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: Broadcast Media Services (Broadcast Electronic Media Arts Department - BEMA)
Contact Person: Francine Podenski, Department Chair
Date: 11/12/13

Please check this box to certify that faculty and staff in your unit discussed the unit’s major planning objectives: X

1. Description of Programs and Services and their Locations

Broadcast Media Services (BMS) provides a host of services that enable City College to support students’ success in achieving their educational goals across the curriculum. These services include classroom equipment deliveries, audio and video production, playback, distribution, webcasting, format conversion, duplication services, as well as equipment maintenance and system design.

BMS supports student success with deliveries of audio and video playback and recording equipment to 127 Ocean Campus classrooms, allowing faculty to focus on teaching and presentation. Located in the Arts Extension building on Ocean Campus, Broadcast Media Services fosters mutual respect and a cohesive learning community among students, faculty, and staff in Broadcast Electronic Media Arts (BEMA). The department’s college internship program increases persistence and retention, and significantly enhances student success, especially for at-risk and non-traditional students enrolled in BEMA classes. Students experience their first media job, become familiar with the workplace environment and participate in the BEMA/EATV/BMS learning community while serving all classes and programs located on Ocean Campus. Services and activities include:

- BMS operations staff assisted by student interns provides the college over 40,000 hours of distribution, classroom equipment delivery on Ocean Campus and a variety of audio and video production services district wide annually.
- Distribution and equipment delivery services are scheduled and supervised by operations staff, assisted by student interns. Services are offered 7:00 am to 10:00 pm Monday through Friday and Saturday and Sunday as needed.
- Audio and video production, editing and distribution services are available Monday through Friday at flexible times, including evenings with advanced planning.
- Operations staff assisted by student interns is also responsible for scheduling and supporting BEMA Department equipment and facilities at both Mission and Ocean campuses.
- Staff assists with district instructional and promotional video and audio production services, duplicating and reformatting audio and video materials for instructors within copyright guidelines.
- Staff provides equipment maintenance and support for classroom faculty.
- Operations staff (2.0 FTE) trains and mentors BMS interns.
- BMS interns learn customer service skills, scheduling, equipment operation, production and other job-related skills while attending classes.
- BMS internships provide students with significant practical exposure to workplace conduct and hands-on application of theory and practical skills.
- Student Information Network (SIN) is a closed circuit broadcast targeted to students about college services, announcements and upcoming events.
- Staff maintains records, for materials, parts, supplies and tracks payroll records for BEMA/BMS/EATV under the supervision of the Broadcast Electronic Media Arts Department Chair.
Staff, assisted by student interns and BMS technical staff, record and prepare video programs for EATV broadcast and captioned webcasts. For example:

- Professional Development and FLEX activities such as SLO Workshops
- Board of Trustees meetings and trainings
- Concert and Lecture Events
- CCSF Graduation
- Numerous accreditation presentations and workshops
- Employee Orientation Videos and Hiring Orientation Videos (in conjunction with College Marketing and Public Information)
- Citizenship and Immigration Study Guides on CD in multiple languages

BMS engineering staff assist departments and programs on Ocean Campus with system design, installation and equipment maintenance and repair. As time and resources permit, assistance is provided to the CCSF Centers located throughout San Francisco.

BMS technical 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. For example:

- EATV Ch 27, 31 & 75, San Francisco's Educational Access Television Channels operated by CCSF-BEMA
- KCSF Radio
- BEMA Department video, audio and sound recording production studios, digital production and editing labs
- Distance learning production classroom (MUB 388) established in partnership with CCSF's Education Technology Department.

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.

Patron satisfaction with Broadcast Media Services has increased steadily and, at times, dramatically from 2004 to present. Ocean Campus classroom delivery services now exceed 40,000 hours per year. BMS schedules and tracks services using a conventional Master Log system, i.e. pen and paper. The only way to count service hours from the Master Log for exact reports is by hand. Staff are too busy providing services 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. Service demands for classroom audio and video support have steadily increased since that count. An online scheduling and equipment issue data base and scheduling system is critical for exact service reports by location, department, etc and would also increase efficiency in scheduling and prioritizing classrooms for permanent equipment installation. The department will work closely with ITS during the coming year to explore how best to acquire and implement an online scheduling system.

