Basic Program Information

Department Name:

Media Center

Division Name:

Learning Resource Center

Program Mission(s):

The Media Center supports students and faculty by providing access to non-print materials and media technologies in an environment that promotes interdisciplinary and trans disciplinary 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 cultural divide.

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

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

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

Section 1: Data and Trend Analysis

Provide a short narrative analysis of the following indicators. Please attach supporting studies or data to the final program review submitted to your Dean/Director.

   a. **Students served** (How was this tracked? What is the trend over the last 3 years?):

	2010-2011	2011-2012	2012-2013
Students Served Head Count:	74,452	69,847	62,184
Students Served Gate Count:	229,413	197,962	99,574
Non-Print Items Circulated	1,642	1,360	994
Non-Print Items in Collection	1,776	1,775	1,603

This data was obtained via the following sources:

_____ CCC Apply
_____ Ask Foothill
_____ Credentials
_____ SARS
___X__ Other (List)_____

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.

The Gate Count records students who pass through our main entrance. There was no Gate Count for FALL 2012 due to the landscape renovation, which forced us to close our main entrance. All students entering the Media Center had to enter through the Library.

Declining Head Count for 2012 – 2013 is due to limited access to the building.

NON-PRINT CIRCULATION STATS: The circulation of non-print materials continues to decline. Staff and faculty are the primary users and they drive student use. Many of the video-based courses are no longer used and were weeded from the collection. Also, the ADA requirement prohibits the Media Center from purchasing many faculty requested videos; therefore, faculty maybe using other means to share this content with students.

Films on Demand which is an online streaming provider has 12,014 ADA compliant Videos. Feedback from faculty has been mixed regarding the resolution on large screens. As our network improves we hope this problem will be solved.

The Internet and streaming video provides more points of contact and maybe a more preferred method of sharing.

Demographics analysis: (example: Is the ethnic breakdown of students you serve proportional to the general college ethnic distribution?) If not, please include possible explanations for the disparity.

> The Media Center is open to All Foothill students and is therefore reflective of the demographic makeup of the college.

b. Please describe services offered off campus and how the effectiveness of these services is assessed.

> The only off-campus service offered is an inter library loan between the Media Center's non-print library and De Anza's. This service is minimally used but functions effectively when accessed. As policy, we do not loan to any other college or public library.

Data for this area is based on services offered at the following locations:
1. _____ Middlefield
2. _____ CCOC
3. _____ Other (List)

c. **Staffing structure:** Does the staffing structure meet the program or department's needs?

> Yes, the staffing structure meets the minimal operational needs of the Media Center. However, back-up support is needed to cover for staff absences. Services have been suspended due to a lack of coverage.

Section 2: Core Mission Support and Student Equity

The College's Core Missions are reflected below. Please respond to each mission using the prompts below.

a. **Basic Skills**

How does your service area support the basic skills needs students or programs? Please discuss current outcomes or initiatives related to this core mission and how those initiatives contribute to student equity and success in this core mission area.

> The media center supports this mission as it does all missions of the college by providing access to its non-print materials to all faculty and students. Additionally, the media center helps to bridge the digital divide by providing access to an open computer lab.

b. **Transfer**

How does your service area support the transfer needs of students or programs? Please discuss current outcomes or initiatives related to this core mission and how those initiatives contribute to student equity and success in this core mission area.

Transfer students are supported through the use of non-print materials and with access to an open computer lab.

c. **Workforce**

How does your service area support the workforce needs of students or CTE programs? Please discuss current outcomes or initiatives related to this core mission and how those initiatives contribute to student equity and success in this core mission area.

In addition to certain dedicated computers and software for some allied health programs, the media center supports CTE students by providing access to its non-print collection and its open computer lab.

Section 3: Learning Outcomes Assessment Summary

a. **Attach 2012-2013 Program Level SA- SLO** – 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: SLO Assessment and Reflection

Based on your assessment data and reflections, please respond to the following prompts.

a. How do the objectives and outcomes in your service area relate to the program-level student learning outcomes and to the college mission?

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

The current SAO's appear to capture what students need from the Media Center and its staff to complete their coursework.

b. If your service area has other outcomes assessments at the program level, comment on the findings.

Not applicable

c. How has your service area engaged in dialogue about student learning outcomes?

