Annual Program Review Form
Fall 2013

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).

<table>
<thead>
<tr>
<th>Department:</th>
<th>Educational Access Television (EATV) Channels 27 &amp; 75 (Broadcast Electronic Media Arts Department)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person:</td>
<td>Francine Podenski, Department Chair</td>
</tr>
<tr>
<td>Date:</td>
<td>11/12/13</td>
</tr>
</tbody>
</table>

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

The Broadcast Electronic Media Arts Department operates two of the City of San Francisco’s access television channels providing high value educational access programming and related services to cable television and AT&T U-verse subscribers are cablecast throughout the City of San Francisco and the greater Bay Area. Programming includes college courses for credit and transfer, video materials to enhance online courses and in-classroom courses, programming that enhances learning for San Francisco Unified School District students, and information about City College of San Francisco classes, programs, performances, professional development, services, events and public meetings. Programming is distributed via cablecast and webcast. (BPP 4)

College events and student work from media departments throughout CCSF as well as community and youth programs throughout San Francisco are showcased. In addition, EATV Ch 27 & 75 provide educational experiences and internships for City College of San Francisco media students in technical operations, program production, webcasting, station programming, marketing and publicity, graphic design and general station operations.

Educational Access Television (EATV) Channels 27 & Comcast 75 (ASTOUND 31) and AT&T U-verse are operated from the Broadcast Electronic Media Arts Master Control facility on Ocean Campus (ArtX 169) at City College of San Francisco. The location is cost efficient and fosters mutual respect and a cohesive learning community among BEMA 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. (BPP 4)

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 their Boards of San Francisco City College and the San Francisco Unified School District. (BPP 4)

Potential viewers include, in addition to 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. (BPP 4)
EATV serves a larger educational mission for the City of San Francisco by providing information about community resources, by being an outlet for student video, film and multimedia productions and by offering access via cable and webcast to information and education to those who are physically challenged or housebound. (BPP 4)

EATV achieves its goals by:

- Operating two 24/7 educational access television channels on three cable carriers year round and providing 336 hours/week and 122,640 hours of video programming annually. (BPP 4)
- Providing televised university transfer credit and noncredit college courses such as HIST 18B – History of Latin America, HLTH 53 – Health Science, IDST 4- Ways of Faith, and PHYC 10 – Conceptual Physics.
- Building out state-of-the-art video systems like the new MUB 388 teleclassroom, which allows for real time online video interaction between teacher and students with the power of archiving -- ultimately expanding the possible number of seats for a class. This project was fully funded by PEG Capital funds from the City and County of San Francisco to expand and enhance educational access programming for San Francisco viewers. (BPP 4, Mission Statement, BPP 1)
- Cablecasting San Francisco Unified School District’s Board of Education meetings.
- Showcasing student work from City College of San Francisco, San Francisco State University, and the San Francisco Unified School District. (BPP 4)
- Providing unique educational programming generated by the San Francisco Unified School District and the San Francisco Community College District, emphasizing programming not offered by other channels. EATV program content has been improved and expanded upon and now includes both locally produced programs by CCSF-EATV/BEMA/BMS faculty, Examples of EATV cablecast and webcast productions include the Chancellor’s keynote FLEX speech, special meetings, graduation, concert and lecture presentations. EATV also originates Watch This!, Broadcast Edge, Kid’s Time, and Web2TV. Locally produced programs from the community include BAYCAT (Youth CBO), Peralta College district productions, San Francisco State University – Broadcast and Electronic Communications Arts student productions. Programming partnerships from outside entities: Annenberg Media (Mathematics Illuminated, A World of Art and Economics USA to name a few), Deutsche Welle, LinkTV, Al Jazeera, National Gallery of Arts, PEG Media and UCTV (example: Medical Hour). (BPP 4)
- Providing an informational outlet for San Francisco’s diverse educational community. (BPP 4)
- Providing community information and exposure for community based organizations that also have educational missions.
- Publicizing events of the San Francisco Community College District and the San Francisco Unified School District. (BPP 4)
- Cablecasting, webcasting, captioning and archiving monthly San Francisco City College Board meetings (currently suspended).
- EATV Internship Opportunities: Paid and unpaid internships are available in several distinct areas of television station operations: Broadcast Graphics Design, Traffic, Master Program & Scheduling Log, Assistant Headend Operator, Program Acquisition and Production and Television Announcer. Interns may assist with transferring video materials from outside sources into the EATV video server for later cablecast, shoot and edit promotions and content for EATV, and perform community outreach via networking and social media. (BPP 4, Mission Statement)

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.

