BASIC PROGRAM INFORMATION

Program Review is about documenting the discussions and plans you have for improving student success in your program and sharing that information with the college community. It is also about linking your plans to decisions about resource allocations. With that in mind, please answer the following questions.

Program/Department Name: Music:Music Technology

Division Name: Fine Arts and Communication

Please list all team members who participated in this Program Review:

Name	Department	Position
Bruce Tambling	Music Technology	Co-Director, Music Technology Program
Eric Kuehnl	Music Technology	Co-Director, Music Technology Program

Number of Full Time Faculty: 2 **Number of Part Time Faculty:** 8

Please list all existing Classified positions: *Example: Administrative Assistant I*

Lab Manager – Al Ruffinelli

SECTION 1: PROGRAM REFLECTION

1A. Program Update: Based on the program review data, please tell us how your program did last year. We are particularly interested in your proudest moments or achievements related to student success and outcomes.

In Spring 2016, the Music Technology Program sponsored and hosted a series of special events and guest lectures featuring renown industry professionals. These events offered our students practical, real-world knowledge directly applicable to their workforce objectives. Enrolled students received VIP seating and the general public were invited to attend at no charge. This functioned as an outreach mechanism and thousands of new student prospects saw our advertising efforts in Facebook and other social media channels. All events were recorded in multi-camera HD video to be shared online as a service to the community and to help promote Foothill College.

On April 1st and 2nd, 2016, the Music Technology Program produced a two night festival of electronic music entitled "Electroacoustica." An impressive lineup of experimental electronic composers will perform their own work over two nights of diverse concert programs. Concert One (April 1st – 8PM) features John Bischoff on custom analog electronics, Kyle Bruckmann on oboe with electronic processing, and the premiere of a new ensemble composition by MaryClare Brzytwa featuring David Tannenbaum and Taurin Barrera. Concert Two (April 2nd – 8PM) features the

tape music of Charles Amirkhanian, Thomas Dimuzio on the Buchla 200e modular synthesizer, and the premiere of a new composition by Eric Kuehnl for voice and electronics featuring Milissa Carey. A number of Foothill students assisted in the festival production. Festival marketing collateral was produced in collaboration with Andrea Hanstein and Jerry Robredo from the marketing team. In addition, the Music Technology Program collaborated with KFJC in our second co-marketing effort that resulted in a number of KFJC listeners attending the festival.

In November of 2016 the Music Technology Department hosted two open house events. The first was a daytime event that featured a presentation from Bruce Kaphan. The goal of this first open house was to increase awareness of the Music Tech program among faculty, staff, and existing students. A second evening event featured a live recording demonstration of a student band, engineered by Music Tech students. The goal of the second event was to reach out to local high school students and aspiring audio engineers to promote the Music Tech degree program and, hopefully, increase the number of Music Tech majors moving forward.

1B. Program Improvement: What areas or activities are you working on this year to improve your program? Please respond to any feedback from the supervising administrator from last year's program review.

Foothill College offers the largest collection of Music Technology courses in the country and the course list has evolved beyond what was originally planned. Music Tech faculty have reorganized, renamed and renumbered many of the classes to make the program easier for everyone to understand. Our new MTEC department designation has already had a significant impact as far as clarification of course sequences for new music tech students.

Music Tech faculty have also been in contact with the marketing office to help promote the Music Technology Program.

We continue to improve our facilities helping to maintain a competitive edge with other institutions and offering our students practical training not available elsewhere.

1C. Measures of Success: What data or information will you use to measure your success (e.g. student success rates, changes in student or program learning outcomes)?

Student success will be measured by:
1) Number of certificates and degrees awarded.
2) Number of students transferring into 4 year degree programs.
3) Number of industry certifications to prepare for workforce.
4) Number of students completing courses.

1D. EMP Goal: The 2015-2020 Educational Master Plan (EMP) includes the following goal:
"Create a culture of equity that promotes student success, particularly for underserved students."

Based on the program review data, tell us some of the things your program will be doing this year to support this goal. You will be asked to report on any accomplishments on your next comprehensive program review.

