

Annual Student Services Program Review Template for 2011-2012

Introduction to The Program Review Process for Student Services Programs

Program Review at Foothill College

Purpose

An effective program review supports continuous quality improvement to enhance student learning outcomes and, ultimately, increases student achievement rates. Program review aims to be a sustainable process that reviews, discusses, and analyzes current practices. The purpose is to encourage program reflection, and to ensure that program planning is related to goals at the institutional and course levels.

Process

Foothill College student services programs are reviewed annually using this template, with an in-depth review occurring on a three-year cycle. Faculty and staff in departments who contribute to these programs will participate in program review. Deans provide feedback upon completion of the template and will forward the program review on to the next stage of the process, including prioritization at the Vice Presidential level, and at OPC and PaRC.

Admissions & Records	Evaluations	Outreach & Retention
Assessment	Financial Aid	Pass the Torch
Career Center	Health Services	Psychological Services
Counseling	Judicial Affairs	Puente Program
Disability Resource Center	Learning Resource Center	Student Affairs
EOPS	Mfumo Program	Transfer Center

Annual program review addresses five core areas, with a final section for administrator comments and their reflections about the next steps:

1. Data and trend analysis
2. Outcomes assessment
3. Program goals and rationale
4. Program resources and support
5. Program strengths/opportunities for improvement
6. Administrator's comments/reflection/next steps

Foothill College Program Review Cycle:

2011-2012: All programs participate in an annual program review

2012-2013: 1/3 of programs participate in a comprehensive review, remaining 2/3 of programs update their annual program review

Contact: Office of Instruction and Institutional Research (650) 949-7240

Website: <http://foothill.edu/staff/irs/programplans/index.php>

Submission Deadline: All program review documents are due to Deans by December 16

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Basic Program Information

Student Service Program Name: Media Center

Student Service Program Mission:

The Media Center supports students and faculty by providing access to non-print materials and media technologies in an environment that promotes interdisciplinary and transdisciplinary exploration. The mission of the Media Center is to anticipate and provide for the intellectual and physical access to these materials and technologies and to foster inquiry by bridging the digital divide.

Program Review Team:

Name	Department	Position
Linda Robinson	Media Center	Instructional Associate
Julie Riggins	Media Center	Instructional Associate

Section 1. Data and Trend Analysis

1.1. Program/Department Data

Dimension	2008-2009	2009-2010	2010-2011
Students Served Head Count	72,619	68,271	74,452
Students Served Gate Count	250,501	239,179	229,413
Non-Print Items Circulated	2543	1831	1652
Non-Print Items in Collection	1941	n/a	1776
Individual Items in Collection	5091	n/a	4276
Full-time FTEF			
Part-time FTEF			
Full-time Staff	1	1	1
Part-time Staff	1	1	1

1.2 Using the data provided above, include a short narrative analysis of the following indicators. Please attach supporting studies or data to the final program review submitted to your Dean.

1. Students served (How was this tracked? What is the trend?):

Usage Stats:

There is no tracking system in place to accurately monitor student use. Observable headcounts are taken by staff and student workers every hour and recorded. Though this data is NOT scientifically accurate, trends can be inferred.

Patterns inferred from the attached graphs and data are:

(*attachments i, ii*)

- Peak time is between 9am – 2pm
- The hour of 11am-noon is the busiest
- Spring Quarter tends to have the highest number of patrons/academic year
- The 11th week tends to have the highest number of patrons/quarter

External and internal factors such as Internet interruptions, enrollment trends, workstation availability, staffing, and operating hours have an impact on Media Center use.

The Gate Count records every student entering the building whether they use Media Center services or not. Decline in Gate Count may reflect enrollment trends.

Non-Print Circulation Stats:

The circulation of non-print materials is declining. Staff and faculty are the primary users and they drive student use. Many faculty who taught video based courses have retired while others are no longer using “media” to the same extent. The Internet and streaming videos also provide more points of access.

Most students who check out material do so because of instructor request. The collection needs to be advertised since few students use it of their own accord.

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The Media Center added 75 new titles this year while the weeding of non-compliant or out of date material continues. VHS formatted tapes are also being replaced with DVD's if available.

2. Demographics analysis (Is the ethnic breakdown of students you serve proportional to the general college ethnic distribution?)

