Annual Program Review Form
Fall 2012

To complete this form you will be “Looking at last year to plan for next year.” Complete by December 7, 2012 to inform the College’s plans and budgets for 2013-2014. Guidelines and other resources are available at this link: www.ccsf.edu/program_review

As you complete the form, please cite linkages to Board priorities and/or Board-approved college plans.

Department: Educational Access Television – EATV - Ch 27&75
(Broadcast Electronic Media Arts Department)
Contact Person: Francine Podenski, Department Chair
Date: December 10, 2012

Note: The Broadcast Electronic Media Arts Department (BEMA) includes Broadcast Media Services (BMS) and Educational Access Television (EATV). All three program review reports should be read and considered together because these three units are closely linked to BEMA student instruction.

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
EATV provides high value educational access programming and related services to cable television and ATT-Uverse subscribers 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 information about City College of San Francisco programs, services, events and public meetings.

EATV showcases college events and student work and also provides 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 ATT-UVerse 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, especially for at-risk and non-traditional students.
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 with obligations to two primary groups: 1) Cable and ATT U-Verse subscribers and residents of the City of San Francisco who view and are thus affected directly or indirectly by EATV's programming; and, 2) San Francisco Community College and San Francisco Unified School District students, faculty, families, staff, administrators, and their Boards.

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; 100,000 City College students and City College faculty and staff. Through a partnership with ATT and Uverse, viewers throughout the greater Bay Area can now access EATV. And, through EATV Granicus captioned webcasts, viewers worldwide can access EATV programming.

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 to information and education to those who are physically challenged or housebound.

**EATV achieves its goals by:**

- Cablecasting, webcasting, captioning and archiving monthly San Francisco Community College Board meetings
- Cablecasting San Francisco’s Board of Education meetings.
- Providing televised university transfer credit and noncredit college courses such as Art 116- Art of the Western World, CINE 18 – American Cinema, HIST 18B – History of Latin America, HLTH 53 – Health Science, IDST 4- Ways of Faith, and PHYC 10 – Conceptual Physics.
- Showcasing student work from City College of San Francisco, San Francisco State University, and the San Francisco Unified School District.
- 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.
- Providing educational experiences and internships for students in technical operations, program production, webcasting, station programming publicity, graphic design, administration, management, and general station operations.
- Publicizing events of the San Francisco Community College District and the San Francisco Unified School District.
- Providing an informational outlet for San Francisco’s diverse educational community.
• Providing community information and exposure for community based organizations that also have educational missions. Operating two 24/7 educational access television channels year around (Ch 27 & 75)

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.

2. Please provide reflections on 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.

***DATA CORRECTION***: The data errors listed were reported during the past three years of program review and have not yet been corrected. Though the numbers are different in this year’s charts, they are still incorrect.

Classified staff information in the data provided is incorrect. EATV has had 2.0 FTE classified staff since 2008. For some reason the FTE in this year’s data indicates 1.98 FTE classified staff. The “Personnel Chart” provided this year indicates a range of Non-Instructional credit FTE in BEMA from 3.43 (2007) FTE to 2.10 FTE (2011). This is incorrect again this year. In fact, the error is significantly greater this year than in past years! The origin of this data is unclear and it is interesting to note that the numbers vary widely from year to year each time program review data is presented. Once again, here is the correct non-instructional FTE information for BEMA/EATV/BMS:

- Broadcast Electronic Media Arts (# 7508) totals .7 FTE
  .6 FTE Department Chair (.4 formula and .2 ESRU)
  .1 FTE Coordinator
- Broadcast Media Services (#9610) totals .4 FTE supervision
- EATV Ch27 & 75 (#7558) totals .4 FTE supervision, programming, production (.4 FTE replaced a full time permanent classified manager position in 2000.)
  .1 EATV Ch 27 & 75 supervision
  .3 EATV program acquisition, program scheduling and production.
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. These 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, to establish Granicus captioned webcasting of Board of Trustees meetings and will be used next year to fund MUB 140 improvements.

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

EATV continues webcasting, captioning and archiving monthly Board of Trustees meetings. Live and archived webcasts of the monthly Board of Trustees meetings are accessible from the CCSF Web Home Page. Internship will be established to give BEMA students opportunities to learn about webcasting and archiving video. (BP #1, #2, #3, #4) To view monthly Board of Trustee meetings click here: http://www.ccsf.edu/NEW/en/about-city-college/board-of-trustees/board-live.html The 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

EATV Ch 27 & 75 upgraded the district’s remote video production studio and district video editing suite in ArtX 169 to full HD. These projects were funded by EATV’s annual PEG capital improvement budget from the San Francisco Department of Technology. 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 (BP #1, #2, #7, #10)

EATV and BEMA are partners in a seven million dollar federal BTOP grant awarded to the City and County of San Francisco. BEMA provides classes funded by the grant for college credit. Existing courses (BCST 119- Digital Media Skills, BCST 135- Sound for the Web, and BCST 136- Video for the Web has been combined with a new course, BCST 159-Digital Media Portfolio in an Audio and Video for the Web Certificate of Accomplishment. BEMA will share curriculum with youth CBOs that serve youth and senior citizens. This three year $500,000. grant funds scholarships, instruction, coordination and technical support. The BTOP grant sunsets on September 30, 2013. (BP #2, #3, #7, #10)
EATV, Broadcast Media Services, and the Education Technology Department planned, designed and installed a new distance learning video production equipment to be installed in MUB 388, a room programmed for distance learning production. Equipment was purchased through EATV capital improvement budget provided by the City and County of San Francisco for expanding and enhancing EATV programming. This facility can be used to generate FTES via live interactive class offerings. (BP #3, #5, #6, #7, #10)