Create curriculum and course materials that engages underserved students.

Promote the Music Technology program to underserved students at local high schools and in the larger Bay Area region.

SECTION 2: PROGRAM OBJECTIVES & RESOURCE REQUESTS

2A. New Program Objectives: Please list any new objectives (do not list your resource requests).

Program Objective	Implementation Timeline	Progress Measures
Example: Offer 2 New Courses to Meet Demand	*Winter 2016 Term*	*Course Enrollment*
Increase available lab time and recording studio access.	Winter 2017	Total number of hours booked by students.
Repair equipment and upgrade recording studio facility.	Winter 2017	Progress with studio inventory and repair lists.
Increase frequency of Open House events to promote the program	Winter 2017	Regular monthly open house schedule.
Complete upgrades to new control room in 1103	Spring 2017	Completed installation of projector and projection screen, completed wiring.
Design and deploy comprehensive advertising campaigns in various demographics and social media channels.	Winter 2017	Course enrollment
Create Music Tech YouTube Channel and Podcast	Spring 2017	Number of visitors to website

2B. Resource Requests: Using the table below, summarize your program's unfunded resource requests. Refer to the Operations Planning Committee (OPC) website for current guiding principles, rubrics and resource allocation information.

Resource Request	$	Program Objective (Section 2A)	Type of Resource Request			
			Full-Time Faculty/Staff Position	One-Time B-Budget Augmentation	Ongoing B-Budget Augmentation	Facilities and Equipment
Recording Studio Tech and Admin Support	40,000	Increase available lab time and repair equipment.	X			
Independent Marketing Consultant	24,000	Advertising campaigns	X		X	
Video Editor Contractors	24,000	Advertising campaigns,	X		X	

		YouTube Channel		
Audio Editors	12,000	Podcasts		
API 3216 Analog Mixing Console	90,000	Upgrade Studio		X
Amphion Bass25 Subwoofers	6,000	Upgrade Studio		X
API 500 Series 11 Space Rack	12,000	Upgrade Studio		X
Hearback Pro Headphone system	6,000	Upgrade Studio		X
Remove cable conduit pipe 1102	2,000	Upgrade Studio		X
Video Lights Studio 1101	30,000	For open house events	X	X
Video Lights Appreciation Hall	20,000	For live events	X	X
PA Speaker system 1101	25,000	For open house events	X	X
Install double-paned windows in 1101	50,000	Upgrade Studio		X
Replace windows 1102	10,000	Upgrade Studio		
Re-wire all audio and data connections in facility using modern cable raceways.	100k	Upgrade Studio		X
Install Acoustic Doors in control rooms	70,000	Upgrade Studio		X
Upgrade Lights 1102 and 1103	30,000	Upgrade Studio		X
Acoustical Bass Traps 1103	10,000	Upgrade Studio		
Additional patch bays and cabling for 1102 & 1103.	5,000	Upgrade Studio		X
Reinforce walls in	100k	Upgrade		X

control rooms.		Studio		
Purchase and install lowboy racks for control rooms	10,000	Upgrade Studio		X
Digital Monitor controllers in 1102 and 1103	20,000	Upgrade Studio		X
Instructor Podium Console 1101	10,000	For open house events		X
New Video Projector 1101	5,000	For open house events		X
New Projector Screen 1101	2,000	For open house events		X
Custom microphone cabinet	3,000	Upgrade Studio		X
Large Diaphragm Tube Condenser Microphone	$8,000	Upgrade Studio		X
Wireless Podcast recording system	10,000	Podcast		X
Video Cameras	10,000	YouTube Channel		X
Tool Kit	2,000	Repair equipment	X	X
Yamaha Drumset	2,000	Upgrade Studio		X
Kemper Profiler Guitar Amp	1,980	Upgrade Studio		X
Fender Precision Bass Guitar	900	Upgrade Studio		X
Fender Stratocaster Guitar	800	Upgrade Studio		X
Martin Acoustic Guitar	2,000	Upgrade Studio		X
Steinway 9-foot Concert Grand Piano	148k	Upgrade Studio		X

2C. Unbudgeted Reassigned Time: Please list and provide rationale for requested reassign time.