Staff dialogue frequently about how to improve the student experience of the media center. The SAOs have proved to be satisfactory for this purpose.

Section 5: Service/Program Goals and Rationale

Program goals address broad issues and concerns that incorporate some sort of measurable action and connect to Foothill's core missions, **Educational & Strategic Master Plan (ESMP)**, the division plan, and SLOs. Goals are not resource requests.

a. **List Previous Program Goals from last academic year:** check the appropriate status box & provide explanation in the comment box

Goal	Completed? (Y/N)	In Progress? (Y/N)	Comment on Status
1. Media Center will acquire, organize and maintain relevant resources to support the college's strategic, teaching and learning initiatives		On going	VHS continues to be phased out in support of DVD format. All new materials purchased must be ADA compliant. Older materials are being weeded or replaced.
2. 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. A few select computers had additional software added to meet students' needs and all were re-imaged with the latest add-ons. Operational hours and printing continue to be areas needing improvement.
3. Promote Non-Print Collection and the use of Films On Demand	Yes, gave a workshop in coordination with Foothill Global Access and the Library to Promote Films on Demand	On going	Notified staff and faculty through email regarding acquisitions to the collection. Continue to promote and evaluate the merits of Films On Demand. Continue dialogue regarding the decline in non-pint circulation.

b. **New Goals**: Goals can be multi-year (in Section 6 you will detail resources needed)

Goal/Outcome (This is NOT a resource request)	Timeline (long/short-term)	How will this goal improve student success or respond to other key college initiatives?	How will progress toward this goal be measured?
Support the renovation to a multipurpose lab that uses the latest technology and student learning techniques/tools. Prepare for a temporary relocation and downsize of Media Center services in support of this goal	2-3 years	Upon completion of this renovation, students will have access to the latest in technology, space for collaborative teaching and learning and other student learning center services.	Student, staff and faculty response to new services
Participate on a steering committee to evaluate a new ID card and pay for print service for students	1 year	Provide students with a more streamline, user friendly, pay for print service to meet students' needs.	Success will be measured by student and staff response

Section 6: Service/Program Resources and Support

Using the tables below, summarize your program's <u>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 5 and how this resource request supports this goal.	Was position previously approved in last 3 years? (y/n)

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

Has the program received college funding for reassign time in the last three years? (y/n)	If yes, indicate percent of time.
Has the program used division or department B-budget to fund reassign time? (y/n)	

Indicate duties covered by requested reassign time:

Responsibility	Estimated $	Related Goal from Table in section 5 and how this resource request supports this goal.	Est hours per month	% Time

One Time B Budget Augmentation

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

Description	$ Amount	Related Goal from Table in section 5 and how this resource request supports this goal.	Previously funded in last 3 years? (y/n)

Ongoing B Budget Augmentation

Description	$ Amount	Related Goal from Table in section 5 and how this resource request supports this goal.	Previously funded in last 3 years? (y/n)

Facilities and Equipment

Facilities/Equipment Description	$ Amount	Related Goal from Table in section 5 and how this resource request supports this goal.	Previously funded in last 3 years? (y/n)

IF THIS SERVICE AREA DOES NOT HAVE AN INSTRUCTIONAL COMPONENT/OFFER DEGREES, PLEASE STOP HERE AND CONTINUE TO SECTION 11.

Section 7: Data and Trend Analysis			

List all Programs* covered by this review & check the appropriate column for program type:

Program Name	Certificate of Achievement Program	Associate Degree Program	Pathway Program

*If you have a supporting program or pathway in your area for which you will be making resource requests, please analyze it within this program review (i.e. Integrated Reading and Writing, Math My Way, etc.) You will only need to address those data elements that apply.

a. Program Data:

Data will be posted on http://foothill.edu/staff/irs/programplans/programreviewdata.php for all measures except non-transcriptable completion. You must manually copy data in the boxes below for every degree or certificate of achievement covered by this program review.

Transcriptable Programs	2010-2011	2011-2012	2012-2013	% Change

b. Department Level Data

	2010-2011	2011-2012	2012-2013	% Change
Enrollment				
Productivity (College Goal 2012-13: 535)				
Success				
Full-time FTEF				
Part-time FTEF				

Section 8: Student Equity and Institutional Standards

As part of an accreditation requirement, the college has established institution-set standards across specific indicators that are annual targets to be met and exceeded. Please comment on how these indicators compare at your program level and at the college level. (For a complete description of the institutional standard, please see the instructional cover sheet)

a. Institutional Standard for Course Completion Rate: 55%
Please comment on your program's course success data, including any differences in completion rates by student demographics as well as efforts to address these differences.

b. Institutional Standard for Certificate Completion Number (Transcriptable): 325
Has the number of students completing certificates in your program held steady, or increased/declines in the last three years? Please comment on the data, analyze the trends, including any differences in completion rates by student demographics.

c. Institutional Standard for Transfer to four-year colleges/universities: 775
Based on the transfer data provided, what role does your program play in the overall transfer rates? Please comment on any notable trends or data elements related to your program's role in transfer.

Section 9: Learning Outcomes Assessment Summary

a. **Attach 2012-2013 Program Level** – Four Column Report for PL-SLO Assessment from TracDat, please contact the Office of Instruction to assist you with this step if needed.

b. **Attach 2012-2013 Course-Level** – Four Column Report for CL-SLO Assessment from TracDat, please contact the Office of Instruction to assist you with this step if needed.

Section 10: SLO Assessment and Reflection

Based on your assessment data and reflections, please respond to the following prompts.

a. What curricular, pedagogical or other changes have you made as a result of your CL-SLO assessments?

b. How do the objectives and outcomes in your courses relate to the program-level student learning outcomes and to the college mission?

c. How have you used the assessment results of program-level student learning outcomes to make certificate/degree program improvements?

d. If your program has other outcomes assessments at the program level, comment on the findings.

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e. How has your department engaged in dialogue about student learning outcomes?

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Section 11: Service/Program Review Summary

Address the concerns or recommendations that were made in prior program review cycles, including any feedback from Dean/VP, Program Review Committee, etc.

Recommendation	Comments
1. Hire additional staff member with knowledge of LRC functions, which could also provide backup for minimally staffed departments during absences.	The renovation may provide an optimal time to reassess LRC staffing needs
2. Re-evaluate the purchase and circulation of non-print media. Circulation stats of non-print media show a decline. Faculty have found other means of providing visual media to their classes. While requests for media still continues, the amount of requests have declined.	The Dean of the Learning Resource Center is aware of the decline. Again, the renovation may address this issue as dialogue continues regarding the best use and dissemination of the collection. Media rich distance learning classes are no longer offered.
3. Open the Media Center before 8am to accommodate students' needing computers/printing before class. This recommendation is based on responses to our student survey.	Discuss operating hours with Dean of Learning Resource Center in coordination with new building.

a. **After reviewing the data, what would you like to highlight about your program?**

The media center continues to serve the needs of students, especially those who need open computer lab access. The staff are and remain committed to providing the best customer experience for students who use the services of the center.

Section 12: Feedback and Follow Up

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

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

The media center remains a popular and well-used service. While construction and other campus projects have had temporary impacts on the number of students using the center, the services it provides are in perennial need. The staff maintain a high standard of customer service and frequently go above and beyond to assist students.

b. Areas of concern, if any

Changes in how non-print media is delivered may ultimately lead to declines in demand for these materials. For example, streaming video is poised to dramatically reduce the demand for the media center's extensive video library.

a. Recommendations for improvement:

The remodeling of the 3600 building will provide and opportunity to integrate a variety of services and to restructure how services are provided to students. Working with the faculty and staff in the LRC and TLC we will optimize these services in preparation for the 3600 building to be reoccupied.

d. Recommended next steps:
__X_ Proceed as planned on program review schedule
___ Further review/Out of cycle in-depth review
Upon completion of section 12, the Program Review should be returned to service area/staff for review, then submitted to the Office of Instruction and Institutional Research for public posting. See timeline on Program Review Cover Sheet.

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 **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	12/11/2013 - Media Center services remain consistent based on similar findings in this year's student survey. Based on the survey, 88% of Media Center patrons felt that the services helped them succeed in their coursework. 34% felt that it helped them remain in college and another 34% 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. Also worth noting, students were most satisfied with staff helpfulness and approachability and least with operational hours. **Result:** Target Met **Year This Assessment Occurred:** 2012-2013 **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	

Service Area SLOs (SA-SLOs)	Means of Assessment & Target / Tasks	Assessment Findings/Reflections	Action & Follow-Up
		information for course completion.	