

ANNUAL
REPORT OF PROGRAM DATA

2022

UNIVERSITY of HAWAII
KAUA'I
COMMUNITY COLLEGE



Creative Media

1. Program or Unit Description

Students enrolled in the Kaua'i CC CM AS program receive hands-on learning experiences in the following digital media disciplines:

1. 3D Animation
2. Event Technology (*audio/visual*)
3. Graphic Design
4. Music Production
5. Still Photography
6. Video Production
7. Website Technology
8. Writing for Media (*script/screenplay, song, and print*)

Students enjoy use of a high-tech computer classroom which features video editing bays and a professional audio recording system. Students also have access to a fully-equipped Production Studio that has a UHD multi-camera video production switcher, Digital Cinema video cameras, Computer-controlled live-event lighting systems, and live-event sound systems.

2. Analysis of the Program/Unit

PROGRAM HEALTH

[2022 Annual Report Program Data](#) indicates that CM program health is cautionary.

In Fall of 2022, a streamlining plan was implemented that eliminated four intermediate-level courses, including:

- Intermediate Event Technology (CM 270)
- Intermediate 3D Animation (CM 290/CM 278)
- Intermediate Graphic Design (ART 225), and
- Intermediate Website Technology (CM 280)

Elimination of the courses has reduced the program's ability to create a sustainable workforce. The streamlined shift also converted seven Certificates of Competence into two Certificates of Achievement.

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

To improve enrollment, conversations with DOE administrators that are intended to align High School Digital Media programs are expected to improve the pipeline of prospective students. Enrollment is expected to reach one hundred majors by 2026. At that time, there

may 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 produced video programs 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.

During the 2021-2022 timeframe, the CM Program Coordinator procured, installed, and tested new Video Production and Event Technology (ET) equipment to provide hands-on learning activities for students to design, produce, and distribute professional video programs that told compelling, relevant stories. Additionally, the equipment was used by ET and video students to design, manage, and conduct all crew positions needed for a professional live event using current sound, visual display, and computer-controlled lighting equipment. Crew positions included:

- Event Producer, Lighting Director, and Light/Sound Show Producers
- Lead Audio Technician and Lead Video Technician
- Video Camera Operators and Technical Director (video switcher operator)
- Security and Stage Manager

During the Spring 2023 term, CM students will be involved in the production of the musical 'Siddhartha, Seeker of Truth', which may attract audiences of 500 or more, per performance. CM students provide all sound for the musical and will assist with a 3-projector, pixel-mapped configuration that projects 3D sequences onto a 15 x 30' painted muslin backdrop.

Experiential learning events give CM students opportunities to directly support and interact with local businesses and local community leaders to help facilitate future employment.

DEMAND

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

For the second consecutive year, the CM Program Coordinator is requesting a change to the SOC-CIP code that is associated with the Creative Media program at Kaua'i CC. Currently, there are over 140,000 people employed in Creative industries in the State of Hawaii, yet the outdated SOC-CIP code (10.0304, 27-1014) attached to this program gives the notion that there are ZERO (0) jobs in the entire state.

The outdated code has been carried-over from a previous digital media program that taught one (1) digital media discipline. Since 2019, the CM program at Kaua'i CC has taught eight (8) digital media disciplines. This mistake is particularly troubling given the CM program's prolonged 'provisional' status. In essence, the limited and inaccurate SOC-CIP code could be a program showstopper.

EFFICIENCY

Data trends regarding persistence and degrees awarded continue to decline. The CM program's fill rate increased from 61.87% in 2020-2021 to 62.2% in 2021-2022. The program's required streamlining plan that was implemented in the Fall of 2022 has not improved enrollment. Average class size remained the same from 2020-2021 to 2021-2022.

The required cohort strategy is expected to negatively impact enrollment because most students are part-time and others cannot attend college classes that are offered only once a year. Additionally, some students only want specific classes, offered just-in-time to refresh professional skills. The 2021-2022 CM Major benchmark was 60, which was not realistic. A new plan, which is identified in the 'Action Plan' section, will be implemented to achieve the realistic goal of 50 majors in 2022-2023.

A welcome boost to the Kaua'i CC CM program is taking place. On Wednesday, October 19, 2022, a job opening was posted for a new, full-time CM instructor. This new role will help the CM Coordinator by sharing course and production responsibilities.

EFFECTIVENESS

In 2020, Kaua'i CC's CM program had 62 CM majors and was positioned for continual growth from a complementary mix of industry-targeted CM courses, new business partnerships, and knowledgeable lecturers. Then, a decision was made to postpone the program's application for permanent status.

While online delivery is used as an immediate workaround to maintain enrollment, job skill development is diminished and many students miss-out on working together on teams while using current audio, video, and lighting equipment in real-world environments. Additionally, hybrid (Flex) course delivery for CM production courses is not a viable

solution because the dual modality would result in the worst of both worlds for F2F and online students. CM production courses need to be taught F2F, along with separate, online knowledge-based lessons that cover prerequisite information.

Program growth will occur if the following actions occur:

1. Build the pipeline of prospects from all three Kauai High Schools.
2. Continue to invest in equipment that facilitates hands-on activities and experiential projects that fully engage students.
3. Provide professional, safe learning spaces.
4. Provide asynchronous modules that contain self-paced, prerequisite knowledge-based lessons.

3. Program Student Learning Outcomes or Unit/Service Outcomes

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

The following CM courses were chosen to measure PSLO achievement because of the diverse topic areas in the courses which have assignments and projects that directly correlate to all of the PSLOs.

- ART 112 - Introduction to Digital Arts
- ART 293 - Creative Media Internship
- CM 170 - Introduction to Event Technology

Data gathered from each course is documented in the 'Program Assessment' folder that is monitored by the VCAA. Achievement of CM PSLOs increased from 85% in 2020-2021 to 91% in 2021-2022. This may be a result of the high student engagement of F2F, hands-on, high-visibility, experiential projects which are fundamental in most CM courses.

The ART 293 (CM Internship) class only had one student which is not significant as a measure. Enrollment in the ART 293 is expected to increase because the course is required to earn the CM AS degree. High PSLO achievement is expected if the following situations exist:

1. Increase High School student prospects.
2. Continue to invest in equipment that facilitates hands-on activities and experiential projects that fully engage students.
3. Provide a professional, safe learning space.
4. Provide asynchronous, online modules that contain self-paced, prerequisite knowledge-based lessons.

4. Action Plan

Goal	Strategic Goal/Priority (List number)	Benchmark	Desired Outcome	Unit of Measure	Years(s) Implemented
Increase CM majors	1	45	50	Enrollment Rates	2022-2023
Increase Transfer to BS	4	2	3	Transfer Rates	2022-2023
Increase Job Placement	8	50%	55%	Graduate Survey	2022-2023

INCREASE CM MAJORS

To increase CM majors, the CM program Coordinator will work with DOE leaders to discuss a strategy to align the three Kauai High School digital media programs. The strategy will identify gaps in the High School programs in material and human resources, as well as student learning outcomes that will align with the Kaua'i CC CM AS program.

INCREASE TRANSFER TO BS

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

To increase job placement, enrollment in ART 293 (Creative Media Internship) is expected to increase in the Spring of 2023.

COMPREHENSIVE PROGRAM REVIEW

The CM program is currently in the 'Provisional' status. Provisional to Established documents have been prepared. When the application for Established status is submitted to the Board of Regents, the application will count as the CPR.

5. Resource Implications

OPEN ACCESS COMPUTER LAB SOFTWARE

The ART 2-103 computer lab is available to students in all academic disciplines. The lab is equipped with twenty iMac computers. Students in all majors benefit from using Adobe Creative Cloud software applications, which include Photoshop, Premiere Pro, and Illustrator. A Creative Cloud license would be managed by the Computer Services department for 'general' use in the ART 2-103 computer lab. The license would 'not' be

assigned to individual students. This meets Perkins funding criteria. Most Creative Media courses require Adobe applications for student assignments and projects. The CM program will request an annual Creative Cloud license for 20 seats in the ART 2-103 computer lab.

Needed: Spring 2023
Estimated Cost: \$8,000

FACULTY INSTRUCTIONAL SOFTWARE

Two Adobe Creative Cloud licenses are needed for CM faculty to teach CM courses. Additionally, hosting space is needed to teach CM 180 (Intro to Website Technology).