N/A

3A. Attach 2015-2016 Course-Level Outcomes: Four Column Report for CL-SLO Assessment from TracDat. Please contact the Office of Instruction to assist you with this step if needed.

3B. Attach 2015-2016 Program-Level Outcomes: Four Column Report for PL-SLO Assessment from TracDat. Please contact the Office of Instruction to assist you with this step if needed.

SECTION 4: FEEDBACK AND FOLLOW-UP

This section is for the <u>Dean/Supervising Administrator</u> to provide feedback.

4A. Strengths and successes of the program as evidenced by the data and analysis:

Music Technology (MTEC) became a separate department at the start of fall 2016 to distinguish its courses from the regular Music curriculum. This has allowed the two full-time faculty to more consciously assess their enrollment, productivity, and student success strategies. The Foothill MTEC program has state-of-the art facilities and a very broad choice of course options for casual students and MTEC majors. We have seen a slight improvement in enrollment in the winter of 2017 (compared to winter 2016) and the instructors are committed to marketing and expanding their program. The department held several open houses in the fall of 2016 and have been willing to work with campus groups (CAP, ASFC) to show their facilities to visiting high school groups.

The MTEC program is engaging with external partners and we hope to offer classes for Fremont/Union high school students in 2017/18. In addition, three courses have been offered at the new Sunnyvale campus.

The MTEC program now has Strong Workforce funding which should be used to fund internships for Foothill students in local industry.

4B. Areas of concern, if any:

As noted above, the MTEC program has state-of-the-art facilities and a broad curriculum of study. I am concerned that they have focused too much on growing their online presence and, because of this, the recording studio and IDEA Center are not used as much as they used to be and MTEC students do not have the access they need to our facilities.

4C. Recommendations for improvement:

The full-time faculty should commit to being present on campus at least three to four days per week each. This will allow our students more access to the recording studio and Idea Center facilities. The faculty have shown a willingness to market their program and already made great strides in this direction. They now have Strong Workforce funding in addition to their existing Perkins money, so there should be more effort to create strong relationships with local employers to fund internships, creating a

pathway from Foothill to employment in an MTEC field.

4D. Recommended Next Steps:
Proceed as Planned on Program Review Schedule
Further Review / Out-of-Cycle In-Depth Review

Upon completion of <u>Section 4</u>, the Program Review document should be returned to department faculty/staff for review, then submitted to the Office of Instruction and Institutional Research for public posting. Please refer to the Program Review timeline.

Unit Assessment Report - Four Column

Foothill College
Program (FA-MUSI) - Music Technology AA/CA

Mission Statement: The Music Technology Program offers cutting edge curriculum and instruction in the areas of media studies, recording arts and audio production based on real world industry standards.
Primary Core Mission: Workforce
Secondary Core Mission: Transfer

PL-SLOs	Means of Assessment & Target / Tasks	Assessment Findings/Reflections	Action Plan & Follow-Up
Program (FA-MUSI) - Music Technology AA/CA - 1 - Students who complete the traditional transfer course sequence will be able to demonstrate knowledge, skills, and understanding in the three emphases identified by the National Association of Schools of Music (NASM): music history/literature, composition/theory, and performance. **Year PL-SLO implemented:** End of Quarter **SLO Status:** Active	**Assessment Method:** Students who successfully complete the program must pass a standardized exam in each of the three identified areas before being issued the AA Degree or Certificate of Achievement. **Assessment Method Type:** Exam - Standardized **Target:** An 80% passing rate for all students taking the standardized exams.	12/09/2016 - The passing rate was above 80% for all three areas identified in the SLO. **Result:** Target Met **Year This Assessment Occurred:** 2015-2016	
		12/12/2013 - The passing rate was above 80% for all three areas identified in the SLO. **Result:** Target Met **Year This Assessment Occurred:** 2012-2013	
		09/27/2012 - The passing rate was well above 80% for all three areas identified in the SLO. **Result:** Target Met **Year This Assessment Occurred:** 2011-2012	
Program (FA-MUSI) - Music Technology AA/CA - 2 - Students who complete the vocational program will also be able to demonstrate knowledge, skills and understanding in the areas of music business, technology, and contemporary popular music literature and composition/engineering identified by the program's board of advisors. **Year PL-SLO implemented:** End of Quarter **SLO Status:**	**Assessment Method:** All students who successfully complete the program must submit an exit portfolio for critique of their recorded and mixed work. This is the final course required for the AA Degree and/or Certificate of Achievement in Music Technology. **Assessment Method Type:** Portfolio Review **Target:** A 100% portfolio completion and successful critique rate for all students seeking the AA	12/09/2016 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology. **Result:** Target Met **Year This Assessment Occurred:** 2015-2016	
		12/03/2014 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology.	

