment issue for BEMA classes. Production and related services (“production”) creates end-user audio and video programs to advertise the college and to educate students. Engineering enables student success to continue with technical support during production activities and professional audio and video production system design, maintenance and repair.

Operations staff deliver audio and video playback, internet/computer/projection, and recording equipment to 167 Ocean Campus classrooms, and provides over 40,000 hours of service annually on Ocean Campus. Our services allow faculty to focus on teaching and presentation and thereby enhance student experience technologically.

Related to these operations deliveries, operations staff provides user training along with scheduling, light maintenance, and record-keeping. Services are offered 7:00 am to 10:00 pm Monday through Friday and Saturday and Sunday as needed and feasible. Deliveries are carried out with the help of student interns and as needed by production and engineering staff.

BMS Operations supports BEMA production classes by maintaining a large equipment-issue inventory and checking out equipment to eligible enrolled students. Staff schedule and maintain production studios, labs and digital motion graphics, audio production and video editing labs (Ocean and Mission Centers), as well as provide guidance to students on equipment proper use and care. Student interns refine their knowledge about professional production equipment in the course of assisting with equipment checkout.

Operations staff also maintains records, materials, parts and supplies, as well as tracks payroll records. One operations staff member also has expertise in the college website CMS, and is consulted on occasion for website-related support activities for a number of departments district-wide. An other operations staff member designed and continues to
maintain the powerpoint presentation known as the Student Information Network (SIN). The SIN is a closed-circuit broadcast targeted to students informing them about college services, announcements and upcoming events.

BMS Production Staff, with student interns and as needed by operations and engineering staff, assist with district instructional and promotional video and audio production services. Recent productions include:

- Uploaded *We Are Here* video (late-start-classes enrollment spot created by ESL instructor, Nadia Scholnick) to NCM Transport for scheduling in movie theaters.
- Created an enrollment commercial for the Spring 2014 semester. Created formatted versions for flight time on television (Comcast Spotlight and EATV), theater (AMC Metreon), online radio (Pandora) and for placing on the college’s website (via Youtube.) [https://www.youtube.com/watch?v=xRkJLJY9-sw](https://www.youtube.com/watch?v=xRkJLJY9-sw)
- Worked with Testing Office to created a video for new students explaining the process and importance of taking Math and English/ESL placement tests. [https://www.youtube.com/watch?v=ksBdAByXrNU&list=UUoJUmDijyLXzPgHEUXhGpFuA](https://www.youtube.com/watch?v=ksBdAByXrNU&list=UUoJUmDijyLXzPgHEUXhGpFuA)
- Recorded Chancellor Tyler’s holiday greeting message which was distributed to the college community a companion to his state of the college report. [https://www.youtube.com/watch?v=aFbbHHuvgKM&list=UUoJUmDijyLXzPgHEUXhGpFuA](https://www.youtube.com/watch?v=aFbbHHuvgKM&list=UUoJUmDijyLXzPgHEUXhGpFuA)
- Videotaped graduation ceremonies for the Gateway to College program. *Gateway to College* is a program at City College of San Francisco that serves students between 16-20, who have dropped out of high school in San Francisco. Students take courses that help earn credit towards their high school diploma and a college degree or certificate at the same time.
- Worked closely with the college’s MPICT (Mid-Pacific Information and Communication Technologies) Center recorded four keynote addresses at the Winter ICT Educator Conference in January of 2014 and again in January 2015.
- Recorded presentations on *Culture Shift: Innovation, Engagement, Achievement for CCSF Professional Development*, and posted these on the EATV Webcast Archive
Server for public access.

http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=260

- Recorded two question and answer sessions between Chancellor Tyler and Peter Anning, then-Director of Communications and Marketing. The first session answered questions submitted by students regarding enrollment. The second answered questions submitted by the Academic Senate. Both sessions were uploaded to Broadcast Media Services’ YouTube channel and the links distributed to the college community.  
  https://www.youtube.com/watch?v=GAWclqP0se0
  https://www.youtube.com/watch?v=8HxanXfq9E8

- Recorded a report back from faculty attendees at the Accreditation Institute conference held in La Jolla, CA in February and posted on the EATV Webcast Archive Server.  
  http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=286

- Recorded three Campus Climate forums. These forums sponsored by the CCSF Crisis Management Team invited members of the entire college community for a conversation series on civility, respect, and creating a supportive campus climate.

- Recorded and edited a multi-camera shoot of dance students performing *Rosas Danst Rosas!* in celebration of the 30th anniversary of the groundbreaking dance film. The finished video was uploaded along with hundreds of others to the *Remixing Rosas* website. City College’s entry is number 278.  

- Recorded *Midnight Metropolis*, the fashion department’s yearly fashion show at Ruby Sky night club. Using that footage and footage shot by students, edited a package for EATV’s Arts & Lectures program.

- Recorded CCSF Commencement Ceremonies with a student video crew. Edited the footage to create a package for airing on EATV and archiving on the EATV Webcast Server server.  
  http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=288

- Updated the *New CCSF Employee Orientation* video reflecting changes in administrative structure and the hiring of new administrators. This video is shown to new hires on independent flex day every fall.  
  https://www.youtube.com/watch?v=slf5TetvktQ&list=UUoJUmDjyLXzPgHEUXhGpFuA

- Created audio recordings of Listening Sessions held by the chancellor to answer questions from the college community.  

- Annually compiled films from the Cinema Department’s *City Shorts Film Festivals* into half-hour programs for EATV’s Student Showcase, *City College Connections*.

- Recorded the Chancellor’s Convocation, a college-wide professional development event. Edited the footage for airing on EATV and archiving on the EATV Webcast Server.  
  http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=293

- Worked with a BEMA student intern and a Mission High School physics teacher to combine introductory remarks from the instructor with physics videos created by his senior physics students. These short videos were created under the guidance of the BEMA student intern. The final video was aired on EATV as part of an San Francisco Unified School District (SFUSD) video showcase.
• Worked with EATV, audio and video students, and the League Women Voters to created a multi-camera recording of the league’s SFCCD Board of Trustees candidates forum. The resulting videos aired on both EATV and SFGovTv and were archived on the EATV Webcast (Granicus) server. 
http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=318
• Recorded an instructor’s lecture on Black Aesthetics for her to use as a resource in future classes. 
https://www.youtube.com/watch?v=ESFaTLnpxq4&list=UUoJUmDjyLXzPqHEUXhGpF uA
• Recorded guest lecturer Kevin Powell’s talk on “Remixing Manhood: Changing Ourselves Changing the World.” This lecture was sponsored by the Multicultural Infusion Project (MIP), the Diversity Committee, and Students Making a Change (SMAC).
• Recorded mock interviews for participants in the Lakin Institute for Mentored Leadership 2014 session held at the Chinatown/North Beach Center.
• Recording new footage of campus life for use in commercials and orientation videos. This ongoing project (projected to last many semesters) replaces outdated standard definition footage with high-definition footage.
• Assisting an Art Department instructor to create student profile videos to promote enrollment in City College studio art classes. These videos are being hosted on the art department website. http://www.ccsf.edu/Departments/Art/website/profiles.html
• Working with a BEMA instructor and a Biology Department instructor to create a video demonstrating a complicated lab. When finished the video is intended to be uploaded to You Tube for students to use as a study resource.
• Videotaping and editing lectures from the seminar series Photographers and Their Images (Photo 52). These videos will be aired on EATV and archived on Granicus for the instructor to use in future classes. 
http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=344
http://ccsf.granicus.com/MediaPlayer.php?view_id=5&clip_id=348
• Assisting an instructor from African American studies department in videotaping student testimonials about being a person of color. These testimonials will be edited and used during a proposed AFAM studies conference in the spring.
• Assisting with Distance Learning Production Room (MUB 388) recordings and webcasts as limited time permits.