EATV staff includes two headend operators (2.0 FTE School Aide III), Programming/Scheduling Coordinator (.3 FTE faculty), and Supervisor (.1 FTE faculty, Department Chair). Broadcast Media Services staff provides technical support and video production support.

FTES for telecourse enrollment is credited to home departments. Total annual FTE generated by CCSF telecourse programming should be reflected in EATV’s program review data as an EATV productivity measure in future program review templates.

EATV receives a PEG access channel capital improvement funds each year from the San Francisco Department of Technology. The PEG Access restricted funds don’t appear to be reflected in the data provided. On average, EATV brings $200,000-$300,000 into the district each year for operations of the channel and for capital improvements that enhance channel programming. Funds are used to pay headend operators, equip a new Teleclass Production room in MUB 388 and provide captioned webcasting. Funds are presented by the City to the EATV Foundation Account and then transferred into the District from the Foundation into restricted accounts. (BPP 3)
3. Please describe any internal or external developments affecting your department since the last program review.

The main development for EATV is that the college now has a cutting-edge teleclass production room (MUB 388). The college is in the position to offer live interactive and webcast archived compelling classes for credit. Teleclasses offer all the advantages of online classes in terms of their accessibility, and they also provide real-time interaction via video and computer technologies thus giving students a more enhanced experience, which aids in learning, retention and student success. Besides being accessible to online students, EATV has the advantage of cablecasting and webcasting to the citizens of San Francisco that are house-bound and might have limited online connections or skills thus increasing access and potential FTES. (BP#4)

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 by the Special Trustee this year, the public can access and view the webcast archive of captioned monthly Board of Trustee meetings click here: [http://www.ccsf.edu/NEW/en/about-city-college/board-of-trustees/board-live.html](http://www.ccsf.edu/NEW/en/about-city-college/board-of-trustees/board-live.html) The Broadcast Electronic Media Arts Department has implemented a second webcasting website to accommodate distance learning, professional development and college events: [http://www.ccsf.edu/NEW/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/EATV/webcasts.html](http://www.ccsf.edu/NEW/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/EATV/webcasts.html) (BPP 4)

EATV Ch 27 & 75 upgraded the hodge-podge cabling that ran throughout the station and department by installing overhead cable trays and bringing it up to industry standards. This makes the jobs easier for Broadcast Media Services engineers to maintain and upgrade future initiatives. The electrical system on the head end racks was overhauled, bringing it up to city code and creating a safer environment for staff, students and faculty. These projects were funded by EATV’s annual PEG capital improvement budget from the San Francisco Department of Technology. (BPP 8)

The new and upgraded facilities provide opportunities for production of local live and recorded programming for air on EATV and additional opportunities for media student interns to gain hands-on production experience. Interns have accomplished much in the past year. They have worked on commercials for the college, produced student-centered videos informing them on campus news, recorded significant events such as the opening of the Chinatown Campus, and created video bulletin boards for the community at-large, as well as created video promotions for EATV and the college. Because of this unique professional environment of a television station operating within the department, our interns have an 85% percent success rate of landing a job in the video production and programming industry. (BPP 1, BPP 7)

With limited resources and cross training, headend operators are backfilled when out ill with Broadcast Technicians from Broadcast Media Services. One headend operator has been out on disability for more than a year. This has caused severe stress within the Broadcast Electronic Media Arts Department. EATV Ch 27 & 75 continues operation, but, at the same time, on more than one occasion there have been significant delays in providing Broadcast Media Services technical support for labs and production studios that negatively impacted classes and students. EATV is stretched very thin and barely able to keep up with basic tasks. First order of business should be to get our second full-time head end operator back on the job, or if she has decided not to return then this position should be replaced. When funding improves throughout the district, the channel would better serve the interests of the San Francisco Community College District by adding 1 FTE video production assistant School Aide III 3598. This position would focus on producing programs focused on issues in education for cable and webcast with cross training as a back-up headend operator. (BPP 4)

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.)