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

While BMS still maintains two district satellite dishes, located on the roof of the Creative Arts Extension Building on Ocean Campus, their use has been in decline as program delivery has moved in large part to the Internet. BMS has added the capacity to acquire programming directly from the Internet, convert and input it directly onto the EATV video servers for cablecast on EATV 24/7. The same system (Mitto Box) also allows BMS to download programming for other instructional purposes. This change had greatly reduced costs for programming. The District has entered into a contractual relationship with Granicus Inc for live captioned video streaming and archiving of Board of Trustees meetings as well as other programming produced to support professional development, instruction and special events. BEMA maintains two live web stream and web archive sites:


The department has extended the telecourse reach beyond San Francisco to the entire Bay Area in a partnership with ATT and uVerse. Funded by EATV PEG capital funds, Broadcast Media Services technical staff designed and installed a new distance learning production classroom in MUB 388. It 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. BMS continues the process of upgrading all equipment carts with flat TV screens and DVD players. There is a high demand for LCD projection carts (referred to as Smart Carts in this report) because many classrooms in the district lack projection. Faculty require training on the use of new 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 re-directed to support the operations and maintenance of the permanently installed equipment. Even after all classrooms are outfitted, it is important to maintain an inventory of projection carts to ensure seamless service in classrooms in which there is equipment failure.

Broadcast Media Services and AV in the Rosenberg Library have combined efforts to create a unified CCSF Media Services website http://www.ccsf.edu/media. The site is periodically evaluated and revised to maximize usability among media services patrons.

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.)


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).

1. Broadcast Media Services made no progress in establishing an online scheduling and equipment issue system during the past year because all resources were focused on support classroom deliveries and attending to accreditation work. This planning objective is continued for the coming year.
2. Education Technology and BMS have discussed how to fully implement to the new Distance Learning production classroom. Two faculty members have experimented with how best to use the room for instruction. The goal here is to regularly schedule live teleclasses for cablecast and webcast for popular classes. Students throughout the district and at home can participate, which would provide increased FTES for CCSF.
3. Three Smart Carts were added to the BMS inventory and deployed in CCSF Ocean Campus classrooms. There is still need for more Smart Carts (refer to question #8 for additional information).
4. BMS, EATV and BEMA faculty and staff worked together to establish SLOs for both EATV and BMS. These will be assessed in the coming year.
5. BMS responded to a significant increase in production service requests, especially for recording professional development and accreditation activities. We were successful in continuing to record, cablecast, webcast and archive Board of Trustees meetings and special events as necessary to support the greater CCSF community.

6. Assuming a status quo budget for your unit indicate your department’s major planning objectives for next year (2014-2015). Include objectives that utilize status quo resources as well as objectives that do not require new resources.

1. Continue to participate in PEG and San Francisco Department of Technology discussions and meetings focused on funding for PEG channels especially funding for EATV capital improvement.
2. Collaborate with ITS to identify, acquire and implement online media services scheduling.
3. Assess BMS SLOs
4. Evaluate, refine and revise the department’s college internship program.
5. Continue to produce, record, cablecast, webcast and archive professional development activities, instructional support materials, promotional materials for the college coordinated with the College Marketing Director, public meetings and special events as necessary to support the greater CCSF community.
6. Identify additional secure cart storage locations in the Science Hall and MUB.
7. Increase the Smart Cart inventory and upgrade aging Smart Carts for classroom deliveries on Ocean Campus.
7. If your department faced a reduction in your overall departmental budget for next year (2014-2015), indicate the changes that would be made to the delivery of courses and/or services to adjust to the new allocation.

Broadcast Media Services deferred ordering supplies and performing maintenance during the past year. 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 is not sustainable. These budgets must be restored to support the 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 more to reduce in this unit without significantly compromising or possibly eliminating services for instruction, technical 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