



2020

ANNUAL REVIEW OF PROGRAM DATA

Creative Media



UNIVERSITY of HAWAI'I®
KAUA'I
COMMUNITY COLLEGE

1. Program or Unit Description

Program Mission or Purpose Statement

[Kaua'i Community College's Creative Media \(CM\) program](#) is a welcoming, supportive learning environment. 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 digital media disciplines.

Target student or service population

[The CM program](#) is designed for students of ages, including high school students, traditional students under twenty-five years of age and working adults who seek supplementary skills to promote their businesses.

2. Analysis of the Program/Unit

The [CM program](#) develops a diverse mix of market-ready digital media skills. Annual Report of Program Data indicates that program demand is healthy. While this is positive, the data is limited to Multimedia Artists and Animators which only represent a portion of the career opportunities available to CM graduates. The CM program develops skills in five additional career areas, including Website Development, Video Production, Music Production, Still Photography and Event Technology.

The [CM program](#) has updated over fifty percent of its curriculum with new, CM-alpha classes that replaced courses with overlapping content. The redesigned program provides an AS degree and certificates in Graphic Design, 3D Animation, Video Production, Music Production, Still Photography, Event Technology and Website Technology. Since the course update was implemented, the program has grown from twenty-six majors (Spring 2018) to sixty-three majors (Fall 2020). Awarded Degrees and Certificates also continue to increase (eight AS degrees and twenty-three COs in AY2020). In 2020, fill rates rose from 63.6% to 82.7%

Annual Report of Program Data indicates that replacement positions are steady, however, since COVID-19, actual market demand for digital media services has significantly grown and is projected to continue to grow at a substantial rate:

- [The Digital advertising industry to grow by 27 percent in 2020 \(BrandEquity.com\)](#)
- [Facebook's most recent annual net income amounted to 18.49 billion U.S. dollars \(Statista.com\) Facebook's income grew 28.8% in Q3 2020 compared to the same quarter a year ago. \(Investopedia.com\)](#)

- [Global Digital Education Market was valued at approximately 3.2 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 22.7% from 2020 - 2027 \(Marketwatch.com\)](#)

Each term, students in CM classes join to create professional fundraising programs for local, non-profit organizations, including Easter Seals, Big Brothers/Big Sisters, K.O.R.E and the Kaua'i Humane Society. CM students also produce videos that promote other programs at Kaua'i CC including Business, Accounting, Culinary and Automotive. Additionally, the Kaua'i CC Marketing Department exclusively hires CM students who create advertising materials, podcasts, and video programs that promote lecturers, individual programs, and the college.

The success of the [Kaua'i CC's CM program](#) is largely due to fiscal support provided by the UH Academy of Creative Media System (ACM-S). Every initiative in the CM program has required an investment in industry-standard equipment for students. New equipment including a cinema-quality video camera, live-event lighting systems, professional audio recording equipment, iMac computer workstations, and ergonomic furniture for two computer labs has been funded through the ACM-S office. ACM-S leaders provide an unprecedented level of advice, support, and encouragement which has removed barriers otherwise impeding program growth. Facilitated by ACM-S leaders, Kaua'i CC's articulation agreement with UHWO is another positive outcome for students.

Annual Report of Program Data also suggests that CM courses increased from eleven to thirty-two. This data is inaccurate because new Creative Media courses replaced previous ART courses that had overlapping content, which are not accounted for in the data.

There was a decline in average class size because all Creative Media courses were offered every term, however, the Annual Report of Program Data does not reflect that most low-enrolled classes were offered concurrently to reduce administrative costs. Beginning in Fall 2020, the CM program will require students to take courses in a specific sequence. This cohort strategy is expected to eventually increase enrollment in each course, increase graduates and reduce lecturer costs by approximately ten TE's per term. There is, however, expected to be a substantial drop in CM program student enrollment and a delay or reduction in graduates during the ramp-up time to the full cohort strategy implementation.

The first Creative Media Student Showcase was held Fall 2019 in the Fine Arts Auditorium. The event attracted over 100 attendees, including CM students, their families, Kaua'i CC leaders, local industry experts and members of the news media. The second CM Student Showcase event was held online, Spring 2020. This trailblazing event attracted 162 attendees and has served as an example for other CM programs in the UH system.

During the first week of every term, CM lecturers meet to discuss the showcase. Students are informed about the need to be involved in the showcase to show their work to industry experts and to build professional relationships. For example, every student employed by Kaua'i CC's Marketing department is a CM major. The Marketing Coordinator attends every CM Student Showcase to

identify new talent who will help promote the college by creating graphics, still photos and video segments.

The CM Student Showcase has required a significant amount of effort to conduct. Many planning meetings are held with CM faculty and student assistants to discuss how to promote the event, how to present the huge number of student projects in an efficient manner, showcase presenters and the event date. The event date must account for time needed for students to finish their final projects, plus time needed to complete the showcase website and other outside events that may compete for attendees.

The cornerstone of the most recent CM Student Showcase was the showcase website which featured student projects categorized by each CM focus area. During the online event held Friday, May 8, 2021, student projects in each CM focus area were featured and CM lecturers described the achievements of their students.

The CM Student Showcase has raised the level of commitment in students in the entire program to produce their best work and to rally around an event for common good. This collaborative effort was particularly important at the onset of the pandemic when people felt like they had less control of their lives.

The CM program has received donations from private industry in excess of \$50,000 from both Hawaii 5.0. and Disney Films. CM students were hired by both of these companies, which may be a contributing factor that led to the donations. All donations have been used to purchase industry-standard equipment that students use to complete high-quality class projects.

Fall 2020, Kaua'i CC began to integrate Open Source software (OSS). Students now have the choice to use proprietary applications like Adobe Creative Cloud (at the students' expense) or OSS. This shift created a cost savings of \$400 (Adobe license) per computer workstation, and across 45 stations totals an annual savings of \$18,000. Moreover, OSS gives students free, viable options to create projects and fosters an innovative mindset that students can apply after graduation.

During the Spring, 2020 term, many students who enrolled in CM courses could not successfully complete projects because they did not have adequate computers at home. These students were forced to use mobile phones or borrow their parents' computers in an attempt to keep up. In addition, students who had computers at home did not install software programs out of fear that the applications could damage their personal computers. In some classes, online attendance and project completion dropped 50% because students did not have adequate computers at home. To complete required course lessons, activities and projects, students must have access to adequate computers at home that have sufficient hard drive storage space and are capable of running professional development software applications.

During the summer of 2020, multiple justifications were created and submitted in an effort to secure Perkins Grant funding to purchase loaner computers with sufficient RAM and hard drive storage

space for CM software applications. The justifications described that Apple computers are used by most creative media professionals and that extended (AppleCare) warranties provide technical support and equipment replacement that would reduce technical calls and repairs performed by Kaua'i CC's Computer Services department. The justifications also described that in a face-to-face learning environment, the Creative Media program uses a classroom/lab, equipped with 27" Apple, iMAC desktop computers and every student has their own computer workstation. In response to COVID-19, the smaller, 23" desktop model of Apple computer is a logical choice for at-home use.

None of the justifications for loaner computers were approved, so during the beginning of the Fall, 2020 term, a survey form was sent to all students enrolled in CM courses to determine their computer needs. Twenty-one students did not have adequate computers to complete their courses. After receiving this data, the Computer Services Department was contacted to find out how to provide loaner computers for these students. The only available computers were sixteen new, 27" iMacs in one of the CM classrooms. The Computer Services department was able to locate and test five additional 21.5" iMacs that were then delivered to the ART2 103 classroom. All systems were sanitized and a sign-up form for student pickup was created, plus an agreement form that students were required to sign when they pick-up their computers. This process prompted CM lecturers to request additional loaner equipment needed by their students, including still cameras for Photography students and AKAI MIDI controllers for Music Production students. This additional equipment was then gathered and sanitized for student pickup.