The Media Center is open to ALL Foothill Students and is therefore reflective of the demographic makeup of the college.

3. Staffing structure (Does the staffing structure meet the program's or department's needs? If yes, please explain. If not, consider the following prompts in framing your answer.)

- i. Which aspects of the work are key to the institution's mission?**
- ii. Has the staff increased, decreased or remained the same to meet those changes?**
- iii. Has technology made it possible to do more work with the same staff? Or, has technology increased your workload (adding web features which need updating for example)? In what way?**
- iv. Does the workload have significant peaks and valleys during the fiscal year? If so, describe.**
- v. Do you anticipate the workload will increase, decrease or remain constant in the upcoming one to three years? Is this a temporary situation?**
- vi. If your workload is increasing and resources will not allow for increased staffing, how do you anticipate being able to ameliorate the negative consequences of too much work and maintain a positive atmosphere?**
- vii. What steps can be taken to improve your program or department's organizational efficiency within its current budget?**
- viii. What strategies have been used to improve the delivery of support services within the program or department?**

The current staffing structure meets the minimal operational needs of the Media Center. However, services have been suspended due to a lack of coverage for staff absences. There were 10-recorded closures for the 2010 – 2011 academic year, which meant we closed two to three hours earlier than our 7pm closing time. Back-up support is needed to maintain services and keep the center open.

There is one full-time day supervisor and one part-time evening supervisor to oversee building operations. If either supervisor is absent, operating hours are at risk. Previously, the LRC staff assistant or a member of the Library circulation staff provided coverage. The LRC staff assistant position was eliminated and the circulation department lost one full time employee making it hard for the remaining staff to assist in other areas of the building. The stretched workforce also makes attending meetings and volunteering for committees difficult.

4. Workload measures (includes budget details). Describe the program's workload measures as developed within the Student Services process.

The workload for each staff member is adequate. There are definitely peaks and valleys due to student demand at the beginning and end of each quarter. Also, the implementation of the Go Print, pay for print system has both alleviated and increased the workload as with any technology that functions properly versus when it doesn't.

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The upgrade to new computers and printers has had a positive impact to the staff workload. Many of the printing problems caused by various file formats have been corrected by this upgrade.

5. Budget analysis categories of expenditures (A Budget, Equipment, Supplies)

The Media Center budget is supported by the Library's B budget for supplies, equipment, and student support staff.

6. Basic skills programs (If applicable) *not applicable*

7. Transfer programs: (If applicable) *not applicable*

8. CTE programs: Labor/Industry alignment (If applicable) *not applicable*

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Section 2. Learning Outcomes Assessment Summary

2.1. Insert – Previous year's Four Column Report for SA-SLO Assessment from TracDat, please contact the Office of Instruction to assist you with this step if needed.

Unit Assessment Report - Four Column

Foothill College SA - Media Center

Mission Statement: The Media Center supports students and faculty by providing access to non-print materials and media technologies in an environment that promotes interdisciplinary and transdisciplinary exploration. The mission of the Media Center is to anticipate and provide for the intellectual and physical access to these materials and technologies and to foster inquiry by bridging the digital divide.

Service Area SLOs (SA-SLOs)	Means of Assessment & Target / Tasks	Assessment Findings	Reflection/Action & Follow-Up
SA - Media Center - Resources - Students will be able to integrate information for course assignments using a variety of technological tools and non-print media	Assessment Method: Patron Survey with questions aimed at assessing use and integration of Media Center Services Assessment Method Type: Survey Target: 80% of students will be able to use Media Center services to enhance course assignments and integrate the information		
Year(s) to be Assessed: 2011-2012			
SA-SLO Status: Active	Assessment Method: Student interviews Staff Observations Assessment Method Type: Interviews/Focus Groups Target: 80% of students using Media Center services will be able to integrate technology and non-print media into their assignments		
	Assessment Method: Based on observation, and student and staff requests, department staff will evaluate the non-print media for relevancy and assess whether the current method of delivery via technology is adequate Assessment Method Type: Departmental Questions Target: Students using Media Center services will be provided with the most current information and technology available		

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2.3 Please provide observations and reflections below.

2.3.a Service Area Student Learning Outcomes

What findings can be gathered from the SA-SLOs assessments?