We have also produced and directed audio-only projects, including:
• Citizenship and Immigration Study Guides on CD in multiple languages (in 3 languages), plus regular updates to keep it timely. The end product CD has been duplicated thousands of times, one per student, since 2009
• Athletics department interview project for distribution to basketball team members
• Various editing and duplication projects, including a FIT committee session
• Various recordings for duplication and distribution to students as study aids, including one on Elder Abuse
• Emergency broadcast announcements for Chinatown center building intercom (in 3 languages)

Production-related services also include:
• Webcasting (supported by EATV headend operator as well as operations staff)
• Format conversion
• Duplication and reformatting of audio and video materials for instructors within copyright guidelines (actually handled by operations staff)

Engineering staff provides system design, equipment installation, system integration, maintenance and repair of all BEMA production facilities, labs and equipment at both Ocean and Mission campuses. BMS engineering staff also assist departments and programs district-wide with system design, installation and equipment maintenance and repair. It should be noted here that extremely limited staff and budget resources preclude offering full services and assistance for all CCSF Centers located throughout San Francisco.

Recent system designs, installations, and/or upgrades have included:
• Coordinate with ITS and AV to design and implement installed classroom technology for three large smart-classrooms
• Upgrade carts for delivery with audio and video playback and smart carts for internet/computer/projection. Though most carts are deployed on Ocean Campus, two were deployed for use at the Mission Center.
• KCSF Radio production studios and airbooth.
• BEMA department video, audio and sound recording production studios, digital production and editing labs.
• Distance learning production classroom (MUB 388) funded by EATV PEG access capital funds, designed/installed by Broadcast Media Services engineers/technicians in consultation with users and operated in partnership with the Education Technology Department.
• Upgraded EATV Webcast/Webstreaming services (Granicus) to accommodate student and public viewing (both live and archived) on mobile devices.
• Installed dedicated VHS to DVD dubbing station

Overall, BMS is a vital, behind-the-scenes component of student classroom learning as we deliver (and coach faculty and students on use of) presentation and playback equipment. BMS enhances persistence and retention by supporting Broadcast Electronic Media Arts audio production, video production, radio production and live streaming, and motion graphics students with equipment checkout as well as further and thereby student success. The BMS internship program helps students to learn and apply new skills in support of other students and prepare for entry level employment as AV technicians.
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.

Broadcast Media Services staff finds it very difficult to establish delivery, checkout, production, and engineering data analyses due to the skeleton crew with which we operate. We know that we have greatly expanded the vast number of faculty and students served by our myriad of services in recent years, but we do not have at this moment an adequate method to quantify our impact. Similarly, we have no student equity data specifically related to services provided by Broadcast Media Services.

Patron satisfaction with Broadcast Media Services has increased steadily and, at times, dramatically from 2004 to present according to past surveys as well as direct feedback received from faculty. Ocean Campus classroom delivery services exceeds 40,000 hours per year. BMS schedules and tracks services using a conventional Master Log system based on pen and paper. The only way to count service hours from the BMS Master Log for exact reports is by hand. Staff are too busy providing classroom delivery services, support for BEMA student labs, and tracking equipment issue to hand count within current available work hours. The last complete college-wide count was done by hand in 2004 with both BMS and Research/Planning staff working together for many hours (actually many days) during a break between semesters.

Service demands for classroom delivery and support have steadily increased since that count. WebCheckout, our online scheduling and equipment issue database and scheduling system, is critical for us to obtain service reports by location, department, etc. We expect this system to increase efficiency in scheduling and prioritizing classrooms for permanent equipment installation and to provide us with improved data that can be used to provide a more complete response to next year’s program review question number two. It should be noted here that loading all information to the WebCheckout system requires considerable staff time. BMS is transitioning into this system as time permits.