EATV program content has been improved and expanded upon and now includes both locally produced programs by CCSF-EATV/BEMA/BMS faculty, staff and students: Board of Trustee meetings, Chancellor’s keynote FLEX speech, 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 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, Mosaic, National Gallery of Arts, PEG Media and UCTV (example: Medical Hour)

With limited resources and cross training, headend operators are backfilled when out ill with Broadcast Technicians from Broadcast Media Services. This approach keeps the channels in operation, but, at the same time, sometimes causes delays in providing Broadcast Media Services technical support. EATV is stretched very thin and barely able to keep up with basic tasks. When funding improves, the channel could be more fully utilized and will 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.

4. Summarize overall departmental directions taken as a result of the assessment of learning outcomes. If your unit does not offer courses or direct service to students, summarize improvements made based on the assessment of your administrative unit outcomes.

The EATV and Broadcast Media Services staff have not established student learning outcomes. District SLO Coordinator, Katryn Wiese, has agreed to provide staff training early in the Spring 13. Staff will establish student learning outcomes and create/implement an assessment process in Spring 13
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 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 fees and $122,000 is due to the district in capital funds.

- 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 and 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.

- EATV continues to collaborate and network with 3C Media Solutions and other California State Community College media and distance learning initiatives.

- BEMA/EATV coordinated a second district webcast page to support distance learning production that originates in MUB 388.

- Faculty and staff have not yet established specific department wide student learning outcomes and assessment for EATV internship positions. This is planned for Spring 2013.

6. Assuming a status quo budget for your unit, indicate your department’s major planning objectives for next year (2013-14). Include objectives that utilize status quo resources as well as objectives that do not require new resources.

- Establish BEMA/EATV/BMS student learning outcomes and assessment for internship positions.
- Produce at least one distance learning class live on EATV in the new Distance Learning Production room in MUB 388.
- 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.
- Continue collaboration with the Educational Technology Department and User Groups to implement interactive video for MUB 388.
• Continue to record, cablecast, webcast, and archive Board of Trustee monthly meetings, special events such as graduation, concert lecture presentations, professional development, FLEX addresses, etc.
• Continue collaboration with 3C Media Solutions and other California State Community College media and distance learning initiatives.

7. If your department faced a reduction in your overall departmental budget for next year (2013-2014), 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 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 result in fewer classes being offered on EATV and also reduce the ability to implement the Teleproduction Classroom classes. Result will be a reduction of FTES generation potential from MUB 388.
8. If additional funds become available, indicate your department’s top priorities for resource allocation. Include new projects and/or requests to reverse specific reductions made during the last few years of fiscal austerity. Put your projects in order of priority. Add additional projects as necessary, including indication of priority order.

First Priority

X This is a new request  o We initially made this request in our ________ Program Review

<table>
<thead>
<tr>
<th>Project Title:</th>
<th>1.0 FTE Video Production Assistant – 3598 School Aide III</th>
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<tbody>
<tr>
<td>Brief Project Description:</td>
<td>Position will operate distance learning room, produce instructional materials and double capacity to produce instructional materials for the district.</td>
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<tr>
<td>Timeline:</td>
<td>ASAP</td>
</tr>
<tr>
<td>Rationale:</td>
<td>Current video production and operations capacity is inadequate to fill demand and use district production resources at capacity. The position will support production in MUB 388, which will generate FTES.</td>
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<tr>
<td>Links to Priorities/Plans:</td>
<td>Board priorities #3, # 5, and # 6.</td>
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<tr>
<td>Staffing Needs:</td>
<td>$50,000.</td>
</tr>
<tr>
<td>Equipment Needs:</td>
<td>0</td>
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<tr>
<td>Supply Needs:</td>
<td>0</td>
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<tr>
<td>Facility Needs:</td>
<td>0</td>
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<tr>
<td>Request for Additional Units:</td>
<td>0</td>
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Second Priority

☐ This is a new request  ☐ ONGOING project

Project Title: MUB 140 Infrastructure Upgrade
Brief Project Description: Install audio and video infrastructure in MUB 140 to shorten set up time for video presentation of Board of Trustee meetings, professional development activities, and other events.
Timeline: Completion by Fall 2013
Rationale: Reduce audio contractor costs for public meetings and reduce video crew set up time. BEMA students interns will be trained to use equipment and systems, adding to workplace skill sets and fulfillment of BEMA PLOs.

Links to Priorities/Plans: BP #2, #3, #4, #7, #10
Staffing Needs: Existing BMS Tech Staff
Equipment Needs: This project will be funded by EATV capital funds. There will no general fund budget needed.
Supply Needs: 0
Facility Needs: Availability of MUB 140 at various lengths of time for contractor work

Request for Additional Units: