Unit Plan: Enrollment Requests

Unit: Digital Media
Division or Area to Which You Report: Arts and Humanities
Author(s) of this Unit Plan: Mark Schaeffer
Date: April 9, 2008

Audience: Budget, Deans, CEMC, IPBC
Purpose: To recommend changes in FTEF allocations for subsequent academic year and guide Deans and CEMC in the allocation of FTEF to units.
Instructions: In the area below, please list your requested changes in course offerings (with reference to corresponding change in FTEF) and provide your rationale for these changes. Be sure to analyze enrollment trends and other relevant data (http://help/EMC/). Please seek your dean’s assistance as needed.

So far, the growth of the Digital Media program has been shaped chiefly by what I (Mark) know and am qualified to teach. Fortunately, I have professional experience in a variety of areas: I’m currently teaching courses in Photoshop, Illustrator, website development, animation, and interactive scripting; I also have a background in video editing. But there are important areas in which I have very little experience or knowledge, such as page layout (using programs such as Adobe InDesign), 3D modeling and animation (using programs such as Maya or 3D Studio Max), and game development (using…um…I don’t even know what software is currently popular for game development). And yet, as noted in our first goal in Part II, many students are requesting these courses. Since I can’t expect to develop expertise in any of these areas in the near future—at least until I qualify for a sabbatical—the only way we can expand into those areas is to hire adjunct faculty who are qualified to teach them. If we could get enough FTEF to add one additional course next year, we could try moving in one of these directions; if that’s successful, we’d ask for FTEF to add another course the following year.

Can I offer any data to show that any of these new courses would succeed? No—I wish I could, but Digital Media students so far have been far from predictable. Students in my web classes always tell me they want to take Flash, but then few of them actually enroll in my Flash courses. Other courses, such as Dreamweaver I and Photoshop II, vary in enrollments each time they’re offered. The only way I’ve found to tell whether students will flock to a course is to try it and see what happens. Having another course’s worth of FTEF will give us the flexibility we need to try things.