During the summer of 2020, after completing an online teaching certification program, CM lecturers participated in a number of one-on-one training sessions to help them create their own course lessons in Lualima. Given Lualima's 'less than intuitive' navigation and user interface, these sessions proved to be valuable. The end result is that the CM program has similar course structure and delivery across all courses.

Courses in each CM focus area are continuously evaluated and adjusted to reflect rapid industry changes. For example, since COVID-19, the Event Technology courses now includes hands-on lessons using Open Broadcaster Software to livestream events, which has become the norm in place of holding live performances for large gatherings.

In Kaua'i CC's Creative Media program, students are now taught how to use sixteen different software applications. This number grew from ten to sixteen with the introduction of Open Source applications that provide a free alternative to licensed, proprietary software that was once the only option offered in our courses. The program-level decision to add Open Source software is unique to Kaua'i CC. This move has required all CM lecturers to conduct additional research, provide new student reference materials, and develop new course content. The payoff is that Open Source software will give students free, viable options to create projects, and will foster an innovative mindset that can be applied when they work on their own after graduation.

ARPD indicates that the following Perkins indicators were not met.

2P1 Completion

Goal 61– Actual: 0

This indicator is 61. The actual completion goal is 8, which was achieved. Additionally, this data does not account for challenges due to COVID-19.

3P1 Student Retention or Transfer

Goal 86 – Actual: 75

This data does not reflect that many students take individual courses to polish their skills. These students do not intend to earn CM certificates or a degree.

4P1 Student Placement

Goal 66.76 – Actual: 0

This indicator does not reflect freelance and fulltime jobs that have been secured by CM graduates. Fifty percent of graduates have paid positions related to the CM degree or certificates that they earned. Additionally, this data does not account for job losses due to COVID-19.

[KauCC Creative Media program - 2020 Annual Report of Program Data \(ARPD\)](#)

3. Program Student Learning Outcomes or Unit/Service Outcomes

PSLO 1

- Apply effective communication skills with peers and clients, demonstrating a high-level of emotional intelligence.
- A benchmark was not established in the previous APRD.
- Assessed in Fall 2020. (Outcome was 70.26%)
- Will be re-assessed in Fall 2021.
- Desired outcome will be a 10% improvement.

PSLO 2

- Use creative media applications and equipment professionally, demonstrating efficient and safe operating procedures.
- A benchmark was not established in the previous APRD.
- Assessed in Fall 2020. (Outcome was 60.98%)
- Will be re-assessed in Spring 2021.
- Desired outcome will be a 20% improvement.

PSLO 3

- Apply professional, ethical and legal principles when creating creative media.
- A benchmark was not established in the previous APRD.
- Assessed in Fall 2020. (Outcome was 70%)
- Will be re-assessed in Fall 2021.
- Desired outcome will be a 10% improvement.

PSLO 4

- Develop measurable objectives for creative media projects.
- A benchmark was not established in the previous APRD.
- Assessed in Fall 2020. (Outcome was 70%)
- Will be re-assessed in Spring 2020.
- Desired outcome will be a 10% improvement.

PSLO 5

- Produce professional-quality creative media projects using critical thinking and basic design concepts.
- A benchmark was not established in the previous APRD.
- Assessed in Fall 2020. (Outcome was 70.3%)
- Will be re-assessed in Spring 2021.
- Desired outcome will be a 10% improvement.

4. Action Plan

The CM program's action plan consists of reducing operating costs in response to immediate budgetary needs, implementing strategies that will increase employment for CM graduates and adding innovative digital media writing courses that complement other courses in the program.

Spring 2021, the CM reduced course offerings by fifty percent. As noted earlier, beginning Fall 2020, the program will only offer courses in a specific sequence. Based on the success of existing cohort programs, this change is expected to increase graduates and reduce lecturer costs by approximately ten TE's per term.