The Service Area Outcomes for the Media Center are on going. The staff will support and implement these objectives to remain current and up to date in the area of technology and non-print media. The staff will assess through surveys, staff observations and interviews if outcomes are being met.

2.3.b Does any of the data suggest that revisions might be necessary in order for students to successfully achieve the SA-SLOs?

2.3.c Do the SA-SLOs reflect the knowledge, skills and abilities students need from those services in order to succeed?

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2.3.d How has assessment of SA-SLOs led to improvement in student success at the institution?

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2.4 Annual Action Plan and Summary: Using the information above, list the program's action steps, the related [Core Mission objective](#), SLO assessment data and the expected impact on student success.

Action Step	Related SA-SLO assessment (Note applicable data)	Related ESMP Core Mission Goals (Basic Skills, Transfer, Work Force, Stewardship of Resources)	How will this action improve student learning/success?

Section 3: Program Goals and Rationale

Program goals should be broad and incorporate some sort of measurable action that connects to Foothill's core missions, [Educational & Strategic Master Plan \(ESMP\)](#), the division plan, and SLOs.

3.1 Program relation to college mission/core missions

By providing the tools necessary for student success the Media Center supports the individual needs of students and their goals in accordance with the mission of the Foothill College and its commitment to providing outstanding educational opportunities for all.

3.2 Previous program goals from last academic year

Goal	Original Timeline	Actions Taken	Status/Modifications
Media Center will acquire, organize and maintain relevant resources to support the College's strategic, teaching and learning initiatives	On going	Continued acquisition of non-print materials to enhance learning and support instruction.	Budgetary constraints restrict quantity. VHS format is being phased out district-wide; therefore, only DVD's are being purchased. Material must be closed captioned in order to meet Federal guidelines
Media Center Staff will provide a variety of responsive services and opportunities that facilitate access to and use of, resources that encourage student success and information competency.	On going	Staff will evaluate and upgrade software, policies and protocols in order to maintain relevancy of services and resources	Computers were re-imaged with latest software and add-ons. An express printing service was added. Staff updated skills to assist students with campus resources and Media Center software
Promote Non-Print Collection	On-going	Notified staff through email regarding acquisitions to the collection.	On-going
Install an Express Printing station	2010-2011	Completed 2011	Requested by students, the workstation is frequently used.
Increase Funding for student desk assistants to the 2008-2009 level	2010-2011	Achieved through funding by ASFC, and one time Lang Arts donation	Hope to sustain funding through 2011-2012

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3.3 New Goals: Goals can be multi-year

Goal	Timeline (long/short-term)	Supporting Action Steps from section 2.4 (if applicable)	How will this goal improve student success?
Renovate to a Multi-purpose Centralized Lab using the latest technology to support and enhance a relevant Learning Resource Center	In the next 2-5 years		Create a modern Learning Center that incorporates collaborative learning using tablet technology.
Upgrade tables used for desk top computing to ones that can support the weight and contain the wiring of multiple computers	2011-2012		Create a safe and stable working environment
Increase B Budget amount to hire additional student desk assistants	2011-2012		Provides continuous patron support
Hire an LRC desk assistant to support Library, Media Center and Tutorial Services	In the next 2-5 years		Provide centralized administrative and back-up support to all areas of the LRC
In coordination with the Library, evaluate and recommend an online video streaming service for faculty and students.	2011 -2012		Students and staff will have access to closed-captioned streaming videos for instructional use. Supports both in class and on line instruction.
Promote Non-Print collection to students	On going		Can provide student with supplemental instruction, increase awareness and perspective

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Section 4: Program Resources and Support

4.1 Using the tables below to summarize your program's resource requests.

Full Time Faculty and/or Staff

Position	\$ Amount	Related Goal from Table in section 3.3	Possible funding sources (Lottery, Measure C, Basic Skills, Perkins, etc.)
LCR Staff Assistant	\$45,000.00	To provide administrative assistance to LRC staff and operational back-up for classified staff	

B Budget Augmentation

B Budget FOAP	\$ Amount	Related Goal from Table in section 3.3	Possible funding sources (Lottery, Measure C, Basic Skills, Perkins, etc.)
114000150063231061300	5,000.00	Student Salaries	ASFC
Library FOAP	See Library Program Review	Streaming Videos	

Facilities and Equipment

Facilities/Equipment Description	\$ Amount	Related Goal from Table in section 3.3	Possible funding sources (Lottery, Measure C, Basic Skills, Perkins, etc.)
Appropriate computer furniture		Upgrade aging tables in the Media Center	Measure C
LRC Renovation		Upgrade LRC to a more modern, inclusive service area for students	Measure C Bond Measure?

