



**FOOTHILL  
COLLEGE**

# Program Review PowerPoint Template

Integrated Planning & Budget Taskforce

12345 El Monte Road  
Los Altos Hills, CA 94022

**foothill.edu**

Foothill College, 12345 El Monte Road, Los Altos Hills, CA 94022 | [foothill.edu](http://foothill.edu)

# Programs Strengths

- Foothill Music Tech Graduates:
  - Demonstrate proficiency with digital media content creation, including hardware, software, and digital asset management.
  - Understand concepts from audio engineering, acoustics, sound synthesis, music theory, computer literacy and team collaboration.
  - Demonstrate proficiency with audio-video equipment including live content acquisition, microphones, cameras, sound reinforcement, post-production, and system troubleshooting.
  - Evaluate merits of professional media productions with an understanding of technical and aesthetic considerations.
  - Distinguish between related career paths associated with the discipline of Music Technology including digital media content creation, technical support, marketing, entrepreneurship and business administrative positions.



## Program Actions for Improvement Identified

- In contrast with the college's 52% female enrollment, MTEC has averaged 19% female enrollment since 2014. Music technology is a male-dominated industry. Nationwide, higher-education statistics confirm very few women enter music technology programs.
- MTEC is aware of this gender-related disparity and deploys ongoing marketing efforts to reach female students. This includes collaborating with Women's Audio Mission, which provides training, work experience, career counseling, and job placement to over 2,000 women/girls annually in music technology.
- In addition, MTEC faculty and staff strive to highlight examples of female students in the audio, video, and photo assets that are deployed across our social media accounts.
- The MTEC program regularly features female industry professionals as guest presenters in our courses and Master Classes.

# Program Data

## by Ethnicity

	2014-15		2015-16		2016-17		2017-18		2018-19	
	Enr	Percent								
<b>African American</b>	183	15%	161	16%	99	9%	155	13%	152	13%
<b>Asian</b>	150	13%	134	14%	151	14%	197	16%	171	14%
<b>Filipinx</b>	61	5%	33	3%	53	5%	43	3%	51	4%
<b>Latinx</b>	257	21%	237	24%	303	28%	317	26%	338	28%
<b>Native American</b>	21	2%	21	2%	8	1%	7	1%	8	1%
<b>Pacific Islander</b>	22	2%	4	0%	13	1%	11	1%	8	1%
<b>White</b>	462	39%	348	35%	401	38%	461	37%	445	37%
<b>Decline to State</b>	40	3%	46	5%	40	4%	45	4%	29	2%
<b>Total</b>	1,196	100%	984	100%	1,068	100%	1,236	100%	1,202	100%

# Resources Needed

- Marketing Resources:
  - Online Marketing Funnel
  - Pay-Per-Click Advertising
  - Video Production
  - Photography
  - Web Design
  - Social Media Marketing Assistant
  - Guest Speakers
  - Outreach
- Equipment Resources:
  - Audio and Video Equipment
  - Musical Instruments
  - Equipment Maintenance



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# Questions