

Fall 2023 Arts, Media, and Communication Division Summary Report on PARs Submitted by 11/3/23

13 Responses

Name of Program, Discipline, Area or Service	Name(s) of the person/people who contributed to review:	Which PAR Template (word template) did you fill out?
Architecture	Adrian Huang and Paul Chu	Academic Programs
Art	Bonnie Stipe, Clayton Thiel	Academic Programs
Communication Studies	Jason Ames, Stephanie Eisenberg, Philip Enguancho, and Veronica Martinez	Academic Programs
Digital Media	Mumtaj Ismail & Deonne Kunkel Wu	Academic Programs
Film	Mumtaj Ismail	Academic Programs
Humanities, Philosophy & Religious Studies	Patricia Shannon	Academic Programs
Interior Design	Adrian Huang	Academic Programs
Mass Communications	Tom Lothian and Chad Mark Glen	Academic Programs
Music	Tim Harris and Jon Palacio	Academic Programs
Music Recording & Technology	Tim Harris, Michael Rosen, Lucas Schwyter, and Jon Palacio Jr.	Academic Programs
Photography	Aaron Deetz	Academic Programs
Theater Arts	Deborah Stephens and Dov Hassan	Academic Programs
TV Station	Tom Lothian and Sujoy Sarkar	Student/Admin Services/Office of the President

Reflections on Annual Priority Progress in Academic Year 2022-23

13 Responses

Name of Program, Discipline, Area or Service	What progress did you see in any of these annual planning priorities?
Architecture	Architecture program has a very strong developed official program website. All links are clearly stated and shown the important networks to support students to Pathway success and services. There is a class sequence chart to guide students through to navigate the classes. There is also a student supports link to Chabot Architecture Student Club with all the information to help first year students to start at Chabot College.
Art	We accomplished the Self-Study and Site Visit for our accreditation through the National Association of Schools of Art and Design. The team was impressed by our student and faculty. Though it was noted we no longer in compliance with full-time to part-time faculty standards, and are in need of more classified support. No progress was made on new hires.
Communication Studies	<p>As a department, we have not developed a “network” (group) to link students to Pathways at this time. But we do have productive leads collaborating with the Pathway team to clarify our Pathway and maps. We also incorporate some of this information on our COMM majors Canvas site. And we distribute flyers about Pathways when tabling.</p> <p>Also, our AMC Division is doing a lot of work in this area, working as a liaison with the Pathway team, securing a counselor for each area, and guiding our individual leads. The AMC Division is also doing work to secure funds for food at recruiting events, sending out letters to students (hard-copy and email), and supporting our efforts to connect with high school students. The COMM dept has also offered a panel each semester on topics such as Student Success Tips and/or What to do with a COMM Degree.</p> <p>The Learning Connection also supports our Comm Lab by providing some supplies, updating our webpage, and distributing our schedule.</p>
Digital Media	N/A
Film	N/A

Humanities,
Philosophy &
Religious Studies

To develop support networks to link students to pathway success and improve student interfaces, Trish Shannon has diligently been working on Canvas sites for many programs, including ours. These Canvas sites will serve as one-stop shopping for students who are majoring – or considering majoring – in a particular field. The sites will house a plethora of resources including job prospects and degree and certificate requirements.

Interior Design

Interior Design program is continuing to serve our area students. It is a small program but with many interested students, especially 2nd career professional development students. They not only show the interests in Interior Design but very focus on every classes lecture materials. With the current NASAD accreditation team visits, Interior Design program shown the excellent students portfolio and learning materials.

The Mass Communications (MCOM) Department proposes the following roadmap to support equitable enrollment, retention, and community engagement.

Development of Support Networks: We're looking into assembling a Student Support Network Task Force. Comprising faculty, staff, and students, the task force will focus on blending Student and Academic Services. The aim is to connect students to relevant support channels, improving the overall academic environment.

Creating Referral Networks to Address Students' Basic Needs: We're expanding our advising efforts to direct students to campus resources that meet their specific needs. This aligns with our broader commitment to creating a supportive academic environment.

-Linking Students' Course of Study with Opportunities for Career Exploration and Further Study: Our vision includes well-rounded students aware of diverse opportunities. Program-wide meetings offer transfer insights, specifically to institutions like San Francisco State and San Jose State University. The hands-on training at our Radio and TV stations enriches both academic and career preparedness.

Mass
Communications

-Connecting Employers to Pathways and Programs for Work-based Learning Opportunities and Job Training: We seek to leverage our advisory board and alumni network to link students with work-based learning opportunities, bridging academic theory with professional practice.

Coordinated Marketing, Outreach, and Messaging Technological Solutions: Our engagement strategy employs both traditional and digital channels, from mail and email to social media platforms. The goal is to keep students informed and connected.

-Website Redesign Though still in progress, our website redesign aims to improve navigation and access to key information. The project remains a focus despite budget constraints.

-Online and Phone Contact Options for Accessing Services: Apart from physical office hours, we offer Zoom meetings to accommodate varying student schedules, ensuring broader accessibility.

-Training and Support for All Staff in Utilizing Current and New Technology Platforms: Professional development is a priority. Regular participation in tech-focused conferences and workshops aims to keep our faculty and staff updated on emerging platforms.

In conclusion, the MCOM Department is committed to contributing to Chabot's annual planning priorities. We advance these initiatives all to enhance the educational experience for our student community.

Music	<p>We have brought Bay Philharmonic concerts to campus along with hosting military ensembles and have brought nationally recognized guest artists to the campus to perform with our ensembles which expands our connection to the external community. We have continued to market and recruit for the program. We hosted our annual wind band festival which brought over 1,000 high school students to the campus and hosted a choral festival which brought over 500 choral students to campus.</p>
Music Recording & Technology	<p>Marketing and outreach was our main priority last year. We used CTE funding and launched a campaign and contest. Our enrollment numbers this year in the MURT program are the best they have been in years.</p>
Photography	<p>During the 2022-2023 academic year the priority for the Photography Program was to apply for final approval and site visit from the National Association of Schools of Art and Design (NASAD), a national accrediting body for the visual arts. NASAD accreditation will help all of the visual arts programs, including photography, achieve the annual planning priorities. For the 2023-2024 academic year the top priority for the Photography Program will be to develop support networks and link students to Pathway Success Team members and services and improve student interfaces.</p>
Theater Arts	<p>1. PATHWAYS:(We're not exactly sure how to answer this question to be honest, but we are choosing to list ways as a program we have been helping illuminate navigation of Chabot for students)</p> <ul style="list-style-type: none"> - Holding program meetings with students to talk about degrees and certificates in our program. - Creating information in hard copy and digital forms that detail degrees, certificates, general ed requirements and resources, including Degree Works, that will help students navigate the system. <p>2. EXPANDING CONNECTIONS</p> <ul style="list-style-type: none"> - Refer qualified students to outside career opportunities. - We expose students to professional work by taking them to professional shows. - Sharing other work, audition, and intern opportunities. - Inviting alumni who are working professionally in the field to visit with current students. - Bringing in professionals to work and collaborate on projects with students. <p>3. STUDENT INTERFACES</p> <ul style="list-style-type: none"> - Expanded social media presence - Continuously updated Theater Arts website - Included QR codes on marketing and syllabi directing students to various services, such as financial aid and all Theater Arts activities.

TV Station

We added new equipment to the TV studio that enhances the students' ability to experience an actual broadcast television studio by providing them with a brand-new teleprompting system used in every broadcast facility. Confidence monitors that display what is going on live under each camera so the talent has an idea of what is on the air and new Tripod systems that are solid and are exactly like network systems were added. Eventually being able to operate with Robotic Heads.



13 Responses

Name of Program, Discipline, Area or Service	Question: If you could advise college decision makers how to make better or more efficient progress on any of these annual planning priorities, what would you say?
Architecture	To fund the programs that are already doing all these priorities.
Art	Overall ratios and support of programs is not taken into consideration by the faculty prioritization committee. Also, when considering laboratory support, some programs have ample classified staff, while other areas like ours, have none. The faculty prioritization process is deeply flawed, to the extent that it is corrupt. The online process does not allow for equitable review. The lack of support puts an exceptional burden on the remaining faculty in our area, and in our division.
Communication Studies	Having the time to do the work is usually the biggest challenge. Recently, there has been a bit of funding available to pay faculty for this work. We need to keep this going as this work takes a considerable amount of time, when added to a full load.
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	Update the software behind CLASS-web. It looks very clunky and dated. At an Instructional and Services Technology (IST) committee meeting this semester, Ryan learned that progress has been made on this and could be implemented as soon as the Spring 24 semester.
Interior Design	Offer Interior Design classes in the sequence that should be and repeating the class schedules without canceling offered classes. It is hard for students to plan or follow their academic study plans if scheduled classes are canceled. I think this is very important now since we are formatting “program maps”.

Here are some targeted recommendations to help college leaders navigate annual planning and drive efficiency:

Communication and Collaboration: Build on existing channels to improve departmental interaction. Foster stronger communication and collaboration among departments and disciplines. Create dedicated spaces or platforms for cross-departmental discussions and information sharing.

Data Utilization: Better use our data analytics tools to focus on student enrollment and retention. By identifying trends and areas where interventions are most needed, we can allocate resources more strategically to support equitable enrollment and retention.

Smart Funding: Align funding with key priorities. Periodic reviews can gauge the effectiveness of these resource allocations in achieving set goals.

Staff Training: Provide ongoing professional development opportunities for faculty and staff. Training programs related to technology platforms and best practices in student support services should be a priority.

Engaging the Community: Develop a strategy to connect with local employers and community groups. Set goals and metrics to evaluate the impact of these partnerships on student opportunities.

Student Focus: Solicit student input via surveys, focus groups, and/or advisory committees to ensure their needs are factored into decision-making processes.

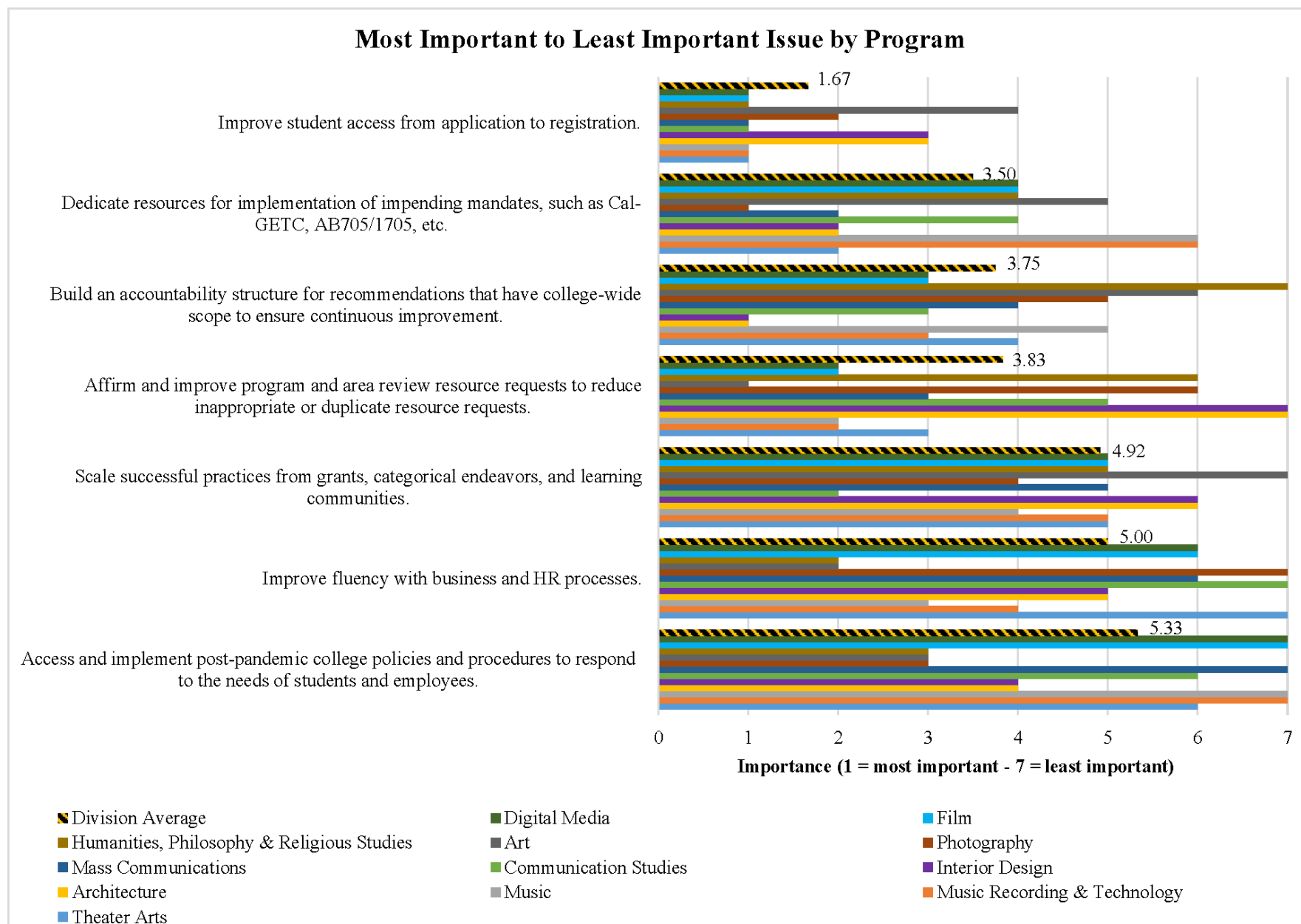
Tech Investments: Maintain a commitment to technologies that facilitate student engagement, like intuitive websites and mobile apps.

Share the Wealth: Encourage departments/programs to share successful strategies and best practices to maximize efficiency and drive innovation

By adopting these recommendations, decision-makers can improve progress on annual planning priorities, aiming for a more equitable and effective educational environment.

