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: Broadcast Media Services-BMS
(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: ☑

1. Description of Programs and Services and their Locations

Broadcast Media Services (BMS) 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.

BMS services directly support the entire college community. Student achievement is supported by allowing instructors to focus on teaching. Seamless technical support for instruction is cost efficient. BMS Technical services for BEMA and EATV would otherwise be done by outside contractors at much greater expense. BMS is centrally located in the Arts Extension building and is easily accessed by instructors. The location is cost efficient and fosters mutual respect and a cohesive learning community among students, faculty, and staff. Overall the symbiotic organization (BEMA/EATV/BMS) increases persistence and retention, and significantly enhances student success, especially for at-risk and non-traditional students.

• BMS Operational staff assisted by student interns provides the college over 40,000 hours of distribution, classroom equipment delivery and production services annually.
• Student Information Network (SIN) is a closed circuit broadcast targeted to students about college services, announcements and upcoming events. It is distributed by BMS in partnership with Marketing and Public Information.
• Distribution and equipment delivery services are scheduled and supervised by operations staff, assisted by student interns. Services are offered 7am to 10pm 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 reformating audio and video materials for instructors within copyright guidelines.
• Staff provides light equipment maintenance and support for 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 exposure to workplace conduct and hands-on application of theory and practical skills.
• BMS engineering staff maintains records
• 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 webcasts. For example:
  o Board of Trustees meetings
  o Concert and Lecture Events
  o CCSF Graduation
  o Student Learning Outcome (SLO) Workshops
  o Numerous accreditation presentations and workshops
  o Employee Orientation Videos and Hiring Orientation Videos (in conjunction with Marketing and Public Information Office)
  o Citizenship and Immigration Study Guides on CD in multiple languages
  o Student Equity Hearings

• BMS engineering staff assist many departments on Ocean campus with system design, installation and equipment maintenance and repair.
  • BMS technical staff provides system design, equipment installation, system integration, maintenance and repair of all BEMA facilities and equipment at both Ocean and Mission campuses. For example:
    o EATV Ch 27, 31 & 75
    o KCSF Radio
    o BEMA Department studios, digital production and editing labs
    o Campus wide distance learning classroom

• BMS technical staff provides consultation and expertise for district wide system planning, design, construction and integration for a wide variety of technical installations. For example:
  o China Town / North Beach center
  o Performance Arts Center
  o Multi-use building

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.

Patron satisfaction with Broadcast Media Services has increased steadily from 2004 to present. Services provided 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. Discussions with ITS are underway to fill this need at the lowest possible cost. (BP #1 & BP#10)

***DATA CORRECTIONS: ***
Note that 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.

The “Personnel Chart” provided this year indicates a range of Non-Instructional credit FTEF from 3.43 (2007) FTEF to 2.10 FTEF (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 information:

• Broadcast Electronic Media Arts (# 7508) totals .7 FTE
  .6 FTEF Department Chair (.4 formula and .2 ESRU)
  .1FTEF Coordinator
• Broadcast Media Services (#9610) totals .4 FTE supervision
• EATV Ch27 & 75 (#7558) totals .4 FTE supervision, programming, production
  .1 EATV Ch 27 & 75 supervision
  .3 EATV program acquisition, program scheduling and production.
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 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 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.

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).

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. Additionally this year we added discussions regarding BTOP funding for broadband education.

2. This year we completed a major goal from last year which was, in consultation with the Ed Tech Department the design and construction of the Distance Learning Classroom (MUB 388). (Tech Plan: Media Services 10.3, 10.5, 12.3)

3. 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. BMS responded to a significant increase in production service requests, especially for recording professional development and accreditation activities.
4. The funding for California Community College (3C Media Solutions) has been reduced to the effect that although we still get programming, collaboration has been reduced.
5. We are currently engaged with the new director of Student Learning Outcomes to develop SLO’s for BMS

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.