One-time/Other: (Release time, training, etc.)

Description	\$ Amount	Related Goal from Table in section 3.3	Possible funding sources (Lottery, Measure C, Basic Skills, Perkins, etc.)
N/A			

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Section 5: Program Strengths/Opportunities for Improvement

5.1 Use the matrix provided below and reflecting on the program relative to students' needs, briefly analyze the program's strengths and weaknesses and identify opportunities and challenges to the program. Consider external and internal factors, such as demographic, economic, educational, and societal trends. Some considerations may include current and future demand for the program, similar programs at other comparable institutions, and potential auxiliary funding.

	INTERNAL FACTORS	EXTERNAL FACTORS
Strengths	Upgraded computers and installed an Express Printing workstation	Faculty from De Anza praise the content of our non-print media collection and often check materials out. Other institutions have had positive comments as well.
Weaknesses	Technology is changing at a rapid rate. It is difficult to keep up given budgetary constraints	
Opportunities	The Media Center is acquiring new tables that can secure the computer and hide the electrical wiring making them safer for patron use. The future renovation of the building is an opportunity to increase and improve services to students.	Library is acquiring a streaming video service that meets closed captioning regulations. This will increase the media offerings to faculty, staff and students.
Threats	Funding for student salaries	The use of tablet technology versus desktop computing. State funding which threatens the proposed renovation.

5.2 Are there any critical issues you expect to face in the coming year? How will you address those challenges?

How will the renovation impact or change the way the Media Center operates as a service to students? In response to the questions, I will participate on the Imagineering Task Force and provide input regarding the remodeling of the Learning Resource Center and in particular the Media Center.

5.3 What statements of concern have been raised in the course of conducting the program review by faculty, administrators, students, or by any member of the program review team regarding overall program viability?

5.4 Address the concerns or recommendations that were made in prior program review cycles.

5.5 After reviewing the data, what strengths or positive trends would you like to highlight about your program?

Program:

Updated:

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The Media Center is a well-attended student service open to all. This is evidenced through surveys, statistics and observation. Our new computer workstations have minimized technical problems and the recently installed Express printing station has been well received. The non-print media selection contains 1776 titles and supports both online and in-class instruction. The collection is being brought into Closed Captioning compliance, and VHS formatted tapes are being replaced with DVDs. The Media Center strives to be current and a place that fosters inquiry by bridging the digital divide.

Section 6: Feedback and Follow Up

This section is for the Dean to provide feedback.

6.1 Strengths and successes of the program as evidenced by the data and analysis:

The Media Center provides many valuable services to our students. Primarily an open computer lab, the Media Center helps to bridge the digital divide by providing access to computers for students that would have no access otherwise. The recent upgrade of computers and furniture in the Media Center has been well received by students. And the staff are top notch.

Additionally, the Media Center is the primary location for non-print materials in the LRC, a highly valued service by faculty.

Finally, the Media Center (indeed the entire LRC) is poised to undergo a substantial remodel. Integrating the Media Center into a larger Teaching and Learning Center would provide a much greater value to students.

I strongly support the goals outlined in this program review.

6.2 Areas of concern, if any:

Decline in the use of non-print materials is likely reflective of media being available to faculty and students in other venues such as YouTube. But it does raise a concern as to whether or not the non-print materials are best housed in the Media Center.

It remains an open question as to whether or not wired computers will continue to be in such high demand or whether tablet (or other) technology will supplant them. Predicting the future technology needs of the Media Center is, therefore, a challenge.

Staffing of the Media Center is right on the margin. A single employee calls in sick and it necessitates a closure.

6.3 Recommendations for improvement:

I recommend that the college support the hiring of a staff member who could “float” between the Media Center, the Library, and the Tutorial Center, providing coverage when it’s needed.

6.4 Recommended next steps:

- Proceed as planned on program review schedule
- Further review/Out of cycle in-depth review

Program: Updated: