# ANNUAL
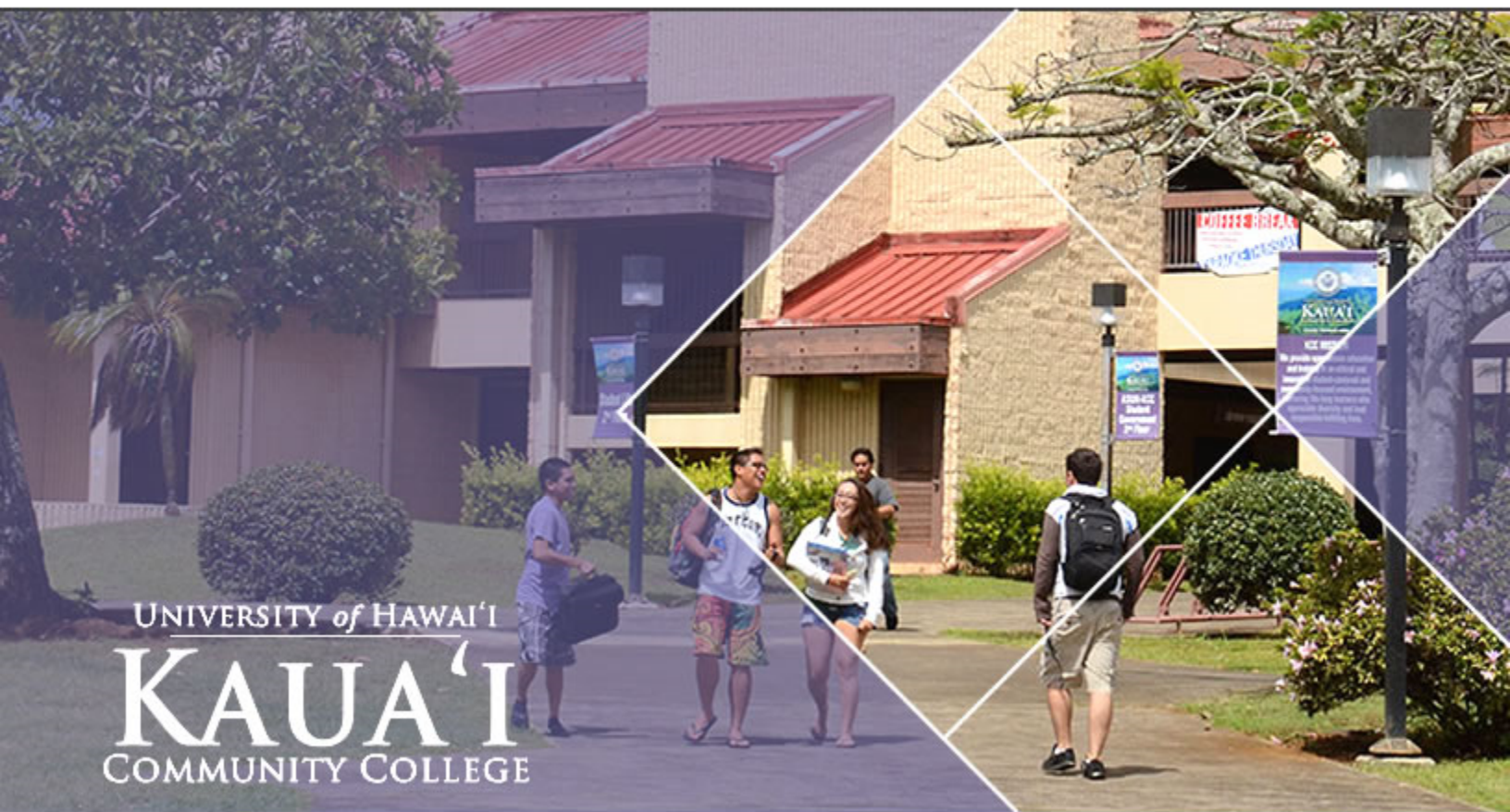## REPORT OF PROGRAM DATA
# 2023



UNIVERSITY *of* HAWAIʻI

# KAUAʻI
## COMMUNITY COLLEGE

# 2023 Annual Report of Program Data
# **Creative Media**

## 1. Program Mission

The purpose of the Creative Media program is to develop essential knowledge, industry benchmark skills, and professional behaviors required for students to succeed in creative industries. The program provides lessons in event technology, music production, still photography, video production, 3D animation, graphic design, writing, and website design. CM students create community service digital media programs that perpetuate the unique history and culture of Kauai. These experiential learning opportunities support KCC's mission by promoting local entrepreneurship and fostering collaborations for Kauai's evolving business landscape. Certificates of Achievement and an Associate in Science Degree in Creative Media provide viable credentials for CM graduates.