BMS continues to work closely with ITS during 2014-2015 to continue the implementation process of this online solution to our hardcopy management of scheduling and usage measurement. The work flow for WebCheckout is different from the system we have used for 40 years, so it is taking a while to implement. We still need a barcode printer, a barcode scanner, and a WebCheckout-dedicated computer workstation in Ax169. After WebCheckout is fully deployed for scheduling classroom deliveries, BMS staff will expand the system’s use to all the student equipment checkout items. This is a daunting task for the staff available, progress is slow. After the system fully deployed, data quantifying BMS services will be readily available and can be assessed.
3. Please describe any internal or external developments affecting your department since the last program review.

The two most significant challenges in Broadcast Media Services and EATV-Ch27 & 75 are an intense workload accomplished with very limited resources and a supply and maintenance budget that was dramatically reduced in January 2013 without discussion or departmental input.

Challenge #1 - STAFF

The faculty, staff and students work as a cohesive team and it is amazing what our team accomplishes. BMS needs the following staff positions, assuming no further reduction in lab aide budget, to continue operations, production and engineering support at current levels and to keep up with increasing demand:

- **BMS has begun the process of filling the recently vacated TIA 7396 position as soon as possible.** The BMS Senior Broadcast Technician (TIA 7397) retired last year and that position was filled by the only full time Broadcast Technician (TIA 7396), leaving that position now vacant.

- **Needed is a NEW 1.0 3598 Video Production Assistant to fully support class distance learning offerings from MUB 388 and meet all current BMS instructional support production demands districtwide.** BMS production staff is barely able to support offering one class in the Distance Learning Education Production Room (MUB 388).

- **Increase lab aid budget to reflect hourly wage increase.** It is critical that lab aide budgets be stable to ensure instructional support services continue to all classrooms on Ocean Campus. When possible, Work Study budgets are used. However, when Broadcast Electronic Media Arts production students who are working in Broadcast Media Services are not on Work Study, we must have access to Lab Aide funds to cover their hours.

Challenge #2 - RESTORE SUPPLY AND MAINTENANCE BUDGET

Extensive research has been conducted to sort out supply and maintenance budget issues. In the process we discovered that BMS has two program codes in Banner with some funds in one program code and some in another. In order to fully sort all this out, we will need to meet with business office personnel to ensure that all is relocated into one program code so that reports accurately reflect actual supply and maintenance budgets. It is possible that resolving this problem in Banner will actually “restore” the budget amounts.

BMS continues to use three District-owned satellite dishes, which are located on the roof of the Creative Arts Extension Building on Ocean Campus. Dish use has been in decline as program delivery has moved in large part to the Internet. BMS now acquires much of today’s programming directly from the Internet utilizing a Mitto Box, and then converts and inputs it directly onto the EATV video servers for cablecast on EATV 24/7. The same system also
allows BMS to download programming for other instructional purposes. This change had greatly reduced costs for programming as well as improved the quality and breadth of programming on EATV.

The District has a contractual relationship with Granicus, Inc., for live captioned video streaming and searchable archiving of Board of Trustees meetings as well as other programming produced to support professional development, instruction and special events. Under this contract, which ends in 2016, BEMA maintains two live web stream and web archive sites:

- EATV Webstream for instruction, professional development and events: http://www.ccsf.edu/webcasts.html
- EATV-Board of Trustees for monthly and special meetings: http://www.ccsf.edu/board-live.html

We continue to work with Granicus to upgrade EATV web streaming services. After successfully navigating numerous communication challenges (Granicus has had many staffing changes due to their recent acquisition by an equity firm), the EATV Webstreaming service is now partially upgraded. The vendor (Granicus) is still working on upgrading our mobile encoder to work properly with the new software upgrade. They have provided us with a second stationary encoder while they work on the mobile encoder. Lacking a mobile encoder significantly limits EATV/BMS ability to webstream live throughout the district. Currently live captioned webstreaming is limited to events originating in the Diego Rivera Theater, the Distance Learning Production Room (MUB 388), and MUB 140. (See also our response to #4.)