Music	Increased marketing efforts for campus events and music department concerts would be very helpful.
Music Recording & Technology	Continue to expand the connection of Chabot with the external community along with work-based learning opportunities for CTE disciplines.
Photography	implementation. Providing additional in-person training, or one-on-one mentorship, for faculty engaged in these practices would also be beneficial.
Theater Arts	<p>1. PATHWAYS: Use QR codes on all promotional materials to lead students to helpful sites and contact information</p> <p>2. EXPANDING CONNECTIONS: Promote alumni more as a way of letting the public know about how much success students can have at Chabot, giving more meaning to Chabot as a reference on resumes, etc. Fund guest speakers on program by program level to give students more exposure to what is involved in succeeding in a given field</p> <p>3. STUDENT INTERFACES: Increase social media presence Completely overhaul the Chabot College website to update aesthetic appeal and functionality.</p>
TV Station	<p>Remove obstacles when purchasing equipment. The price of television equipment is expensive and also the funds that provide that equipment comes straight from the Public Education and Government (P.E.G.) fund, which is mandated by the Federal Government. NO money from the State or the College is being used.</p> <p>The state threshold for purchasing large items is close to \$200,000 before competitive bidding. Our purchasing department reduced it to \$30,000. Which makes it very hard, because of competitive bidding between 3 vendors. Also, there are only 2 certified vendors now. And a rule from Purchasing saying the same vendor cannot be used to install the equipment for 6 months if the value of the purchased equipment was over \$30,000.00 That literally violates the P.E.G. Contract we have with the cities, because it delays us from completing our work.</p>

Priority Areas to Address Ranked by Programs within Your Division/Area



Other Priority Areas to Address to Carry Out the College Mission

13 Responses

Name of Program, Discipline, Area or Service	Question: If you believe there is an important issue to address to carry out the college mission that is NOT mentioned in the previous list, please describe below (optional).
Architecture	N/A
Art	The application AB1725 and how the 50% ratio of full-time to part-time, and how it has been applied across Divisions and Disciplines has been uneven. Areas that have over 50% ratio of full-time to part-time received new hires last year. While areas that have 25% full-time faculty were prioritized at the bottom of the list.
Communication Studies	Support faculty in keeping classroom teaching a number one priority.
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
Interior Design	N/A

While the ranked items you provided encompass a range of critical issues for carrying out the college mission, it's important to recognize that the current landscape presents unique challenges and opportunities.

Student Mental Health: The pandemic continues to affect student well-being. Building out mental health services, crisis intervention strategies, and student wellness initiatives can go a long way in enriching our learning environment.

Workforce Development: Economic volatility and shifting industries put a spotlight on the college's role. We can beef up career counseling, create industry ties, and adjust the curriculum to match today's job market. Basic financial literacy courses can also help students stand their ground economically.

Food Insecurity: Partnering with local organizations and the Alameda County Food Bank could give our Food Pantry a boost. On top of that, steering students toward classes on nutrition and budgeting can help students make smarter choices.

Addressing Police Relations: Given the nationwide discourse on police violence, we should explore community policing models and training programs focused on de-escalation and cultural sensitivity, along with hosting forums for open dialogue.

Sustainability and Climate Action: Given the urgency of climate change, Chabot needs to weave sustainability into our core mission. Strategies might include green campus practices, environmental education modules, and actionable climate plans. Preparing students to understand and mitigate the impacts of climate change is essential for their future and aligns with broader societal goals.

By addressing these issues, Chabot can better fulfill our mission by adapting to current realities and arming our students with the necessary skills and knowledge for a world in flux.

Music We feel marketing and outreach continue to be an area of importance for our area.

Music Recording & Technology Marketing and outreach to the community should be a continued mission

Photography The issues listed are adequate.

Mass
Communications

Theater Arts

- In order to achieve the college mission it is essential to have strong communication with the community and with students about what the college provides and give clear, contemporary means for accessing information.
- It is up to the college to understand how our community receives information, and continually adjust as changes occur. Top of the list to that aim is overhauling the website and improving social media presence.
- Zone Email is not effective for reaching students, other means should be developed.

