

Creative Media



# ANNUAL

REPORT OF PROGRAM DATA

# 2021



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

## 1. Program or Unit Description

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The purpose of the Creative Media program is to develop a comprehensive mix of foundational digital media skills so that students can achieve their academic and career goals in seven occupational areas:

1. Still Photography
2. Video Production
3. Music Production
4. Graphic Design
5. Website Design
6. 3D Animation
7. Event Technology

Digital Media technologies change at a phenomenal rate that shape the program's curriculum and resources by the necessity to develop relevant skills to produce professional, market-ready products. Experiential learning is the cornerstone of the program. To fulfill this mission, students in all CM courses engage in collaborative projects that support local nonprofit organizations. Each term, students produce professional fundraising and promotional video programs, musical compositions, still photographs, graphics, and websites for local nonprofits.

## 2. Analysis of the Program/Unit

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### PROGRAM HEALTH

[2021 Annual Report Program Data](#) indicates that CM program health is cautionary.

The success of this program in majors and graduates has been impervious to the pandemic. The CM program has updated over fifty percent of its curriculum with new, CM-alpha classes that replaced courses with overlapping content.

Beginning Fall 2022, a streamlining plan will be implemented that will eliminate four intermediate-level courses that have been low-enrolled, including:

- Intermediate Event Technology (CM 270)
- Intermediate 3D Animation (CM 290)
- Intermediate Graphic Design (ART 225), and
- Intermediate Website Technology (CM 280)

The streamlined shift will also convert seven Certificates of Competence into two Certificates of Achievement which will provide a wider scope of skills for each certificate.

1. Certificate of Achievement 1: Event Technology, Music, Photography, Video
2. Certificate of Achievement 2: Animation, Graphics, Website Design

There are trade-offs with the streaming plan. However, students will continue to gain necessary skills to enter the workforce. Given the program's continual growth, even during COVID, the CM program is expected to reach one hundred majors by 2025. At that time, there will be a sufficient number of students to fill intermediate-level courses in each of the program's focus areas.

CM students have created professional fundraising programs for many local nonprofit organizations, including:

- Easter Seals
- Big Brothers/Big Sisters
- K.O.R.E
- Kauai Humane Society
- Healing Horses
- Horse Rescue
- The Grove Farm Museum Project
- Growing Our Own Teachers on Kauai
- Kauai Climate Action Coalition

CM students also produce videos that promote academic programs at Kauai CC, including Hawaiian Studies, Business, Accounting, Culinary, and Automotive. Additionally, the Kauai CC Marketing Department exclusively hires CM students who create advertising materials, podcasts, and video programs that promote lecturers, individual programs, and the college.

#### DEMAND

[Annual Report of Program Data indicates that there is insufficient county data to accurately assess program demand.](#)

The Standard Occupational Classification used to identify demand for the CM program is not aligned with the program's mission, courses, or learning outcomes. The current SOC/CIP code is partially aligned with only one of the program's seven occupational focus areas. By adding applicable SOC/CIP codes, the program's demand indicator will significantly improve. In section six of this document, a request has been made to correct the SOC/CIP Code to more accurately reflect occupational opportunities for graduates.

In 2021, Event Technology continued to be a viable digital media area to secure local jobs. Graduates of the CM program are on the fast-track for employment at [ENCORE](#), the largest Event Technology company in the world. Event technology is an important field on Kauai, especially with tourism returning. During the Fall of 2021, ET students attended a field trip at the Grand Hyatt on Kauai. All students who attended the field trip were offered jobs at [ENCORE](#).