The department has extended EATV Ch 27 & 75 educational access program reach beyond San Francisco to the entire Bay Area in a partnership with AT&T and U-Verse. The new distance learning production classroom in MUB 388 with equipment funded by EATV PEG capital funds and room design/installation by BMS engineering staff includes smart projection, live captioning capacity and the capacity for live interaction with students in remote locations. Broadcast Electronic Media Arts has coordinated orientation sessions for faculty with the Educational Technology Department. Though this room has the capacity to operate from 8am - 10pm daily, limited staffing resources provide support currently for one class to be in this room: Math 70- Math for Liberal Arts students. A number of faculty and departments have expressed interest in offering classes in this room. The room also provides opportunity to offer distance learning sessions that combine enrollment among all the Centers. For example, an English class could be offered in the room that combines enrollment from the Southeast, Mission and Downtown Centers. Each Center could have either a viewing room or a computer lab with headsets available on each workstation where students attending could view and participate in the class.

BMS continues the process of upgrading equipment carts. Six monitor carts still have CRT monitors are need to be upgraded with flat screen monitors to improve size and input options.
There is also an increasingly high demand for LCD projection carts (referred to as Smart Carts in this report) because many classrooms in the district lack projection or the installed equipment is out of service. We need funding to build out six more complete smart carts. Faculty require training on the use of equipment. We recommend that, as resources become available, appropriate video display and playback equipment be permanently installed in each classroom and that current staff and interns be redirected to support the operations and maintenance of the permanently installed equipment. We have worked closely with ITS to prioritize such installations. Even after all classrooms are outfitted, it is important to maintain an inventory of projection carts and staff to respond quickly to ensure seamless service in classrooms when installed-equipment failure or user-initiated disruptions occur. We will be able to chart (quantify) our efforts once we fully implement WebCheckout.

Broadcast Media Services and AV in the Rosenberg Library have combined efforts to create a unified CCSF Media Services website http://www.ccsf.edu/mediasupport. The site is periodically evaluated and revised to maximize usability among media services patrons. We are considering incorporating the Help Desk into our workflow, and that is explained in a later section. BMS has a new email address bms@ccsf.edu

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.)

As a result of our self assessments, BMS and EATV have expanded instructional program acquisition via the Mitto Box solution. This change had greatly reduced costs for programming and the staff throughput (time) required for acquisition.

We have reorganized much of the physical assets in Master Control and well as our upstairs storage area Ax163 (“the gallery”). These improvements have reduced the time staff and faculty have to spend retrieving equipment and materials around the department. Though the time savings is incrementally minimal on a daily level, it adds up over time. We have a number of reorganizational projects planned for sometime in the future, and those are listed in sections 5 and 6 of this Program Review.

We intend to conduct a patron satisfaction survey in the coming year. We have lacked the staffing to facilitate such a survey, but in December one vacant position was filled and we hope to be able to conduct a user satisfaction survey in the coming year.

We also intend to conduct an internship program survey in the coming year. We will ask interns what they learned versus what they expected or wanted to learn. In a future year, we
would like to improve our approach to quantifying student intern performance to establish comparable metrics over time and improve our support for student learning within BMS.

We have continued video streaming and online archiving of programming produced to support professional development, instruction and special events. As a result of our self assessments, we have expanded our archive to include all available Graduations as well as much coverage of accreditation-related matters not only for our students and employees, but for the community at large as well. When the Board of Trustees returns to power at CCSF, we would like to explore the Granicus iLegislate solution (http://www.granicus.com/solutions/granicus-platform/#benefits) as a considerable enhancement to our current web-streaming and archiving of Board of Trustees meetings. This solution could make Board meetings paperless and seamlessly enhance community participation.