During COVID-19, hybrid course delivery allows students to use industry-standard equipment, work together on field productions, and receive one-on-one coaching. Most CM courses should be hybrid-delivered for student access to computers needed to run professional software programs. Students could meet in one of Kaua'i CC's computer classroom/labs. During the class, the Kaua'i CC faculty member would act as the classroom coach to help students with assignments and resolve technical issues. A qualified faculty/lecturer from another CM program could teach the course. As a co-teaching effort, the faculty/lecturer's TEs would be reduced by one TE for the class.

Another cost-saving measure may be to postpone classes that have been impacted by COVID-19. Event Technology (ET) is a candidate because the topic area involves live performances. Removing ET courses, however, may have a negative impact on student satisfaction because when the pandemic is over, ET will immediately return to be a ubiquitous and lucrative field, with Audio/Visual Technicians earning an average of \$60,000, annually in Hawaii. Students will be better served if, during the pandemic, they polished their skills as Event Technologists and prepared for the time when live performances resume.

A UHCC CM program lecturer pool could also be created from which co-teaching could occur for the following, intermediate-level courses:

- ART 225 - Intermediate Graphic Design
- CM 171 - Intermediate Event Technology
- CM 191 - Intermediate 3D Animation

The Kaua'i CC faculty can assist students in the classroom/lab while lecturers for these courses teach synchronously, online. As a co-teaching effort, TE's would be reduced by one TE for each class and allocated to the KauCC faculty member/coach. The articulation agreement with UHWO would need to be addressed to ensure seamless transfers to UHWO for Kaua'i CC graduates.

To improve Perkins Core indicator 4P1 (Student Placement) in Fall 2021 the CM program will launch a 3-credit internship course. Internship providers in each of the program's seven specialization areas will be identified. The new internship course is expected to increase career opportunities for students and improve documentation of CM graduates who have secured freelance and fulltime jobs.

Additionally, the CM program will gather information from academic and business leaders to determine the feasibility of a business incubator for CM students. The incubator (Kaua'i CC Creative Media Career Accelerator) would provide support services from industry-experts free of charge. The following support services have been identified by current CM students.

- Professional Workspace
- Equipment and Software
- Accounting
- Marketing
- Individual Coaching and Mentoring Workshops on:
 - Teamwork
 - Self-promotion
 - Market research

After successfully forming a cohort guided by a viable business plan within the incubator, CM students would be eligible to receive a loan to begin their own business.

The CM program will offer a new writing course titled, 'Storytelling through Words and Music'. This innovative Writing Intensive course will teach students how to effectively write and tell stories with music and song lyrics, video scripts, and text in the form of advertising and other printed materials.

Goal 1: Increase CM majors

- Strategic Goal/Priority (List number): 1
- Benchmark: 75
- Desired Outcome: 80
- Unit of Measure: Enrollment Rates
- Years(s) Implemented: 2020- 2021

Goal 2: Increase on-time graduation rates

- Strategic Goal/Priority (List number): 6,7
- Benchmark: 10
- Desired Outcome: 12
- Unit of Measure: Graduation Rates
- Years(s) Implemented: 2020- 2021

Goal 3: Increase Transfer to BS

- Strategic Goal/Priority (List number): 4
- Benchmark: 4
- Desired Outcome: 6
- Unit of Measure: Transfer Rates
- Years(s) Implemented: 2020- 2021

Goal 4: Increase Job Placement

- Strategic Goal/Priority (List number): 8
- Benchmark: 50%
- Desired Outcome: 100%
- Unit of Measure: Graduate Survey
- Years(s) Implemented: 2020- 2021

5. Resource Implications

Detail any resource requests, including reallocation of existing resources (physical, human, financial)

2020 Kaua'i Community College ARPD
Program: Enter Program or Unit Name

X I am NOT requesting additional resources for my program/unit.