

# Creative Media



## 2019 ANNUAL REPORT OF PROGRAM DATA



UNIVERSITY of HAWAII®  
**KAUA'I**  
COMMUNITY COLLEGE

At a minimum, each program or unit Annual Program Review Update shall include measures described in [UHCCCP 5.202](#). Additional measures may also be used for program or unit assessment.

## 1. Program Description

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### Program or Unit Mission Statement

Kaua'i CC's Creative Media program is a welcoming, supportive learning experience where new ideas from all students are celebrated. Lessons and hands-on activities that parallel professional best-practices develop a foundation of knowledge and skills that prepare students to achieve their academic and career goals in viable Creative Media disciplines.

### Part I. Program Description

<b>Date of Last Comprehensive Review</b>	N/A
<b>Date Website Last Reviewed/Updated</b>	11/21/2019
<b>Target Student Population</b>	Traditional students under 25 of age and are enrolled in college for one or more years. Returning adult students who are working part time. Nontraditional students who are also working part time while attending college. Native Hawaiian and Filipino students.
<b>External Factor(s) that Affected the Program or Unit</b>	Click or tap here to enter text.

## 2. Analysis of the Program

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Strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the Quantitative Indicators. CTE programs must include an analysis of Perkins Core indicators for which the program did not meet the performance level. Include Significant Program Actions (new certificates, stop outs, gain/loss of positions, results of prior year's action plan).

Include the Annual Review of Program Data (ARPD; all [Instructional programs](#) and [Academic Support](#) programs - Library, Technology Resources, Testing Center, Tutoring, and Financial Aid), program-developed metrics (Institutional Effectiveness programs, Office of Continuing

Education and Training, campus committees), or metrics required by [UHCCP 5.202](#) that are not provided as ARPD ([Administrative Service](#) programs and some Student Support [programs](#)) under review in table format below (EP 5.202 and UHCCP 5.202).


**The Overall Program Health is Cautionary**

Describe and discuss demand, efficiency, effectiveness, and overall health categories. What has been the trend over the past three years in each of these categories? What factors (internal or external) may have contributed to the program or unit health categories? For Career and Technical Education (CTE) programs, provide a discussion on any unmet Perkins Core Indicator that includes contributing factors (UHCCP 5.202).

Based on this analysis, what are the program’s strengths and areas to improve regarding demand, efficiency, and effectiveness?

Describe any significant program actions that occurred in the prior year (e.g., new certificate(s), stop outs, gain/loss of position(s), reduction in funding, new or completed grant(s), etc.).

Career and Technical (CTE) programs should provide an analysis for any unmet Perkins Core Indicators.

 **STEM Major** **Overall Program Health: Cautionary**

**Workforce Alignment:** Classification of Instructional Programs (CIP) -to- Standard Occupational Classification (SOC)

**Creative Media**  
CIP Code =

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Demand Indicators					
1.	New & Replacement Positions (State)	19	18	19	<b>Cautionary Insufficient Data Count y Level</b>
*2.	New & Replacement Positions (County Prorated)	1	1	1	
3.	Number of Majors	0	26	40	
3a.	Number of Majors Native Hawaiian	0	10	15	
3b.	Fall Full-Time	0%	46%	38%	
3c.	Fall Part-Time	0%	54%	63%	
3d.	Fall Part-Time who are Full-Time in System	0%	0%	0%	
3e.	Spring Full-Time	0%	50%	46%	
3f.	Spring Part-Time	0%	50%	54%	
3g.	Spring Part-Time who are Full-Time in System	0%	0%	3%	

# 2019 Kaua'i Community College ARPD

## Program: Creative Media

4.	SSH Program Majors in Program Classes	0	213	195
5.	SSH Non-Majors in Program Classes	0	129	141
6.	SSH in All Program Classes	0	342	336
7.	FTE Enrollment in Program Classes	0	11	11
8.	Total Number of Classes Taught	0	10	11

[NOTE: New & Replacement jobs updated \(View Methodology\).](#)

Efficiency Indicators		2016 - 17	2017 - 18	2018 - 19	Efficiency Health
9	Average Class Size	0	11	10	Cautionary
*10.	Fill Rate	0	0.671	0.636	
11	FTE BOR Appointed Faculty	0	1	1	
*12.	Majors to FTE BOR Appointed Faculty		26	40	
13	Majors to Analytic FTE Faculty		26	40	
13a.	Analytic FTE Faculty	0	1	1	
14	Overall Program Budget Allocation		0	0	
14a.	General Funded Budget Allocation		0	0	
14b.	Special/Federal Budget Allocation		0	0	
14c.	Tuition and Fees		0	0	
15	Cost per SSH		0	0	
16	Number of Low-Enrolled (<10) Classes	0	4	5	