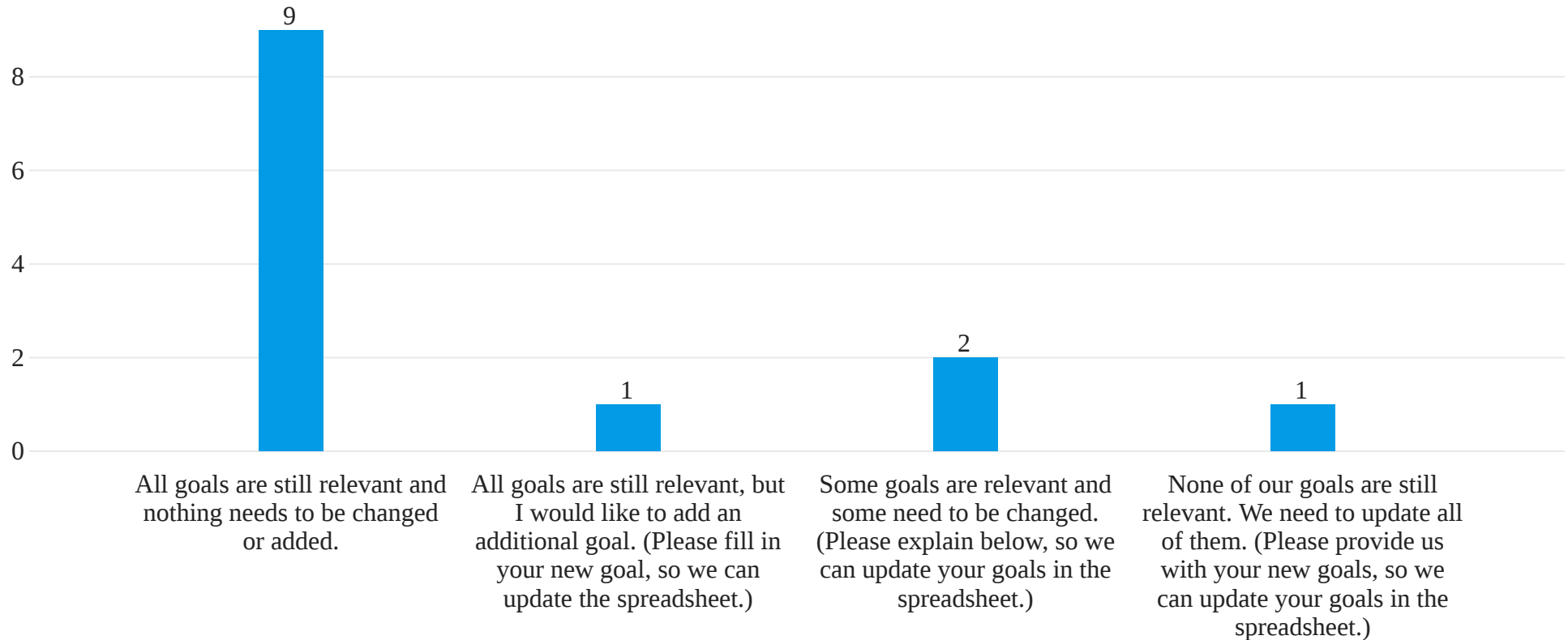
TV Station

Nothing New

Reflections on Goals

Keeping in mind, you only have one year left in this PAR cycle to accomplish these goals, please take a look at your goals to determine:

13 Responses



13 Responses

Name of Program, Discipline, Area or Service	All goals are still relevant, but I would like to add an additional goal. (Please fill in your new goal, so we can update the spreadsheet.) - Text
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
TV Station	N/A
Art	N/A
Photography	N/A
Mass Communications	N/A
Communication Studies	N/A
Interior Design	N/A
Architecture	N/A
Music	N/A
Music Recording & Technology	N/A
Theater Arts	GOAL 3: Improve financial stability and sourcing for producing theater projects GOAL 4: Increase certificate and degree completion rates

13 Responses

Name of Program, Discipline, Area or Service	Some goals are relevant and some need to be changed. (Please explain below, so we can update your goals in the spreadsheet.) - Text
Digital Media	N/A
Film	<p>CONTINUED GOAL: Provide a Program/Certificate workshop each semester where faculty work with students to fill out the appropriate paperwork to earn their certificate or degree.</p> <p>NEW GOAL: Create a Capstone Film & Animation Showcase where students and faculty put on a Film & Animation show, promote themselves as filmmakers and apply to local film festivals.</p> <p>NEW GOAL: Integrate the use of AI effectively in our Film and Animation programs' courses while also addressing ethical & practical considerations in the use of AI in the design industry.</p>
Humanities, Philosophy & Religious Studies	N/A
TV Station	N/A
Art	<p>We are interested in evaluating our cross-listed sections and determine if some of the courses can be offered stand alone to improve student learning. We are also concerned about equitable working conditions for our part-time faculty. One example would be, offering some of the more difficult to manage sections, like Bronze Casting, to biannual offerings.</p>
Photography	N/A
Mass Communications	N/A
Communication Studies	N/A

