DIGITAL MEDIA TECHNOLOGY

Five Year
INSTITUTIONAL REVIEW

By Darla M. Boyer

February 2010

Institutional Effectiveness Review
Instructional

The purpose of the review is to:

Assess the currency, scope, strengths, weaknesses, and needs of the Digital Media Technology Program

The process will involve the following steps:

The faculty met with the Area Technical School Director, the Dean and Associate Dean to discuss the Program Review process.

The Program Review document was completed based on data compiled by the Director of the Area Technical School and faculty.

The faculty met again with the Area Technical School Director, the Dean and Associate Dean to discuss the findings presented in the Program Review document.

Additional follow-up meetings will be scheduled as needed to assess the status of Learning Goals and Action Plans.

Time frames/timeline for the review will be

The initial meeting with the Area Technical School Director, took place during the Fall 2009 semester.

A meeting was held with the Area Technical School Director, Dean and Associate Dean in early January 2010 to assess progress toward completing the Program Review.

The Program Review document was turned into the Dean and Associate Dean by the middle/late portion of February 2010.

The follow-up meeting with the Area Technical School Director, the Dean and or Acting Associate Dean will take place in late February 2010.

Additional follow-up meetings will be scheduled as needed.

Program/Service: Digital Media Technology
Date of Review: 2005-2009 – February 2010
Review Participants: Darla M Boyer

Overview

Purpose of the program/service and how it relates to college mission, values, vision:

The Digital Media Technology program is a two- year program that has established goals and objectives consistent with those of Jefferson College and the Area Technical School.

- The purpose of the program is to provide specific prescribed educational experiences essential for the development of skills, knowledge, and attitudes necessary for employment in entry level existing and emerging multimedia occupations.

- The programs mission is student centered providing an accessible high quality experience that meets the diverse needs of the learner. The superior level of teaching promotes intellectual, social and personal growth. With a continued on going assessment of the students and the program there is assurance of a responsive and progressive program. The program is designed for students who wish to enter the digital media field at entry level with an emphasis of becoming web designers, photographers, videographers, graphic designers, or game designers. The course is designed to teach fundamental skills in Photoshop, Flash, Illustrator, Fireworks, Dreamweaver, Premiere, After Effects, and 3DS Max that will qualify the student to enter the field of multimedia and to assist the more skilled employees in graphic arts, web design, flash animation, video production or special effects.

- The instructional emphasis is placed on the fundamentals of basic techniques of multimedia production.

- The digital media technology program shares a vision that is widely recognized as a comprehensive program that is instructed by highly qualified faculty ensuring the students master knowledge, skill competencies and values in a participative, innovative learning environment that will prepare students to be employed as graphic artists, flash animators, web designers, and videography.

- The program continues to strive for excellence having the students understand federal laws of: Intellectual Property, Copyright laws, Patent Laws, Trademark Laws, Fair Use and Public Domain.

- Values that the program provides are balanced opportunities for all students to grow in a diverse educational environment that promotes mastery of intellectual and technical skills that will assist with ensuring career success. The program continues to be reassessed through the assistance of the advisory board members working collaborate with program faculty for continued student, personnel and program improvement.

- The value of community service is emphasized through Future Business Leaders of America whose mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. Skills USA is an applied method of instruction for preparing America's high performance workers enrolled in public career and technical programs. The combination of these organizations within Digital Media Technology fosters leadership in the cultural, educational, economic, environmental and social development within the community.

- Content of the course: The Digital Media Technology Program places emphasis on studies to develop skills in digital media authoring, production, presentation and distribution. Students will gain skills using digital cameras, scanners, and printers. All students will be part of a team to create and maintain a web page for the program. Students will obtain practical experience in the creation and design of web pages, implementation of digital video productions, 3D modeling and animation, and interactive multimedia authoring. Some of the programs that are used to gain this useful experience include: Adobe PhotoShop CS4, Dreamweaver CS4, Adobe Illustrator CS4, and Fireworks CS4. This hands-on class covers fundamental theories and methods of computer use in art, computer assisted imagery and multi-sensory, interactive processing, and creating 2D and 3D media, and animation. This hands-on class comprises electronic web-page building. Postscript illustration, scanning, digital photo retouching. This is a beginning course in Web Page Design and Web Site Management. Students will learn to write files using basic HTML language and Dreamweaver. Students will learn the administration and maintenance of a working website, and will also create a

personal portfolio. Students will continue using Dreamweaver, Flash, Fireworks, Illustrator, Photoshop, Premiere, and After Effects to learn to combine text, graphics, sound, and video to produce and present quality multimedia presentations. The students, upon nearly completion of the first year will complete an electronic portfolio and an electronic resume.

Students who successfully become certified in one of the Adobe Products giving the digital media technology students a seamless transition to either continuing their education in the field of multimedia or in their chosen multimedia employment field. This program is an excellent jump-start for gaining work experience and knowledge to have an edge on qualifying to enter any multimedia program.

The Digital Media Technology Program supports the mission of Jefferson College to train students to meet the employment needs of the community. The program is focused on student outcomes and student success, quality education, which is comprehensive and accessible. Our students consistently achieve mastery of the competencies and are well trained to be a positive influence in a diverse workforce. With computers now necessary in almost every industry, one of the fastest growing technology jobs is in multimedia. According to the latest government projections, the digital media production field should grow by 44% in the next ten years. The demand for highly qualified, individuals in the multimedia field remains strong nationwide.

INNOVATIVE CHANGES (SINCE PROGRAM INCEPTION):

1. The digital media technology lab has been upgraded using state of the art equipment and the very latest in technologies. This includes Dell Precision T3400 Intel Quad Core CPU Q6700 @2.66GHz, 4.00 GB RAM, NVidia Quadra FX 1700 video card with 1GB RAM, and 500 GB Seagate internal hard drives.

2. The Digital Media Technology classroom offers a library filled with research materials that are available to the students.

3. 2004-present each year I have encouraged students become involved in the FBLA, Future Business Leaders of America student organization, and Skills USA, organization focused on Career and Technical Education, especially the competitions. This has been a very effective teaching tool along with building student leadership skills and opportunities to meet other health occupations students. The class will continue to attend the FBLA and Skills USA leadership conferences as budgets permit.

Faculty/Staff Qualifications and Professional Development:

Darla M. Boyer started working the computer technology field years 22years ago as a computer lab assistant / technician and teaching part-time. She has an Associate of Arts in Music 1975, Associate of Applied Science in Computers for Business in 1987 from Jefferson College, a Bachelor of Arts degree in Music Therapy and Psychology from Maryville University in 1977, and a Master of Science degree in Organization and Management with an emphasis in Information Technology Management from Capella University in 2003. Darla is a Registered Music Therapist. Ms. Boyer has certifications in: IC3 (Internet Computing Core Certification) 2004, Microsoft Office Certification, 2005, A+ Certified, 2007, Photoshop Certification, 2009.

In 2003, Darla received a Who's Who Among America's Teachers, in 2005, she received a Who's Who of Executives and Professionals, in 2008, she received a Who's Who Among America's Women.

During her "early years" at Jefferson College, Ms. Boyer worked as a Data Entry Operator for the Library, a Weekend Receptionist at "Jefferson College North," a Computer Lab Assistant, and a Computer Technician. She has also taught courses for Continuing Education, Missouri Baptist University, and Business and Industry as well as Jefferson College. Prior to employment at Jefferson College, Darla was a Music Therapist for Nursing Homes in the Jefferson County area, as well as a music teacher. Ms. Boyer has experience teaching a diverse multitude of individuals. Ms. Boyer serves on the Technology Telecommunications and Computing committee and the ATS admissions committee and any hiring committee that she is called upon to serve on.

Darla is a member of the following professional organizations:

- Missouri ACTE (Associate for Career and Technical Education)
- Missouri Community College Association (MCCA)
- Missouri Business Educators of America (MBEA)
- National Business Educators of America (NBEA)
- National Educators Association (NEA)
- Future Business Leaders of America – Professional Division
- National Pastoral Musicians (NPM)
- Professional member of Skills USA – VICA

Students:
Constituent Satisfaction and Feedback:

The successes of the students in the Digital Media Technology Program are measured with follow up survey evaluations. The following bar graph indicates the student enrollment from 2004 through 2009. The students are generally very well satisfied with the Digital Media Technology program instruction. All responses on all of these evaluations were marked as "above average" and "excellent". This applies to all areas of the program for course content as well as faculty. All student evaluations are available, on file for review if needed, in the office. Several student comments are listed below.