Effectiveness Indicators		2016 - 17	2017 - 18	2018 - 19	Effectiveness Health
17	Successful Completion (Equivalent C or Higher)	0	0.82	0.87	Healthy
18	Withdrawals (Grade = W)	0	8	0	
*19.	Persistence Fall to Spring	0	0.69	0.72	
19a.	Persistence Fall to Fall	0	0.5	0.63	
*20.	Unduplicated Degrees/Certificates Awarded	0	0	4	
20a.	Degrees Awarded	0	0	2	
20b.	Certificates of Achievement Awarded	0	0	0	
20c.	Advanced Professional Certificates Awarded	0	0	0	
20d.	Other Certificates Awarded	0	0	2	
21	External Licensing Exams Passed		0	0	
22	Transfers to UH 4-yr	0	0	1	
22a.	Transfers with credential from program	0	0	0	
22b.	Transfers without credential from program	0	0	1	

Distance Indicators		2016 - 17	2017 - 18	2018 - 19
23	Number of Distance Education Classes Taught	0	0	0
24	Enrollments Distance Education Classes	0	0	0
25	Fill Rate	0%	0%	0%
26	Successful Completion (Equivalent C or Higher)	0%	0%	0%
27	Withdrawals (Grade = W)	0	0	0
28	Persistence (Fall to Spring Not Limited to Distance Education)	0%	0%	0%

2019 Kaua'i Community College ARPD

Program: Creative Media

Perkins Indicators		Goal	Actual	Met
29	1P1 Technical Skills Attainment	0	0	Met
30	2P1 Completion	0	0	Met
31	3P1 Student Retention or Transfer	81.9	100	Met
32	4P1 Student Placement	66.25	0	Not Met
33	5P1 Nontraditional Participation	23.5	41.67	Met
34	5P2 Nontraditional Completion	23	0	Not Met

Performance Indicators		2016 - 17	2017 - 18	2018 - 19
35	Number of Degrees and Certificates	0	0	2
36	Number of Degrees and Certificates Native Hawaiian	0	0	0
37	Number of Degrees and Certificates STEM	0	0	2
38	Number of Pell Recipients <sup>1</sup>	0	0	1
39	Number of Transfers to UH 4-yr	0	0	1

Date Last Modified: 2019-10-15

Used in Rubric to determine Health Indicator

11:43:01

The Overall Program Health is Cautionary

Program demand is cautionary. This health call is because APRU data indicates that only nineteen new Creative Media jobs were available in the state. When taking into consideration jobs outside of state employees, based on a recent ACM report, over 40,000 jobs are currently filled in the state of Hawaii.

In 2019, fill rates fell from 67.1% to 63.6% and CM majors rose from 26 to 40. To improve fill rates, Introductory and Intermediate-level Creative Media courses have been combined. The positive enrollment trend will likely continue if there is adequate funding for additional human and material resources, including more studio space.

During Fall 2019, the Creative Media program offered courses in the following focus areas:

- Still Photography
- Graphic Arts
- Video Production
- Event Technology
- Animation
- Music Production
- Website Technology

New Creative Media courses in each focus area are designed to match industry and student needs.

## Strengths and Weaknesses

A major strength of the program is the Creative Media lecturer group. These dedicated industry experts share ideas that create new, collaborate projects for students, including the Creative Media Student Showcase. The CM program also benefits from Casual Hires who serve as Production Managers and Mentors, plus and continuous investments in professional recording and editing equipment. These vital program investments are only possible from funding provided by the UH Academy of Creative Media system.

Given Kauai's geographic isolation from other UH campuses and the diverse needs of students and employers on-island, seven focus areas of instruction and associated skill development were identified:

- Still Photography
- Graphic Arts
- Video Production
- Event Technology
- Animation
- Music Production
- Website Technology

Challenges, given the complexity of building a new program include monitoring to ensure that:

- New equipment purchases are not delayed and current equipment operates properly.
- Students are required to complete intermediate-level CM courses to earn the Associate of Science Degree and Certificates. For the next few years, it is unlikely that enrollment in these courses will reach ten or more students per class. Beginning Fall 2019, introductory and intermediate-level CM courses were combined to meet minimum enrolment requirements. CM students and lecturers need additional assistance during these simultaneous courses. The UH ACM system is currently the 'only' funding source for Casual Hires who provide vital assistance to lecturers and students.
- The ART2 103 classroom is overloaded with equipment required to teach CM courses.

