Introduction

Purpose

An effective program review supports continuous quality improvement to enhance student learning outcomes and, ultimately, increase 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, 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.

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
7. Vice President's comments

2012-2013 Submission Deadline:
• Program review documents are due to Director/Dean by December 14 for completion of Section 6.
• Director/Dean completes section 6 and forwards documents to Vice President for completion of Section 7 by January 4, 2013.
 • Vice President completes section 7 and returns documents to program review team by January 18, 2013.
• Program review documents are due to the Office of Instruction by January 25, 2013.

Foothill College Program Review Cycle:
To see which template your department is scheduled to complete, check the Program Review Schedule: http://foothill.edu/staff/irs/programplans/2012-2013/12-13-prog-rev-schedule.pdf

Questions?
Contact: Office of Instruction and Institutional Research (650) 949-7240
Website: http://foothill.edu/staff/irs/programplans/index.php

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.

Total number of Full Time Faculty:	
Total number of Part Time Faculty:	

Existing Classified positions:
1 Instructional Associate, Full-time
1 Instructional Associate, Part-time

Program Review Team and Departments:

Name	Department	Position
Linda Robinson	Media Center	Instructional Associate
Julie Riggins	Media Center	Instructional Associate
Barbara Harding	Media Center	*(Working in Linda's position 2011-12)*

Section 1. Data and Trend Analysis

1.1. Program/Department Data

Dimension	2009-2010	2010-2011	2011-2012
Students Served Head Count	68,271	74,452	69,847
Students Served Gate Count	239,179	229,413	197,962
Non-Print Items Circulated	1831	1652	1360
Non-Print Items in Collection	n/a	1776	1775
Individual Items in Collection	n/a	4276	3887
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, iii)
   - 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. In Fall 2011, new computer tables & rewiring required a 5-day closure. Foothill enrollment being down in 2012 would have affected student 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 members 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.

The Media Center added 92 new titles this year while the weeding of non-compliant or out of date material continues. VHS formatted tapes are also being replaced with DVDs if available. Weeding and DVD replacement have affected the number of individual items in the collection.

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. **Please describe services offered off campus and how these services are assessed and measured.**

   When appropriate, the Media Center actively encourages use of the new "Films on Demand" service offered in conjunction with the Library. This service gives 24x7 access on or off campus to staff and registered students. Media Center staff searched "Films on Demand" for the most highly used video items. When found, an insert in the video container alerts future users to the alternative access. While "Films on Demand" is still in its first year and measurement is difficult, overall response of faculty and students has been positive.

4. **Staffing structure (Does the staffing structure meet the program 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. How has technology affected the workload in your office?
   iv. Does the workload have significant peaks and valleys during the 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. What steps can be taken to improve your program or department's organizational efficiency within its current budget?
   vii. 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 9 such recorded closures in the 2011 – 2012 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 for student access.

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.

5. **General budget analysis by category of expenditures.**
   The Media Center budget is supported from 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. **Workforce/Career Technical Education Programs (if applicable).** *Not applicable*

9. **Student Equity.**
   The Media Center is open to all students and strives to make ALL feel welcome to use its services.

Section 2. Learning Outcomes Assessment Summary

2.1. Insert – 2011-2012 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.
Primary Core Mission: Basic Skills
Secondary Core Mission: Transfer

Service Area SLOs (SA-SLOs)	Means of Assessment & Target / Tasks	Assessment Findings/Reflections	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 **Year(s) to be Assessed:** 2011-2012 **SA-SLO Status:** Active	**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	03/20/2012 - Based on the student survey, 86% of Media Center patrons felt that the services helped them succeed in their coursework. 35% felt that it helped them remain in college and another 35% felt it helped them transfer to a 4 year college. Therefore, students were able to use media resources successfully and integrate them into their coursework. I feel that our goal was met and supports the need for technology and non-print media as a resource for students. **Result:** Target Met **Year This Assessment Occurred:** 2011-2012 **Resource Request:** Continue to fund resources such as computers and non-print media in order to remain current and support instruction **GE/IL-SLO Reflection:** Using digital information and non-print resources, and the hardware necessary to access them, supports all four core competencies. Analytical reading, technology skills, synthesis and evaluation, and cultural awareness are attributes acquired when using and applying information for course completion.	

11/30/2012 5:44 PM	Generated by TracDat a product of Nuventive.	Page 1 of 2

2.3 Service Area Student Learning Outcomes: Please provide observations and reflections below.

2.3.a 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 nonprint media. The staff will continue to 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?
> Not at this time. The upcoming renovation may temporarily have an impact on student access.

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

> The current SAOs appear to capture what students need from the Media Center and its staff to complete their coursework.

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

> The assessment of SAOs provides insight into how the Media Center is functioning to give access for online coursework and support what happens in the classroom.

Section 3: Program Goals and Rationale

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

3.1 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 DVDs 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 before start of 2011-12 with latest software and add-ons. Staff updated skills to assist students with campus resources and Media Center software. Software added to selected computers to meet students' needs for coursework.
Promote Non-Print Collection	On going	Notified staff through email regarding acquisitions to the collection. Distributed handouts for new *Films on Demand* in conjunction with library.	
Renovate to a Multipurpose Centralized Lab using latest technology to support and enhance a relevant Learning Resource Center	In the next 2-5 years	2011-12 – Staff participated in meetings. Also gave written feedback on various versions of renovation plan.	Continue participation.