B. J. I need some input right here…

Student/Constituent Success:

To date, the Digital Media Technology program has a one hundred percent pass ratio of students on various certification tests.

2009 – 2010

Students will be participating in competitive events in FBLA and Skills USA.

2008 – 2009

Carissa Caton was a finalist for Tech Prep Student of the Year. The Digital Video team of Joe Peery and Cody Storment came in first place in district competition of FBLA. Jon Taylor with his Electronic Portfolio came in first in FBLA district competition.

2007 – 2008

Tyler Otte and Shawn Gonzalez came in third in Digital Video Production at Skills USA state competition. Justin Faulker and Nikki Clem placed first in 3D Animation. Nicole Ludwig and Tyler Otte placed first in district competition of Web Design.

2006– 2007

Nicole Ludwig and Peggy Trousedale placed first at Skills USA state web design competition. Kristinia Carlton and Tyler Otte placed third in the state Chapter Display competition. Patrick Jungewaelter placed first at Skills USA districts in computer repair.

2005-2006

Four students competed at the state level in Quiz Bowl for Skills USA. Ms Boyer
volunteered to serve as a chaperone for the trip.

2004 – 2005

Four students competed at the state level in Quiz Bowl for Skills USA. Ms Boyer
volunteered to serve as a chaperone for the trip.

Curriculum/Services (Scope, Currency, Changes):

The curriculum of the Digital Media Technology Program addresses the basics of core
technology and the new changes that take place in the Graphic Arts / Multimedia
industry. The local advisory board members assist in providing support for the programs
core curriculum. The faculty collaborates with other graphic arts educator to suggestions
on change, revision and. The faculty evaluates the textbooks and materials used within
the program regularly and changes are made according to the relevancy of each. The
advisory committee reviews the core curriculum on an annual basis. Suggestions are
considered and the necessary changes are made as needed in order to remain current with
the needs of the multimedia / graphic arts.

Curriculum/Services Issues (Support, Technology, Equipment)

The college provides the Digital Media Technology Program with technical support for
the equipment used within the classroom (i.e. smartboards and computers.) Computer lab
support and office computer support are also available. The local advisory board supports
the program by hiring our students and providing sponsoring the students to assist with
expenses to attend student conferences.
Student recruitment support is done through the Area Technical School. Annually, there
are an excess of applicants.

Community Service

Through the years, the Digital Media Technology students have been involved in the community computer workshops, where students assist and answer questions of members of the community when they come into the Digital Media Technology lab. The students have also participated in the "Adopt a Soldier" program; an outreach that the students send care-packages to soldiers that are overseas.

Summary (SWOT)

Strengths	Weaknesses
Excellent positive graduation rates. Excellent reputation within the local community. Excellent reputation within Jefferson County. Excellent supportive advisory committee ATS program retention	Are not receiving college credit for the second year of the program. No college level Digital Media Technology – for high school graduates
Opportunities	**Threats**
Program offers two-years of Digital Media Technology for those students who come into the program as juniors.	Digital Media / graphic arts / multimedia programs at other schools. Budget cuts and other influences to sending schools could at any point reduce the pool of potential students.

Future

Proposed Learning and Service Goals and Action Plan

Proposed Learning/Service Goal	*Proposed Assessment Measurement/ Action*	*Person(s) to Implement*	*Timeframe*	*Resource Implications*
Goal 1 Up grade curriculum as industry needs	Revise curriculum, seek input from advisory committee regarding industry needs .	Darla Boyer	On going	No additional cost
Goal 2 Upgrade equipment as needed	Purchase of new lab equipment	Darla Boyer	On going	Cost of equipment. Source: enhancement grants, Perkins funds
Goal 3 Continue participation in all career days, public speaking events, and community involvement activities.	Maintain list of participation	Darla Boyer	On-going	minimal
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DISCIPLINE STATUS

     X   Satisfactory
_____ Requires Immediate Attention
_____ Unsatisfactory

_____   _____

Dean   Date