### **3. Program Student Learning Outcomes**

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- a) List of the Program Student Learning Outcomes
- b) Program Student Learning Outcomes that have been assessed in the year of the Annual Review of Program Data.
- c) Assessment Results
- d) Changes that have been made as a result of the assessments.

Report on PSLO assessment for the prior year.

## 2019 Kaua'i Community College ARPD

Program: Creative Media

1. List of the PSLOs.
2. Indicate PLSOs that were assessed in the year of this APRU.
3. Assessment findings.
4. Changes that have been made as a result of the assessment findings.
5. Next planned assessment date.

2019 Kaua'i Community College ARPD

Program: Creative Media

<b>PSLO</b>	<b>Assessed During this APRU Cycle (Y or N)</b>	<b>Findings</b>	<b>Improvements Implemented</b>	<b>Next Assessment Date</b>
Apply effective communication skills with peers and clients, demonstrating a high-level of emotional intelligence.	N	Click or tap here to enter text.	Click or tap here to enter text.	Fall, 2020
Use creative media applications and equipment professionally, demonstrating efficient and safe operating procedures.	N	Click or tap here to enter text.	Click or tap here to enter text.	Spring, 2020
Apply professional, ethical and legal principles when creating creative media.	N	Click or tap here to enter text.	Click or tap here to enter text.	Fall, 2020
Develop measurable objectives for creative media projects.	N	Click or tap here to enter text.	Click or tap here to enter text.	Spring, 2020



Produce professional-quality creative media projects using critical thinking and basic design concepts.	N	Click or tap here to enter text.	\	Spring, 2021
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#### 4. Action Plan

Include how the actions within the plan support the college’s mission. In addition to the overall action plan for the program, include specific action plans for any Perkins Core Indicator for which the program did not meet the performance level.

Action Plan	Anticipated Outcome	Actual Outcome
N/A	N/A	N/A

List any additional significant actions that impacted your program (e.g., new certificate, loss or gain of faculty or staff, stop outs, etc.).

Fall, 2019 was the first term when all new Creative Media courses were offered. Two new lecturers were hired for the Fall term. During the next assessment cycle, Creative Media CSLO’s that match PSLO’s will be evaluated to verify needs for improvement.

#### Analysis of Alignment with CPR

List the goals that were identified to be initiated, continued, or completed during this APRU cycle, in your last CPR, and if they were achieved. Be sure to include the benchmark, desired outcome, actual outcome, and unit of measure. If you completed your last CPR prior to 2018, please refer to \* in this section.

Goal/Strategic Goal or Priority**	Achieved (Y or N)?	Benchmark	Desired Outcome	Actual Outcome	Unit of Measure
N/A	N/A	N/A	N/A	N/A	N/A

\*\*All Strategic Goals and Priorities are Aligned to the College Mission.

**Describe any impacts these goals had on your health indicator(s).**

Click or tap here to enter text.

\*Based on findings in Parts I – IV, develop an action plan for your program or unit from now until your next CPR date. This should include goals that align with the College Mission, measurable outcomes, benchmarks, and alignment to the College’s Strategic Priorities, and/or Strategic Goals. Be sure to focus on weaknesses identified in ARPD data, PSLO outcomes, results of survey data, and other data used to assess your unit or program. This plan should guide your program and subsequent APRUs, but may be amended based on new initiatives, updated data, or unforeseen external factors.

<b>Goal</b>	<b>Strategic Goal/Priority (List number)</b>	<b>Benchmark</b>	<b>Desired Outcome</b>	<b>Unit of Measure</b>	<b>Year(s) Implemented</b>
Increase CM majors	1	60	60	Enrollment Rates	2019 - 2020
Increase on-time graduation rates	6,7	4	10	Graduation Rates	2019 - 2020
Increase Transfer to BS	4	2	4	Transfer Rates	2019 - 2020
Increase Job Placement	8	50%	100%	Graduate Survey	2019 - 2020

## 5. Resource Implications

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**Resource Request(s) for next year (from CPR Plan for your program or unit, or one(s) developed in Part V above if CPR was completed prior to 2018).**

**I am NOT requiring resources for my program/unit.**