Broadcast Electronic Media Arts, EATV Ch 27 & 75 and Broadcast Media Services operate efficiently in a cost-effective manner. Rather than having multiple sets of Broadcast Technicians and more than one Senior Technician (Chief Engineer), one unified technical staff team provides technical support for all three entities at Ocean Campus and Mission Campus and also provides video support district wide as time permits. Staff and faculty are on the front lines with the students supporting their goals. Select student interns are invited to assist with major installations and are exposed to workflow and processes that very few media students have the opportunity to observe and learn from.
EATV Program Learning Outcomes: (BPP 7)
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 http://www.ccsf.edu/NEW/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/slo_assessment_bema.html for details. Scroll down to Educational Access Television.

As a result of participation in EATV-Ch 27 & 75 operations, student interns will be 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 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 and professional development
- Learn more about City College of San Francisco instructional programs and services

5. Summarize EATV Ch 27 & 75 progress to date on the major planning objectives identified in the last program review

- EATV established program learning outcomes for student interns and for channel viewers during faculty and staff meetings conducted during the Fall 2013 semester. (BP#7)
- EATV continues to participate in PEG and Department of Technology discussions and meetings focused on funding for PEG channels, especially funding for EATV. During the past year this resulted in EATV receiving funds for operations based on 1/3 of .2% of the City’s franchise fee. Currently the City owes CCSF $122,000 in franchise fees to be paid to the Foundation and then transferred to the EATV restricted fund to fund EATV headend operations.
- EATV/BMS and the Educational Technology Department worked with user groups to design and build out a Teleclass Production room (MUB 388). The room has been tested, orientation sessions have been conducted and the production room is ready for use.
- BEMA/BMS/EATV faculty, staff and students recorded and webcast all monthly board meetings, a number of special board meetings, and special events such as graduation, concert lecture presentations, professional development, FLEX addresses, etc. (BP#4)
- EATV continues to collaborate and network with 3C Media Solutions and other California State Community College media and distance learning initiatives. This relationship has weakened with the downturn of the economy, but it has the potential for being stronger with a rebounding economy.
- EATV interns produced a weekly CCSF News Break program that was regularly aired and webcast covering events and activities at CCSF. (BP #4)

6. Assuming a status quo budget for your unit, indicate EATV Ch 27 & 75 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.

- Produce at least one distance learning class live on EATV in the new CCSF Distance Learning Production room in MUB 388. (BPP 1, BPP7)
- Continue to participate in PEG and Department of Technology discussions and meetings focused on funding for PEG channels, especially funding for EATV upgrade to full HD. (BPP 3, BPP 8)
- Continue collaboration with the Educational Technology Department and User Groups to implement interactive video classes from MUB 388. Populate the instructional EATV webcast page with archives of captioned distance learning productions that originate in MUB 388. (BPP 1, BPP 8)
- Explore replacing or temporarily hiring a headend operator to backfill for the operator who is out on disability.
- Review EATV webcasting and captioning contracts and prepare to open up new contracts. (BPP 7)
- Review supply and maintenance budgets and ensure these budgets are returned to 2008 levels. (BPP 9)
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.

Supervision and programming for EATV Ch 27 &75 was reduced in the late 1990s from 1.0 FTE classified management to a .4 FTEF non-instructional assignment to reduce operational costs. Any further reductions will impact channel operations and programming. If necessary, EATV could reduce to .3 FTEF and eliminate some of the duties and responsibilities of the programming coordinator. This will negatively impact programming, production, the internship program and also reduce the ability to implement the Teleproduction Classroom classes. This will also compromise the agreement made with the City of San Francisco to support channel operations with .4FTEF in Broadcast Electronic Media Arts for programming and supervision.

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

Use Excel template at www.ccsf.edu/program_review