PL-SLOs	Means of Assessment & Target / Tasks	Assessment Findings/Reflections	Action Plan & Follow-Up
Active	and/or Certificate of Achievement in Music Technology.	**Result:** Target Met **Year This Assessment Occurred:** 2013-2014	
		12/12/2013 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology. **Result:** Target Met **Year This Assessment Occurred:** 2012-2013	
		09/27/2012 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology. **Result:** Target Met **Year This Assessment Occurred:** 2011-2012	

Unit Assessment Report - Four Column

Foothill College
Program (FA-MUSI) - Music Technology AA/CA

Mission Statement: The Music Technology Program offers cutting edge curriculum and instruction in the areas of media studies, recording arts and audio production based on real world industry standards.
Primary Core Mission: Workforce
Secondary Core Mission: Transfer

PL-SLOs	Means of Assessment & Target / Tasks	Assessment Findings/Reflections	Action Plan & Follow-Up
Program (FA-MUSI) - Music Technology AA/CA - 1 - Students who complete the traditional transfer course sequence will be able to demonstrate knowledge, skills, and understanding in the three emphases identified by the National Association of Schools of Music (NASM): music history/literature, composition/theory, and performance. **Year PL-SLO implemented:** End of Quarter **SLO Status:** Active	**Assessment Method:** Students who successfully complete the program must pass a standardized exam in each of the three identified areas before being issued the AA Degree or Certificate of Achievement. **Assessment Method Type:** Exam - Standardized **Target:** An 80% passing rate for all students taking the standardized exams.	12/09/2016 - The passing rate was above 80% for all three areas identified in the SLO. **Result:** Target Met **Year This Assessment Occurred:** 2015-2016	
		12/12/2013 - The passing rate was above 80% for all three areas identified in the SLO. **Result:** Target Met **Year This Assessment Occurred:** 2012-2013	
		09/27/2012 - The passing rate was well above 80% for all three areas identified in the SLO. **Result:** Target Met **Year This Assessment Occurred:** 2011-2012	
Program (FA-MUSI) - Music Technology AA/CA - 2 - Students who complete the vocational program will also be able to demonstrate knowledge, skills and understanding in the areas of music business, technology, and contemporary popular music literature and composition/engineering identified by the program's board of advisors. **Year PL-SLO implemented:** End of Quarter **SLO Status:**	**Assessment Method:** All students who successfully complete the program must submit an exit portfolio for critique of their recorded and mixed work. This is the final course required for the AA Degree and/or Certificate of Achievement in Music Technology. **Assessment Method Type:** Portfolio Review **Target:** A 100% portfolio completion and successful critique rate for all students seeking the AA	12/09/2016 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology. **Result:** Target Met **Year This Assessment Occurred:** 2015-2016	
		12/03/2014 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology.	

PL-SLOs	Means of Assessment & Target / Tasks	Assessment Findings/Reflections	Action Plan & Follow-Up
Active	and/or Certificate of Achievement in Music Technology.	**Result:** Target Met **Year This Assessment Occurred:** 2013-2014	
		12/12/2013 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology. **Result:** Target Met **Year This Assessment Occurred:** 2012-2013	
		09/27/2012 - The program achieved a 100% portfolio completion and successful critique rate for all students awarded either the AA or CA in Music Technology. **Result:** Target Met **Year This Assessment Occurred:** 2011-2012	