### EFFICIENCY

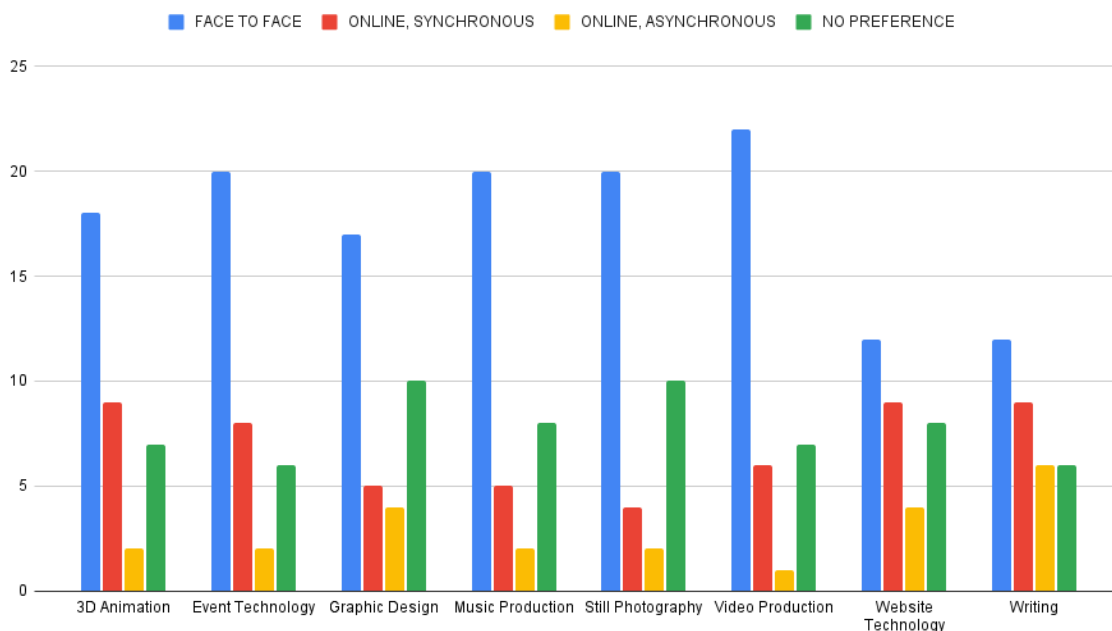
There was a slight increase in average class size that may be the result of requiring students to take courses in a specific sequence. The cohort strategy is expected to continue to increase enrollment in each course. The CM program's fill rate dropped from 82.7% in 2020 to 61.8% in 2021. To improve the fill rate, the program's new streamlining plan will be implemented in the Fall of 2022. The plan will eliminate four historically low-enrolled intermediate-level courses.

### EFFECTIVENESS

The CM program has experienced continual growth in CM majors, from 26 majors in 2017 to 56 majors in 2021. In 2021 four students earned the Associate of Science degree. The CM program articulates to UH West Oahu's Creative Media program, providing a seamless transition to obtain a Bachelor of Applied Science Degree with a concentration in Creative Media or a Bachelor of Arts in Humanities with a concentration in Creative. In 2021, two Kauai CC graduates will transfer to UH West Oahu.

During the Fall 2021 term, a [Creative Media Course Survey](#) was created and distributed to one hundred ten (110) students enrolled in CM courses. The survey documented student course delivery preferences and provided an opportunity for students to offer suggestions that could improve processes to earn the CM degree. Thirty six (36) students completed the survey. Data collected clearly indicates that most students enrolled in CM courses prefer learning F2F compared to any form of online course delivery. Results are shown below.

**Creative Media Course Delivery Preferences**



In the survey, students requested more counseling assistance to help identify and monitor their course/academic progress. Additionally, students requested more hands-on group projects and tutoring. In response to this input, funds to hire a part-time CM industry expert who will provide tutoring and assistance with group projects have been requested in section five (5) of this document. An industry expert is needed because lessons in all CM courses are technically complex. Additionally, local nonprofit group projects that are an integral part of all CM courses require a tutor who has many years of professional work experience in at least three of the program's seven occupational areas. This level of knowledge and skill is beyond the scope of traditional tutors.

### 3. Program Student Learning Outcomes or Unit/Service Outcomes

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PSLO	Assessed During this APRU Cycle	Findings	Improvement Implemented	Next Assessment Date
Apply effective communication skills with peers and clients, demonstrating a high-level of emotional intelligence.	Y	86%		Spring 2022
Use creative media applications and equipment professionally, demonstrating efficient and safe operating procedures.	Y	85%		Spring 2022
Apply professional, ethical and legal principles when creating creative media.	Y	86%		Spring 2022
Develop measurable objectives for creative media projects.	Y	86%		Spring 2022
Produce professional-quality creative media projects using critical thinking and basic design concepts.	Y	86%		Spring 2022

During the Spring of 2021, improvement in all PSLOs was achieved.

<b>PSLO Mapping and Achievement 2021</b>								
	<b>ART 112</b>	<b>CM 120</b>	<b>CM 220</b>	<b>CM 170</b>	<b>CM 270</b>	<b>ART 125</b>	<b>ART 225</b>	<b>ART 199V</b>
<b>PSLO 1</b>	CSLO 5 88%	CSLO 7 76%	CSLO 6 95%	CSLO 3 97%	CSLO 4 83%	CSLO 5 69%	CSLO 5 87%	CSLO 1,2,3 94%
<b>PSLO 2</b>	CSLO 2,3,4 86%	CSLO 2,3,4,5,6 73%	CSLO 1,2,3,4,5 97%	CSLO 1,2 83%	CSLO 1,2,3 82%	CSLO 1,2,3,4 80%	CSLO 1,2,3,4 92%	CSLO 1,2,3 94%
<b>PSLO 3</b>	CSLO 1 84%	CSLO 1 76%	CSLO 1,2,3,4,5 97%	CSLO 1,2 83%	CSLO 1,2,3 82%	CSLO 1,2,3,4 79%	CSLO 1,2,3,4 92%	CSLO 1,2,3 94%
<b>PSLO 4</b>	CSLO 2,3,4 86%	CSLO 2,3,4,5,6 73%	CSLO 1,2,3,4,5 97%	CSLO 1,2 83%	CSLO 1,2,3 82%	CSLO 1,2,3,4 79%	CSLO 1,2,3,4 92%	CSLO 1,2,3 94%
<b>PSLO 5</b>	CSLO 2,3,4 86%	CSLO 2,3,4,5,6 76%	CSLO 1,2,3,4,5 97%	CSLO 1,2 83%	CSLO 1,2,3 82%	CSLO 1,2,3,4 79%	CSLO 1,2,3,4 92%	CSLO 1,2,3 94%

PSLO 1: Apply effective communication skills with peers and clients, demonstrating a high-level of emotional intelligence. Assessed. Outcome was 86%. Will be re-assessed in the Spring and Fall of 2022 using a new, streamlined assessment method. Desired outcome will be a 5% improvement.

PSLO 2: Use creative media applications and equipment professionally, demonstrating efficient and safe operating procedures. Assessed. Outcome was 85%. Will be re-assessed in the Spring and Fall of 2022 using a new, streamlined assessment method. Desired outcome will be a 5% improvement.

PSLO 3: Apply professional, ethical and legal principles when creating creative media. Assessed. Outcome was 86%. Will be re-assessed in the Spring and Fall of 2022 using a new, streamlined assessment method. Desired outcome will be a 4% improvement.

PSLO 4: Develop measurable objectives for creative media projects. Assessed. Outcome was 86%. Will be re-assessed in the Spring and Fall of 2022 using a new, streamlined assessment method. Desired outcome will be a 4% improvement.

PSLO 5: Produce professional-quality creative media projects using critical thinking and basic design concepts. Assessed. Outcome was 86%. Will be re-assessed in the Spring and Fall of 2022 using a new, streamlined assessment method. Desired outcome will be a 4% improvement.

### 3. Action Plan

Goal	Strategic Goal/Priority (List number)	Benchmark	Desired Outcome	Unit of Measure	Years(s) Implemented
Increase CM majors	1	60	65	Enrollment Rates	2021- 2022
Increase Transfer to BS	4	2	4	Transfer Rates	2021- 2022
Increase Job Placement	8	50%	75%	Graduate Survey	2021- 2022

#### INCREASE CM MAJORS

The 2020-2021 CM Major benchmark was 75. However, CM majors increased from 54 in 2019 - 2020, to 56 in 2020 - 2021. To increase CM majors, the CM program will conduct end-of-term events that will reach prospective students. The events will be conducted by senior students that showcase skills developed in the production of projects for local nonprofit organizations.

#### INCREASE TRANSFER TO BS

The 2020 - 2021 transfer benchmark was 4. However, CM transfers were 2 in 2019 - 2020, and 2 in 2020 - 2021. To increase transfers, the CM program will integrate orientation information into core CM courses that will be followed by one-on-one counseling sessions conducted by the CM Coordinator.

#### INCREASE JOB PLACEMENT

The 2020 - 2021 job placement benchmark was 50%. This goal was met. However, to increase job placement, a new CM course (CM 293 - Creative Media Internship) will be implemented during the Spring of 2022.

#### IMPROVE STUDENT TUTORING

With funding approval, an expert assistant will be hired as a Casual Hire to assist students with CM projects and to supervise the safe use of expensive and potentially dangerous production equipment. Additionally, the expert assistant will work with students to maintain social distancing.

## 5. Resource Implications

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### DISTANCE LEARNING COMPUTERS

Students have identified that they prefer F2F instruction for CM courses. Hands-on lessons allow students to work together on group projects while using expensive production equipment and computers that cannot be duplicated at home. However, many students cannot devote the amount of time needed on campus to complete CM projects. Additionally, if the modality of course delivery changes from F2F to online delivery, the CM program does not have any computers to loan to students. To provide the capability for students to complete courses at home, the CM program will request ten computers with the following specifications (16" apple m1 laptop, 10-Core CPU, 32-Core GPU, 32GB Unified Memory, 1TB SSD Storage, Pro Application bundle, Applecare). The estimated cost is \$3,500 per computer. The total approximate expense is \$35,000.

### INDUSTRY EXPERT ASSISTANT

Student survey results indicate that students need more assistance to complete required CM projects. Additionally, the use of expensive and potentially dangerous production equipment is required to complete projects. Social distancing further justifies the need for an expert assistant who can work with students during onsite and off-site video recordings. While the primary instructor works with one group of students, the assistant can work with a second group to maintain social distancing. The expert assistant would be hired as a Casual Hire and would work 20 hours per week during the Spring, Summer, and Fall of 2022, for a total of 800 hours. The total approximate expense is \$28,000.

### PORTABLE SOUND BOOTH

Students enrolled in the following courses do not have the ability to record vocals in a quiet location:

- CM 110 - Intro to Music Production
- CM 210 - Intermediate Music Production
- CM 156 - Writing for Media

ART 2-101 and ART 2-103 are not soundproof. The air conditioners are loud and prevent quality vocal recordings. A portable soundbooth is needed to provide a quiet, professional vocal recording environment. The approximate expense for a soundbooth is \$8,000.

### PROFESSIONAL VIDEO PRODUCTION LIGHTING SYSTEM

Experiential learning activities provide hands-on skill development and valuable business contacts for CM students. However, when producing video programs for nonprofits, the program does not have a professional lighting system that meets industry standards. This prevents students from learning how to use lighting systems that are currently used in the feature film production industry. This limits hiring because students cannot gain valuable hands-on experience. The approximate expense for a dmx-controlled video lighting system is \$6,000.



#### VIDEO PROJECTION MAPPING PROJECTOR

With the ease of social distancing restrictions and the return of tourism, Event Technology is a booming industry that provides local opportunities for CM graduates. Projection mapping is the latest visual display technology used for live events. The CM program does not have the capability to project digitally-mapped images. The program will request the Epson Powerlite L630SU WUXGA Short Throw Laser Projector (or equivalent). The approximate expense is \$6,000.

#### WIRELESS MICROPHONE SYSTEM

The CM program has demonstrated the ability to teach students how to professionally produce live streaming broadcasts using high-quality sound and video switching equipment. The program does not have any wireless microphone systems which are industry standard. The program will request two Shure ULX-D Digital Wireless Handheld Microphone systems (or equivalent) to teach students how to use current wireless audio equipment that is used for professional live event venues. The approximate expense is \$8,000.

### **6. Edits to Occupation List for Instructional Programs**

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✓ **I am requesting changes to the SOC codes/occupations listed for my program/unit.**

The current Standard Occupational Classification code is only aligned with one of the program's seven occupational focus areas. To accurately reflect occupations that graduates are prepared to enter, CIP Code 10.0304 (27-1014 - Special Effects Artists and Animators) should be removed, and the following codes should be added.

#### SOC-CIP 15-1255 Web and Digital Interface Designers

09.0702 Digital Communication and Media/Multimedia.

11.0801 Web Page, Digital/Multimedia and Information Resources Design.

11.1004 Web/Multimedia Management and Webmaster.

50.0401 Design and Visual Communications, General.

50.0409 Graphic Design.

52.1404 Digital Marketing.

#### SOC-CIP 27-4014 Sound Engineering Technicians

10.0203 Recording Arts Technology/Technician.

15.0307 Audio Engineering Technology/Technician.

#### SOC-CIP 27-4021 Photographers

50.0101 Visual and Performing Arts, General.

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50.0102 Digital Arts.

50.0406 Commercial Photography.

50.0605 Photography.

SOC-CIP 27-4031 Camera Operators, Television, Video, and Film

10.0202 Radio and Television Broadcasting Technology/Technician.

10.0299 Audiovisual Communications Technologies/Technicians, Other.

50.0602 Cinematography and Film/Video Production.

50.0607 Documentary Production.