Interior Design	N/A
-----------------	-----

Architecture	N/A
--------------	-----

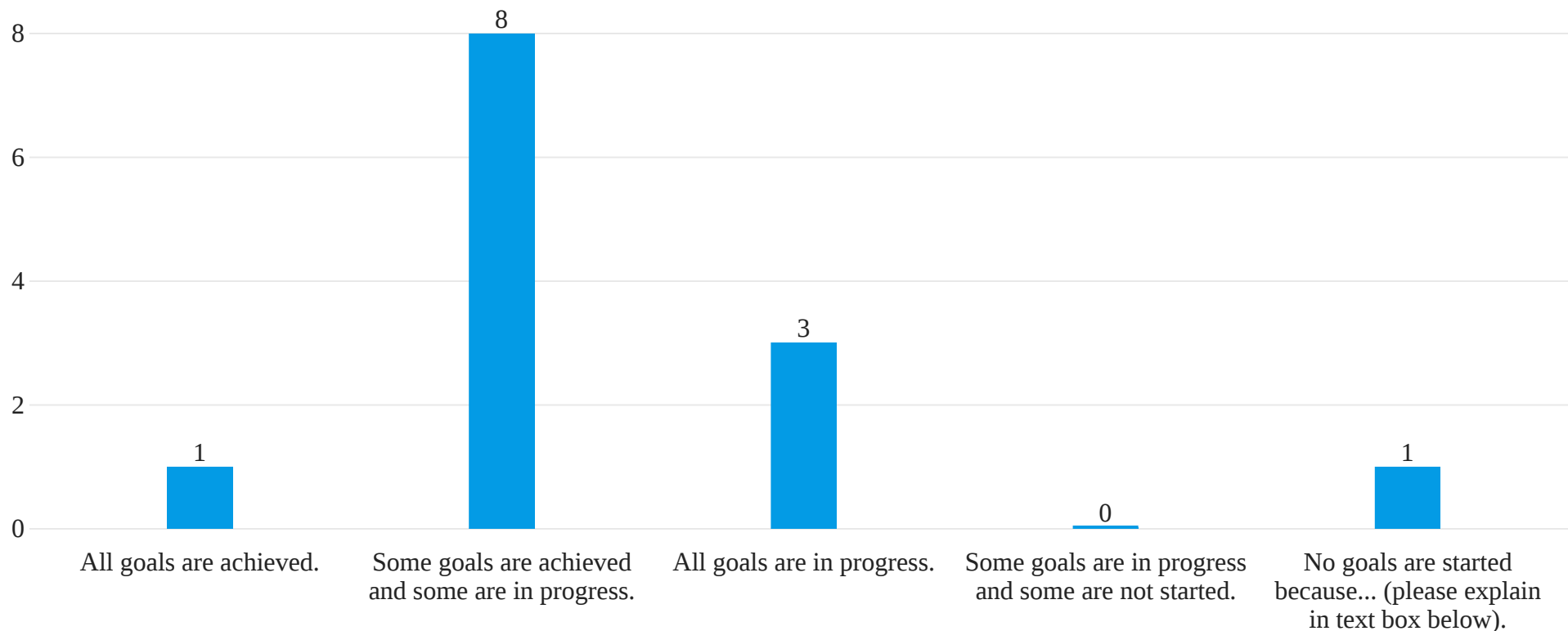
Music	N/A
-------	-----

Music Recording & Technology	N/A
---------------------------------	-----

Theater Arts	N/A
--------------	-----

What are the statuses of your program's/area's goals right now?

13 Responses



13 Responses

Name of Program,
Discipline, Area
or Service

No goals are started because... (please explain in text box below). - Text

Architecture

N/A

Art

N/A

Communication Studies	N/A
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
Interior Design	N/A
Mass Communications	N/A
Music	N/A
Music Recording & Technology	Need a FT replacement position that was funded and went to search but placed on hold coming out of COVID.
Photography	N/A
Theater Arts	N/A
TV Station	N/A

13 Responses

Name of Program,
Discipline, Area
or Service

So far, what is going well regarding completing your program's/area's goals? Please include reflections on achievement of outputs or outcomes.

Architecture

Architecture program is continuing to help students' success, to meet course learning outcomes and to transfer students to desired Universities. In year of 2023, 6 students were admitted to University of California, Berkeley, 2 students were admitted to University of Davis, 6 students were admitted to Calpoly Pomona, 2 students were admitted to University of San Francisco, 2 students were admitted to California College of the Arts, 2 students were admitted to San Francisco State University and more.

There are also many outside campus study learning: hands-on, field trips and tours. Places were visited: UC San Diego program tour, University of San Diego, University of California, Berkeley, Calpoly SLO, San Diego Museum, De Young Museum, Stanford campus sketch design field trip and Gemmitti scale model Arts workshop.

Art

We have achieved the goal of submitting our 5 year review to the National Association of Schools of Art and Design.

Communication
Studies

We are continuing to create the right balance of asynchronous, synchronous, and in-person classes. Enrollment management has been assisting our decision making as we have noticed some trends. For the purpose of this analysis, I will be ignoring pandemic numbers. Comm. Studies 1 continues to have a high fill rate at 85%. Data suggests online classes are healthier than all other classes and, anecdotally, we've noticed online courses fill faster than in-person courses. However, due to the nature of the program, we limit online courses since speaking in front of others is a critical part of public speaking. We will continue to discuss and research best practices in asynchronous public speaking courses and are discussing updating our SLO's to meet this challenge. While asynch classes do fill at a higher rate, they also have the lowest success rate overall. Synchronous classes have a success rate that is average for Comm. Classes, but a high withdrawal rate. Hybrid courses vary widely in fill rate and we will continue to monitor those courses. This creates quite a mixed-bag of information as we try to balance student needs and best practices for helping students succeed.

Last year we held our first Design Expo where students designed and created products that were sold to the community college. This was a great promotional endeavor for the students and allowed them to showcase their designs and make a small amount of money selling their designs.

Digital Media

Our overall success rates are about 5% to 9% higher than the school's average and we believe part of this is because of the workshops we are conducting to ensure students know what courses to take and when.

We've seen a slight increase in African America and Asian American enrollment in our classes. We continue to pursue diversity hiring of adjunct faculty which we hope will increase these numbers even further.

Film

Our overall success rates are about 10% higher than the school's average and we believe part of this is because of the workshops we are conducting to ensure students know what courses to take and when.