Our learning outcomes are available here:

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).

The following numbers correspond to last year’s Spreadsheet priorities (#8).

1. Education Technology and BMS have worked together to explore how to fully deploy the new Distance Learning production classroom in MUB 388. We collaborated with the Math Department and Ed Tech Department to offer one math course (Math 70 - Math for Liberal Arts students) in Fall 2014 and again in Spring 2015 and we have produced one video for a module for BCST 119-Digital Media Skills. The longer term vision is to regularly schedule live distance learning classes for cablecast and webcast and provide video support for online courses in collaboration with the Education Technology Department.

Broadcast Media Services will need to fill vacant positions and also collaborate with EATV to add a 1.0 FTE production staff position to support production services district-wide and full deployment of the Distance Learning Production Room in MUB 388 (see EATV program review for details). BMS currently has one full time video production assistant position which is not sufficient to meet current instructional and educational video production requests. Students throughout the district and at home can participate in online and live distance learning classes. Adding one production position would provide resources to significantly increase FTES for CCSF via the Distance Learning Production room. BMS responded to a significant increase in
production service requests over the last year, especially for recording professional development and accreditation activities. We were successful in continuing to record, cablecast, webcast and archive meetings and special events as necessary to support the greater CCSF community. The needed additional production staff will help in the coming year with all these functions.

Broadcast Media Services succeeded in identifying and beginning to implement an online scheduling and equipment issue system during the past year with little out-of-pocket expense. Implementation continues as a planning objective for the coming year.

2. We identified and began to implement the WebCheckout system for online scheduling and equipment issue, and we are continuing the process into the coming year. We are presently trying to establish the optimal workflow to integrate this program in our daily activities. We will fully implement on a trial basis once we obtain a barcode printer and dedicated computer or iPad for this purpose. We lack confidence in WebCheckout as it seems to date to be much more complicated and inflexible than our long-standing and simple paper scheduling system. We are trying WebCheckout primarily because of the data we expect to be able to glean from the system once it has been used for a while as the primary agent of workflow management. We wonder if we should delay implementation testing due to pending departmental mergers, and we await guidance on this issue.

We MUST OBTAIN a barcode printer, and we must repurpose the present Accutrack computer in Master Control into a WebCheckout master computer, in order to effectively implement this system. This project has been stymied by its complexity and competing priorities.

3. We continue to upgrade and add to our TV/DVD/VHS cart and Smart (multimedia) cart inventory. Two Smart Carts were added to the BMS inventory and deployed in CCSF Ocean Campus classrooms. Five more smart carts were upgraded. There is still need for six more Smart Carts (refer to question #8 for additional information). All eleven complete carts currently in Ocean campus circulation are being used routinely every day, and we still have to turn down some requests because we do not have enough carts. We received one new projector in December 2014, we are expecting 6 more projectors in 1/2015, and we are in the process of deploying these seven as replacements to aging projectors on existing carts. Eventually, we would like all our projectors to be the same (make and model) throughout the college to streamline repair and maintenance. We need to upgrade (replace) certain Mac Mini computers, as follows: the two on Smart Carts #4 and #6 (for classroom deliveries on Ocean Campus), the one in classroom/conference room ARTX 170, and the two at Mission. ITS plans to make many more classes into Smart rooms, and we anticipate our carts
moving to backup status. Until classrooms are outfitted, BMS is VERY challenged with meeting demand.

4. We were unable to replace the remaining six CRTs on carts with flat screens due to funding this last year. We hope to identify funding this year or next so we can replace those remaining CRTs.

5. Review TIA 7397 salary. We do not know how the current position’s duties might increase pending departmental mergers. For example, with the proposed merger of Video, Sound, Radio, Journalism Animation, Games, and Cinema into one yet unnamed department, will BMS technical staff responsibilities increase to support all Cinema, Game, Animation and Journalism labs, studios and equipment in addition to current responsibilities for supporting BEMA Sound, Video, and Radio labs, studios and equipment?