1. Coordinate with ITS to establish an online scheduling and equipment issue system. (BPP 5, 6, 10)
2. Collaborate with the Educational Technology Department to fully implement the use of the new Distance Learning Production classroom. This supports Board’s Planning Priorities 2, 5, 6 and 10 exceptionally well because it will increase FTES and be extremely cost effective.
3. Increase the number of Smart Carts for classroom deliveries as funding becomes available. (BPP 3)
4. Upgrade equipment in MUB to provide audio mixing and sound reinforcement to reduce costs of outside contractors (fund with EATV Capital funds) (BPP 7, 10)
5. Work closely with the District SLO Coordinator to train staff, establish BMS – SLOs and begin assessment. (BPP 1, 2, 4)

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.

The Broadcast Electronic Media Arts Department includes instructional programs, Broadcast Media Services and EATV-Ch 27 &75. Reduction in budget could include the following:

1. Reduce programming coordination for EATV from .3FTE to .2 FTE . Result would be a reduction in programming and instructional production for EATV. Student interns would be impacted and departments and programs seeking instructional video production would be impacted.
2. The department has already reduced video production services by .4 FTE per semester during the past four years and is only able to fulfill the most critical requests from the Board of Trustees and the Chancellor’s Office. With additional cuts, these too, would have to be reduced.
3. Reducing EATV programming would result in little to no new programs being aired on EATV. The channel would recycle old programming with telecourses. Contrary to BPP 2, 3, 4, 5, 6. we will not be able to incorporate programming from the new Teleclass Production Room in MUB 388.
4. In every way possible, we reduce general fund expenditures (4000 and 5000 accounts) by using EATV Capital Funds for items that meet the criteria established by California State law. (BPP 10)
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

☐☒ This is a new request ☐ We initially made this request in our ________ Program Review

**Project Title:** Online Scheduling and Equipment Issue System

**Brief Project Description:** Increase service efficiency and patron service request convenience.

Our goal is to implement an online scheduling of equipment. This complex software will be used by AV and BMS to increase efficiency, save money and most importantly, allow us to collect data to measure usage and effectiveness. (BPP 1, 4, 10)

**Timeline:** Completion and implementation by Spring 2014

**Rationale:** Increase efficiency and patron service request convenience

**Links to Priorities/Plans:** (BPP #1, #4, #10)

**Staffing Needs:** Existing BMS Tech Staff

**Equipment Needs:** Software and associated hardware in order to deploy

**Supply Needs:** 0

**Facility Needs:** 0

**Request for Additional Units:**

Second Priority

☐☒ This is a new request ☐ We initially made this request in our ________ Program Review

**Project Title:** Upgrade Computers on Smart Carts and Add 5 additional carts for classroom delivery

**Brief Project Description:** According to Ed Technology Plan, instructors need to implement technology in the classroom to satisfy

**Timeline:** Complete by Fall 2013

**Rationale:** Current Mac minis are beyond their useful life, adding five carts will help meet demand.

**Links to Priorities/Plans:** BP #1, #3, Tech Plan: Learning Resources, 2.4; Media Services, 10.1

**Staffing Needs:** 0

**Equipment Needs:** New Mac Minis for 13 carts, add 5 carts with speakers, projectors $15,000

**Supply Needs:** 0

**Facility Needs:** 0

**Request for Additional Units:** 0
Third Priority

☐ This is a new request

We initially made this request in our 2008-09 Program Review

Project Title: ADJUST SENIOR BROADCAST TECHNICIAN SALARY

Brief Project Description: TIA 3597 Senior Broadcast Technician salary is considerably below market level and should be adjusted. There is only one such position in the SFCCD. Approximate cost: $30,000.

Timeline: ASAP, pending funding

Rationale: This request does not fit into standard priorities, it is based on simple fairness. Additionally, the technician saves much more than this amount annually for the district. Salary was not adjusted when other district technician salaries were adjusted