Humanities, Philosophy & Religious Studies

Our Goal 2 was to increase FTES by 5%, which we have more than accomplished. Hopefully, this is in part due to the work that we have done (like curriculum changes), and not solely due to the general increase in enrollment post pandemic across the College.

Interior Design

Interior Design program is continuing to help students' success and entering the workforce. In year of 2023, 2 students were admitted to San Francisco State university, 2 students were admitted to Sacramento State University, and 4 students were hired at local Interior Design and Kitchen & Bath design industry. In addition, students entered Clarendon Adams Scholarship Student Design Charette Competition (Nationwide) and WON the 1st Place: Camryn Burgess and Honorable Mention: Rosemary Tanjoco.

In assessing the progress of the Mass Communications (MCOM) Department's goals, we find the following things going well toward completing your program's/area's goals:

Goal: Grow Enrollment

Expected Outcomes: Increased efficiency, serving more students, increased success rates, and increased degrees awarded.

Response: Student success rates in the Mass Communications Department are notably higher than the overall college average. In terms of enrollment, MCOM 40 and 41 — our General Education courses — are consistently full, often reaching or exceeding 100% capacity. MCOM 50 has also seen a steady uptick in enrollment each semester it's been offered.

Goal: Increase Degree Attainment and Create Certificates of Proficiency and Achievement

Expected Outcomes: Serve more students, increase success rates, increase degrees awarded, and ability to offer certificate options to students.

Response: Student success rates in the department consistently exceed the college average, indicating stable performance.

Goal: Ascertain the Future of Our TV and Radio Facilities

Expected Outcomes: A plan addressing the TV station's future on the campus in the Facility Master Plan (FMP), a plan addressing the Radio station's future on the campus in the FMP.

Response: Progress has been made regarding this goal. Several plans have been considered to address the future locations of the TV and Radio facilities on campus. Stakeholders are now aware that, under current plans, our program faces the challenge of securing a dedicated space.

In summary, the MCOM Department has advanced in several key areas, notably in maintaining above-average student success rates. We acknowledge that these are initial steps and will continue to use data and feedback for ongoing improvement in line with the annual planning priorities of Chabot College.

Music

Success rates increased 6% from the previous fall term. We also served an additional 124 students from the previous fall term increasing our music area enrollments.

Music Recording &
Technology

Marketing and outreach, increased enrollments, and meeting the needs and recommendations of our CTE advisory panel. We became an AVID learning partner institution this year and we have the ability to offer testing and certification to our students. We also saw a 6% increased success rate for our African American/Black and Latin X student populations.

Photography

Most of the program goals are nearing completion. Full NASAD Accreditation is nearing completion, after a successful site visit and application for final approval last year, the Visual Arts programs are anticipating being granted full accreditation starting in the 2023-2024 academic year. The Digital Printing Lab in 906 has been completed and is currently being used by the Photography Program. The lighting studio is considered to be a long term goal that will require the redesign of the 1000 and 1100 buildings, along with the cooperation of all the visual arts programs to create a lighting studio space that can be viable for everyone. The goal of revising program curriculum and degree patterns was completed during the 2022/2023 academic year.

Theater Arts

GOAL 1; enrollments: Looking at the data, we compared enrollment rates in Theater Arts between Spring 2021 and Spring 2023 and can see a significant improvement in our enrollments. This span of time, in fact, shows that Theater Arts has been far more successful, percentage wise, in increasing enrollments than the college overall. We believe that this period of time is mainly a reflection of our progress in rebounding from the impact of the pandemic shut down. During the pandemic we went to great efforts to maintain relevant content, which helped us retain some of the enrollments that would otherwise have gone away. While we are seeing an increase in enrollments and are encouraged by that, we still see room to grow. We also increased and improved our social media presence, which we believe is having a positive effect on enrollments.

GOAL 2; facilities: We have made significant strides in upgrading some of our facility needs, but we have several other projects we would like to get accomplished. It is worth noting that Theater Arts is an unusual program on the Chabot campus in that we have multiple specialized spaces that each have unique facility improvement and upkeep needs.

Over the past three years our successes are:

- Purchasing new curtains and track for overhaul of Stage One
- Purchasing new lighting and sound equipment for Stage One
- Renovating seats in Stage One
- Replacing carpet in Stage One and adjacent spaces
- Upgrading our scrim
- Organized and improved on the costume

TV Station

Equipment replacement and upgrades are doing quite well. We received a fantastic Archiving system that allows us to locate videos we have had over the past 12 years quickly and use them by drag and drop into editors.

Name of Program,
Discipline, Area
or Service

Question: What are some challenges regarding completing your program's/area's goals? Please include reflections on challenges with producing outputs or outcomes so far.

Architecture

With the strong enrollment and pre-requisite classes requirement, architecture fundamental classes should be not “leveled” to build up strong base/first year classes. Ideally, offering Arch 2A and 2B alone at each semester. Maybe consider (2) Arch 2A sessions in Fall to recruit more students to move up to the next studio classes.