3.1 Previous program goals from last academic year, con't.

Goal	Original Timeline	Actions Taken	Status/Modifications
Upgrade tables used for desk top computing to ones that can support the weight and contain the wiring of multiple computers	2011-2012	Completed December 2012	Positive feedback from students. New table arrangement has decreased noise level while increasing privacy and focus for each user. Adaptive learning workstation is now easily adjustable and its use increased.
Increase B Budget amount to hire additional student desk assistants	2011-2012	Augmented amount designated within library budget	ASFC also asked for increased funding
Hire an LRC desk assistant to support Library, Media Center and Tutorial Services	In the next 2-5 years	No action taken	Media Center closed early 9 times in the year without this staffing. Several more times staff worked overtime to keep Media Center open. Operating hours continue to be at risk.
In coordination with the Library, evaluate and recommend an online video streaming service for faculty and students	2011-2012	Completed early 2012	Improved access for students on or off campus.
Promote Non-Print collection to students	On going		Can provide students with supplemental instruction, increase their awareness and perspective

3.2 New Goals: Goals can be multi-year

Goal	Timeline (long/short-term)	How will this goal improve student success or respond to other key college initiatives	Action Steps
Hire an LRC desk assistant to support Library, Media Center and Tutorial Services	In the next 2-5 years	May keep Media Center open for access when lack of staffing causes closure.	
Increase B Budget amount to hire additional student desk assistants	2012-13	Provides continuous support and access to help for students. May allow staff the time to better participate in Foothill's collaborative decision making environment.	Request augmentation of amount designated within library budget as well as increase funding request from the ASFC
Promote awareness of *Films on Demand* (streaming video) service for students and staff	2012-13	Provides content on or off campus for in class or online instruction and research	Include *Films on Demand* in searches when appropriate. Continue inserts for high-use DVDs/ videos if also available in *Films on Demand.*

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Section 4: Program Resources and Support

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4.1 Using the tables below, summarize your program's <u>new, unfunded</u> resource requests. Refer to the Operations Planning Committee website: http://foothill.edu/president/operations.php for current guiding principles, rubrics and resource allocation information.

Full Time Faculty and/or Staff Positions

Position	$ Amount	Related Goal from Table in section 3.2 and/or rationale
LRC Staff Assistant	$45,000.00	To provide administrative assistance to LRC staff and operational back-up for classified staff

Unbudgeted Reassigned Time (calculate by % reassign time x salary/benefits of FT)

Position	$ Amount	Related Goal from Table in section 3.2 and/or rationale
N/A		

One-time B Budget Augmentation

Description	$ Amount	Related Goal from Table in section 3.2 and/or rationale
ASFC funding	$5,250.00	Increase B Budget amount to hire additional student desk assistants

Ongoing B Budget Augmentation

B Budget FOAP	$ Amount	Related Goal from Table in section 3.2 and/or rationale
114000150063231061300	$3,500* *Note: augment current budget by $3,500 to bring total to $15,000.*	Increase B Budget amount to hire additional student desk assistants

Facilities and Equipment

Facilities/Equipment Description	$ Amount	Related Goal from Table in section 3.2 and/or rationale

Section 5: Program Strengths/Opportunities for Improvement

5.1 Address the concerns or recommendations that were made in prior <u>program review</u> cycles.

> Upgraded computers and new furniture with rewiring were well received by students. Minimal level of staffing resulted in closures again during 2011-12.

5.2 What <u>statements of concern</u> 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?

> Budgetary constraints may affect the extent of the renovation plans for the LRC. In surveys, students consistently ask that more computers be made available. This concern was raised for the projected renovation plans.

5.3 After reviewing the data, what <u>strengths or positive trends</u> would you like to highlight about your program?

> The Media Center is a well-attended student service open to all. This is evidenced through surveys, statistics and observation. The non-print media selection contains 1775 titles and supports both online and in-class instruction. The Media Center strives to stay current and a place that fosters inquiry by bridging the digital divide. *Films on Demand* has provided another avenue of access but has not replaced the need for the current media collection. Faculty members gave positive feedback where DVDs have replaced older VHS-formatted tapes.

> Students with wireless devices (smart phones, tablets, laptops) often use them in conjunction with the Media Center's wired computers. Many students still require access to the computers and printing available at the Media Center for their coursework. Student demand for group study rooms and for more electrical outlets has increased and was expressed in the renovation planning process.

Section 6: Feedback and Follow Up

This section is for the Director and/or Dean to provide feedback.

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

The Media Center continues to serve a vital function on the campus. The staff are dedicated professionals, and the need for an open computer lab has never been more evident. As this program review indicates there are signs that the Media Center is experiencing a very slight decline in use, the concern may be accounted for be declines in enrollment.

6.2 Areas of concern, if any:

Staffing levels are a concern. When the evening part-time staff member is sick or otherwise unable to attend work, the Media Center can be forced to close early.

I am also concerned by shifts in media access that may have a long- term impact on the Media Center. Increasingly students and faculty are accessing media through the Internet or other online services. Are we moving towards a future when the need for extensive public collections of media materials is obviated by online access to the same materials? It's hard to predict this future, but it at least seems possible that demand for an in-person collection may diminish.

6.3 Recommendations for improvement:

I'd like to hire a floating staff position, one that could work both at the library's circulation desk and the media center's service desk.

Would it be possible to cull any of the media center's collection by exploring where overlap may exist between online sources or online streaming sources like Films on Demand?

6.4 Recommended next steps:
_X_ Proceed as planned on program review schedule
___ Further review/Out of cycle in-depth review

Section 7: Feedback and Follow Up

This section is for the Vice President to provide feedback.

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

6.2 Areas of concern, if any:

6.3 Recommendations for improvement:

6.4 Recommended next steps:
___ Proceed as planned on program review schedule
___ Further review/Out of cycle in-depth review