Needed: Spring 2023
Estimated Cost: \$750

PIANO TUNING

Tuning and minor repair of some keys is needed for the baby grand piano located in ART 2-105. The piano is used by students for multiple CM classes.

Needed: Spring 2023
Estimated Cost: \$300

GENIE LIFT

The ART 2-105 CM production studio has professional rigging (trusses) that surround the studio. Event Technology and Video Production courses require students to safely hang, arrange, and remove heavy, expensive video projectors and lighting fixtures. Lighting fixtures include Movers, PARS, Lighting Bars, and ETC Source fours. The trusses are 10' high. This process requires a Genie lift. Professional venues, including ENCORE Global (at the Grand Hyatt) and the Kauai CC Performing Arts Center use a Genie lift. The CM program will request a Genie 19' Scissor Lift 30" Width Electric with E-Drive.

Needed: Fall 2023
Estimated cost: \$18,000

VIDEO PROJECTION MAPPING PROJECTORS

Event Technology is a booming industry that provides local opportunities for CM graduates. Projection mapping is the latest visual display technology used in live events. CM students will be crew members for the production of the musical 'Siddhartha, Seeker of Truth' which may attract audiences of 500 or more, per performance. CM students will

assist with a 3-projector, pixel-mapped configuration that projects 3D animated sequences onto a 15 x 30' painted muslin backdrop. In order for students to learn how to set up and operate a projection mapping system, the CM program will need at least two, industrial, short-throw, 4K video projectors. The program will request two Epson EB-PU2116W video projectors (or equivalent) with lenses. The projectors will also be used to illuminate pixel-mapped 3D images onto the exterior of Kauai CC campus buildings for future outdoor, high-profile light and sound shows for the community.

Date Need: Fall 2023

Estimated Cost: \$55,000

PROFESSIONAL LEARNING ENVIRONMENT

The ART 2-103 computer classroom and ART 2-105 production studio would benefit from renovations and upgrades to be more supportive of the learning environment desired for competency achievement, to ensure a safe learning environment, and to support achievement of program student learning outcomes. The CM program requests that the eight sinks and cabinets be removed and replaced by two, industrial sinks; one in each room, to allow dehumidifiers to drain and to allow students enrolled in ART 112, CM 170, and CM 171 to wash their hands, which is required, before playing the baby grand piano located in ART 2. The industrial sinks will also be used to produce instructional video segments to support the culinary program.

Needed: Spring 2024

Estimated Cost: \$65,000

AUDIO RECORDING STUDIO

The CM program needs a 20 x 26', conveniently-located, climate-controlled, soundproof music recording studio used for the following, required CM courses:

- ART 112 - Intro to Digital Arts
- CM 170 - Intro Event Technology
- CM 110 - Intro to Music Production
- CM 220 - Intermediate Music Production
- CM 120 - Intro to Digital Video
- CM 220 - Intermediate Digital Video
- CM 156 - Writing for Media

Cost savings may be achieved by combining the Production Equipment Storage Area and Audio Recording Studio into one, 20 x 52' portable classroom unit located next to the ART

2 building. Converting space within the Performing Arts Center for all CM program needs may also be cost-effective, if the following spaces are climate-controlled:

1. 26 x 26' Computer Classroom (currently ART 2-103)
2. 26 x 26' Production Studio (currently ART 2-105)
3. 20 x 26' Audio Recording Studio
4. 20 x 26' Storage Area.

Needed: Spring 2024

Estimated cost: \$85,000

PRODUCTION EQUIPMENT STORAGE AREA

The CM program needs a 20 x 26', conveniently-located, climate-controlled, secure storage area to easily access and store expensive production equipment.

Needed: Spring 2024

Estimated cost: \$75,000

6. Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

✓ **Program SOC codes/occupations listed for Creative Media should be updated as requested below.**

Currently, there are over 140,000 people employed in Creative industries in the State of Hawaii, yet the outdated SOC-CIP code (10.0304, 27-1014) attached to this program indicates that there are zero (0) jobs in the entire state.

The outdated code has been carried-over from a previous digital media program that taught one (1) digital media discipline. Since 2019, the CM program at Kaua'i CC has taught eight (8) disciplines.

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Please remove SOC-CIP Code 10.0304 (27-1014 - Special Effects Artists and Animators) from the Creative Media program.

Please ADD the following, four codes to the Creative Media program:

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.

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.