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. Restore supply and maintenance budget.
2. Department Chair and engineering staff continue to participate in PEG and San Francisco Department of Technology discussions and meetings focused on funding for PEG channels especially funding for EATV Ch 27 & 75 capital funded improvement.
3. Where appropriate, remove hanging monitors in ART, ARTX and BATL removed in coordination with B&G for safety issues and classroom real estate. No one uses them, with the exception of those in ART 216, 217 and 218. (The exceptions should really be replaced with professional sound reinforcement, as the hanging units are used primarily for music classes.) We recommend a proactive approach, and we have had a number of them removed already due to faculty concern for safety.
4. Acquire Scan converter and Camtasia for MAC to expand services BMS offers in terms of recording on-computer trainings and demonstrations.
5. Acquire a document scanner to convert department documents and files.
6. Various facilities/operations maintenance-related issues (see Aaron)
7. Study / review options for hallway wallpaper cleaning/painting.
8. Upgrade hallway doors of Ax171/KCSF and Ax168/Digital Editing Suite to include windows in order to improve security of equipment and students.
9. Review classifications and actual job duties of all classified staff .
10. Identify secure cart storage location in the Science Hall. We have been removed from all rooms used in the past. Our delivery time would be considerably increased if we have to store our Science building equipment in Cloud hall. We hope to find a secure portion of a room somewhere in Science, hopefully on the 3rd or 2nd floor.
11. BMS, EATV and BEMA faculty and staff worked together to establish SLOs for both EATV and BMS. These will be assessed soon. We plan to survey all student interns at
the end of each semester on their internalization of the BMS SLOs, beginning with Spring 2015. This is part of the ongoing task of evaluating, refining and revising the department’s college internship program.

12. Explore the advantages and disadvantages of using the Help Desk as the faculty’s go-to for all technical questions. The primary disadvantage is that it puts the confused faculty person that much farther from finding someone who can actually help. The advantage might be the potential reduction in classified staffing needs for fielding such phone calls. Help Desk would not increase costs, as that package is already paid for. [A Flow Chart for Help Desk routing of calls to AV and BMS in the case media-related service calls happen to go to the Help Desk was delivered to Doug Re and Jay Field in December 2014.]

13. Review paid student intern selection and hiring procedure to improve overall quality of services provided.

14. Consider electronic ticketing system for engineering repair requests, possibly HELPDESK or School Dude, in order to collect adequate tracking data for BMS quantity and quality assessments.

**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.**

Broadcast Media Services has a lot of equipment that needs to be upgraded and/or replaced, and any further funding reduction would unfortunately result in fewer TV or projection carts in circulation, as well as less on-call support for carts used. While permanent installation of such equipment in rooms is the longer term solution, such installations and purchases will take time and faculty need our equipment until then. Faculty also need us when installed equipment malfunctions, as has been happening in MUB, HC, VART, etc. We already had to deny some requests for Spring 2015 because all available systems have already been scheduled.

The unit spent minimal supply and maintenance budgets to support the college effort to save as much money as possible with the understanding that the rollover budget for the 4000 and 5000 accounts would be made whole on July 1, 2013. Unfortunately these budgets were reduced to the amount actually spent. This was a shocking development because the budgets had not been increased even for inflation in more than ten years. The current situation is not sustainable.

These budgets must be restored to support equipment maintenance and repair. The department already reduced production services by .4 FTE each semester. Fortunately, the Board of Trustees no longer meeting has freed up the remaining district video production hours required for instruction, professional development and events. There really is not a way to go to further reduce in this unit without significantly compromising or possibly eliminating services for instruction, engineering support for BEMA, EATV, BMS, and production studios and labs at Mission and Ocean.
8. Use Excel template to respond to question 8 regarding resource allocation requests.

Use Excel template at www.ccsf.edu/program_review