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

In comparison to 2022, the percentage of students who met benchmark digital media skills in 2023 has decreased. Four factors have caused the decrease: (1) Essential course content in the form of new projects, assignments, and exams have doubled. This enhancement was needed after receiving feedback from three industry partners; (2) Expectations of students to exhibit professional behavior that match customer service standards, which was also revealed by industry partners; (3) First-year student misconception that the CM program is not rigorous. This misconception may be reversed with improved counseling and marketing efforts; (4) Inefficient learning environment that requires students to move production equipment out of overcrowded storage rooms, transport the equipment to another building to use it, then disassemble it, and then cart it back to storage rooms, all during limited class times. In contrast, normal digital media production environments have a dedicated, soundproof, climate and humidity-controlled studio where expensive production equipment is stored and used.

| PSLO | Students reaching benchmarks | Course of Action |
|---|---|---|
| Use design elements and principles to create professional creative media projects. | 62% | Request improvements to the CM learning environment and remain diligent regarding curriculum improvements that match workforce development needs. |
| Skillfully and safely operate creative media equipment. | 70% | (same as above) |

| Demonstrate mastery-level skills using creative media software applications. | 63% | (same as above) |
|---|---|---|
| Practice professional, ethical, and legal principles. | 55% | (same as above) |
| Develop objectives for new projects and measure the effectiveness of completed projects. | 69% | (same as above) |
| Demonstrate exceptional interpersonal communication and collaborative skills. | 63% | (same as above) |

# 3. Analysis of the Program/Unit

**DEMAND**
Annual Report of Program Data indicates that there is insufficient county data to accurately access program demand.

SOC-CIP codes associated with the Creative Media program are inaccurate. Recent discussions have revealed that a custom software program is needed to accurately link SOC-CIP codes to the CM program. The complexity of this task is compounded because SOC-CIP codes are dynamic.

**EFFICIENCY**
The CM program's fill rate of 62.2% in 2021-2022 dropped to 59% in 2022-2023. A course of action to reverse this trend is identified in the action plan section of this report.

**EFFECTIVENESS**
In 2023, the CM program was granted permanent status. The program has broadened community service and student internship opportunities by partnering with Kauai County government agencies. Two of the four factors that negatively affected PSLO achievement include lesson improvements and professional behavior expectations. These changes were needed based on feedback from industry partners that experienced placement challenges in 2022. Other PSLO achievement factors are addressed in the action plan section of this report.

# 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
The 2022-2023 CM Major benchmark was 45. This was not met. A temporary reduction in majors is to be expected as a result of students leaving the program due to academic rigor. The process of 'raising the bar' has an unavoidable short-term effect. With time, it will become common knowledge that the CM program is designed to develop viable workforce skills that will pay off in high-paying jobs. Additionally, CM program staff will visit High schools and college counselors to discuss enhanced digital media lessons, activities, projects, and research assignments.

INCREASE TRANSFER TO BS
The 2022-2023 transfer benchmark was 2 which was achieved.

INCREASE JOB PLACEMENT
The 2022-2023 job placement benchmark was 50%. This goal was not met. Input from three industry partners revealed that benchmark skills and behavior expectations were not developed. Curricular improvements that address both of these industry requirements were recently implemented. Additionally, new job placement opportunities will be cultivated through partnerships with Kauai County government agencies.

**CHANGES FOR CONTINUOUS GROWTH**

1. Develop and implement service learning projects and internship opportunities for students through Kauai County partnerships.
2. Monitor and adjust the technical complexity of courses and customer service standards expected of students to match industry standards.
3. Build a pipeline of prospective students from local high schools.
4. Continue to request a dedicated, temperature and humidity-controlled production studio.
5. Continue to request adequate, temperature and humidity-controlled storage spaces to safely store expensive production equipment.

**PERKINS CORE INDICATORS**

Applicable Perkins Indicators have been met.

| Perkins Indicators | Goal | Actual |
|---|---|---|
| 1P1 Post Secondary Placement | 33 | 75 |
| 2P1 Earned Recognized Credential | 34 | 50 |

# 5. Resource Implications

**ART 2-101 AND ART 2-103 HEALTH & SAFETY CONCERNS**

CM faculty are concerned about the lack of cooling and humidity control in the ART 2-103 classroom and the ART 2-101 office. The classroom and office require five (5) portable dehumidifiers that run 24/7 which each generate heat. The rooms are filled with computers, peripherals, audio gear, and projection equipment, all of which generate a substantial amount of ambient heat. Additionally, ART 2-103 has one connected storage room and one repurposed office that are being used to house a wide range of equipment for the program.

The projected costs identified below will cover labor, equipment, and material to install two (2) 30,000 Btu wall-mounted mini-split units with each condenser on the makai side of the building. All work would be completed during normal business hours. Corrosion coating would cost an additional $1317 per condenser. Concrete wall coring is required but not included. If coring is required, as-built plans for the space must be provided.

**Projected Costs: $20,000**

**IMPROVE THE CREATIVE MEDIA LEARNING ENVIRONMENT**

The CM program requests a recording studio that is at least 26' x 26' in size, and a production equipment storage area that is at least 20' x 20' in size. Both rooms need to be climate and humidity-controlled to prevent damage to expensive production equipment. The ceiling height of the recording studio must be at least 12' in height to allow for rigging. The space must also be soundproof and equipped with sufficient electrical power.

**Projected Costs: $850,000**

**ADOBE CREATIVE CLOUD SOFTWARE FOR STUDENTS**

The following CM courses require students to use Adobe Creative Cloud software:

- ART 112 - Intro to Digital Arts
- ART 107D - Intro to Still Photography
- ART 207D - Intermediate Still Photography
- ART 125 - Intro to Graphic Design
- CM 170 - Intro Event Technology
- CM 120 - Intro to Digital Video
- CM 220 - Intermediate Digital Video

Currently, the cost to purchase an annual Adobe Creative Cloud software license is financially challenging for most students, so the program would like to purchase a blanket license to install Creative Cloud onto eighteen (18) student workstations in the ART 2-103 classroom.

**Projected Costs: $6,000 (annual)**