

## HUTCHINSON COMMUNITY COLLEGE PROGRAM REVIEW

Date: June 2014 Program: Media Communication and Production						
INDICATORS ↓	OPPORTUNITY ANALYSIS	GOALS/ EXPECTATIONS (1-3)	RESPONSIBLE	TIMELINE	EXPECTED OUTCOMES	FOLLOW-UP PROJECTS
CAPACITY	Enrollments were low in the Broadcasting program. The AAS degree option was not being used much.	<ul style="list-style-type: none"> <li>Update curriculum to following current job demands</li> <li>Increase enrollments/exposure to AA and AAS degree options in this program</li> <li>Determine course/equipment maximums and course sequencing</li> </ul>	Program Coordinator and Department Chair	By end of first year	<p>Curriculum that meets job demands locally and nationally.</p> <p>Increased enrollment in the program</p> <p>Updated equipment and a set course sequence</p>	<p>Taken through Curriculum Committee approval end of year one.</p> <p>Met with area HS's, marketing, career fairs, etc.</p> <p>- Ongoing Phasing equipment and computer purchases in each year.</p> <p>Course sequence adapted for support programs in Fall 2014.</p>
DEMAND	Facilities neglected Campus not informed about scope and capacity of this program	<ul style="list-style-type: none"> <li>Rejuvenate an Advisory Board/Focus Group of Industry professionals</li> <li>Update Building 12 facilities to accommodate industry practice</li> <li>Collaborative projects with campus departments/progr</li> </ul>	Program Coordinator and Department Chair	3 years	<p>Active board of practicing professionals, meeting twice a year as a minimum</p> <p>Facility update plan created for phased updates over 3-5 years</p> <p>Exposing the campus to the capabilities and collaborative potential of the program</p>	<p>Reestablished new relevant advisory board members (continually grow).</p> <p>Renovated the studio green screen, purged outdated items and began renovation of the production</p>

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		ams				control room. Hosted open house at beginning of year two. Expanded campus collaborations (sports, EMS, Science, etc.)
CURRICULUM	Shift from Broadcasting/News casting focus to Media Communication and Production	<ul style="list-style-type: none"> <li>Update curriculum to match job demands</li> <li>Explore Certificate opportunities for the program</li> </ul>	Program Coordinator and Department Chair	First two years	Curriculum that meets job demands locally and nationally.  Create relevant certificates needed in industry	Taken through Curriculum Committee approval end of year one. Sport and Live Event Certificate created and approved (partnership with Pratt CC and Kiowa County Media Center). Exploration of UAV Piloting Certificate
QUALITY OF PROGRAM OUTCOMES	Outcomes were not relevant Shallow pool of part-time instructors	<ul style="list-style-type: none"> <li>Create new program outcomes</li> <li>Continually facilitate/seek professional development opportunities</li> </ul>	Program Coordinator, ITS Director, Department Chair and college	ongoing	To create graduates with employable skill sets Increased knowledgebase and number of qualified part-time instructors	Assess program data annually Continue to seek development opportunities
IMPACT,	Campus and the	<ul style="list-style-type: none"> <li>Program projects align to industry</li> </ul>	Program Coordinator,	3 years	Institutional initiatives are encapsulated in program	Creation of a media campus

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JUSTIFICATION, OVERALL ESSENTIALITY	community underserved in the media area	and campus needs	ITS Director, and Department Chair		competencies and projects  Increase community awareness of program potential	project intake form Continual community collaboration
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