Architecture is a very hands-on. The most challenge is the funding to help students on field trips and student activities. The allowable funding should be available.

Art

We are waiting to hear from the NASAD Commission. The visitor’s report stated we are out of compliance in our full-time to part-time faculty ratio. Being out of compliance with NASAD standards will result in Commission action that would jeopardize our continued accreditation.

Communication
Studies

The number of majors are down in Comm. Studies from a high in 2016. We need to continue to advertise our degrees and certificates. In particular, our certificates are vastly underutilized by students. In regards to enrollment management, there are 3 other areas of note. First, per a change at the state level, Comm. 10 will now be a mandatory course for the AA-T. We will need to discuss adding more Comm. 10’s to meet the likely increase in demand. Comm. 10 is a healthy course and will likely keep our FTEF in a strong range. Second, we need to continue how to better promote and fill Comm. 3 and Comm. 12. They are under our average enrollment. Comm. 48 and Comm. 70 are also under enrolled. However, both classes are how student-instructor contact course, which were decimated by the pandemic and are currently recovering and growing to their pre-pandemic levels.

Digital Media

Human resources are a challenge. It’s hard to attract and retain industry professionals because there are so many design opportunities in the Bay Area.

Film

Human resources are a challenge. It’s hard to attract and retain industry professionals because there are so many film and animation opportunities in the Bay Area.

Humanities,
Philosophy &
Religious Studies

Ryan was on sabbatical last year, so our tentative curriculum updating plan listed in Goal 3 needed to be adjusted. We are working this September to catch up. Our plan is to update all our curriculum in one fell swoop, including HUMN 60, 65, and 68; PHIL 65 and 70; and RELS 50 and 65. We are also going to deactivate courses that we don't have the FTEF for.

Interior Design

Interior Design is a program with many details in the course works such as Textiles, furnishing, finishes.... etc. Class enrollments may seem low but students are work hard toward to their academic goals and career development. We should continue to support those students' success since we are the "student-center" college.

In evaluating the progress toward the Mass Communications (MCOM) Department's goals, several challenges in achieving the expected outputs and outcomes have emerged:

Grow Enrollment

Expected Outcomes: Greater efficiency, broader student service, improved success rates, and more degrees awarded.

Response: Splitting the small segment of students interested in Audio-Visual Communication with the FILM program has proven to be a persistent challenge, particularly in attracting students to TV-related courses.

Mass
Communications

Increase Degree Attainment and Create Certificates of Proficiency and Achievement

Expected Outcomes: Broaden student service, elevate success rates, and boost the number of degrees and certificates awarded.

Response: College enrollment declines continue to impact degree attainment, affecting our ability to meet this goal.

Ascertain the Future of Our TV and Radio Facilities

Expected Outcomes: Establish plans for the future of the TV and Radio stations in the Facility Master Plan (FMP).

Response: Currently, the FMP lacks identified spaces for our program needs. Unless plans are drafted in the next FMP revision, we may not have designated spaces for our radio (KCRH 89.9 FM) and TV stations (KCTH-27 and KCMC-28).

In summary, while the department shows signs of solid performance in certain areas, there are evident challenges that need to be addressed to fully meet our annual goals. The competition with other programs (FILM) and declining enrollment are significant roadblocks that require strategic planning and timely action.

Music

The hiring of replacement full time faculty positions with the resignation of Eric Schulte (MURT) and the full-time faculty choral position put on hold which was out to search. With these losses the music area is down two full-time faculty positions.

Music Recording & Technology We are in dire need of a full-time hire to replace Eric Schultz who was the full-time faculty member in the discipline. Student success rates have dropped in the area without a full-time faculty member.

Photography The largest challenge is facilities and finding an adequate space that can be used by all the visual arts programs; architecture, art, digital media, film, graphic design, interior design and photography.

Goal 1; enrollments: In order to keep growing our enrollments we have been putting a lot of attention on how we as faculty inform and support the students as they go through the Theater Arts program. Three significant means for doing this have been:

- Having a designated position for expanding our social media presence
- Creating short videos to promote our shows and program in general
- Added a summer on-camera project

All of these have had a strong impact on our program. However, all of these also require funding that we, as a program, need help paying for. Theater Arts does have some curricular funds, and we have been using those funds to supplement what monies the college has provided for these initiatives, but our funds are quite limited, and we will not be able to continue these projects without further financial help.

Theater Arts

GOAL 2; facilities:

While we have accomplished some significant upgrades, there are several more we would like to see accomplished, and each of these will require funding beyond the current capabilities of the Theater program:

- Paint Room 1328
- Replace flooring in 1328
- Purchase new chairs for 1328
- Purchase new costume racks and clothing hangers
- Replace fluorescent fixtures in Stage One with contemporary and aesthetically pleasing fixtures
- Replace flooring in Stage One
- Add seating platforms in Stage One
- Purchase temporary seating for new platforms in Stage One
- Purchase cameras and sound equipment for Live Streaming performances in Stage One

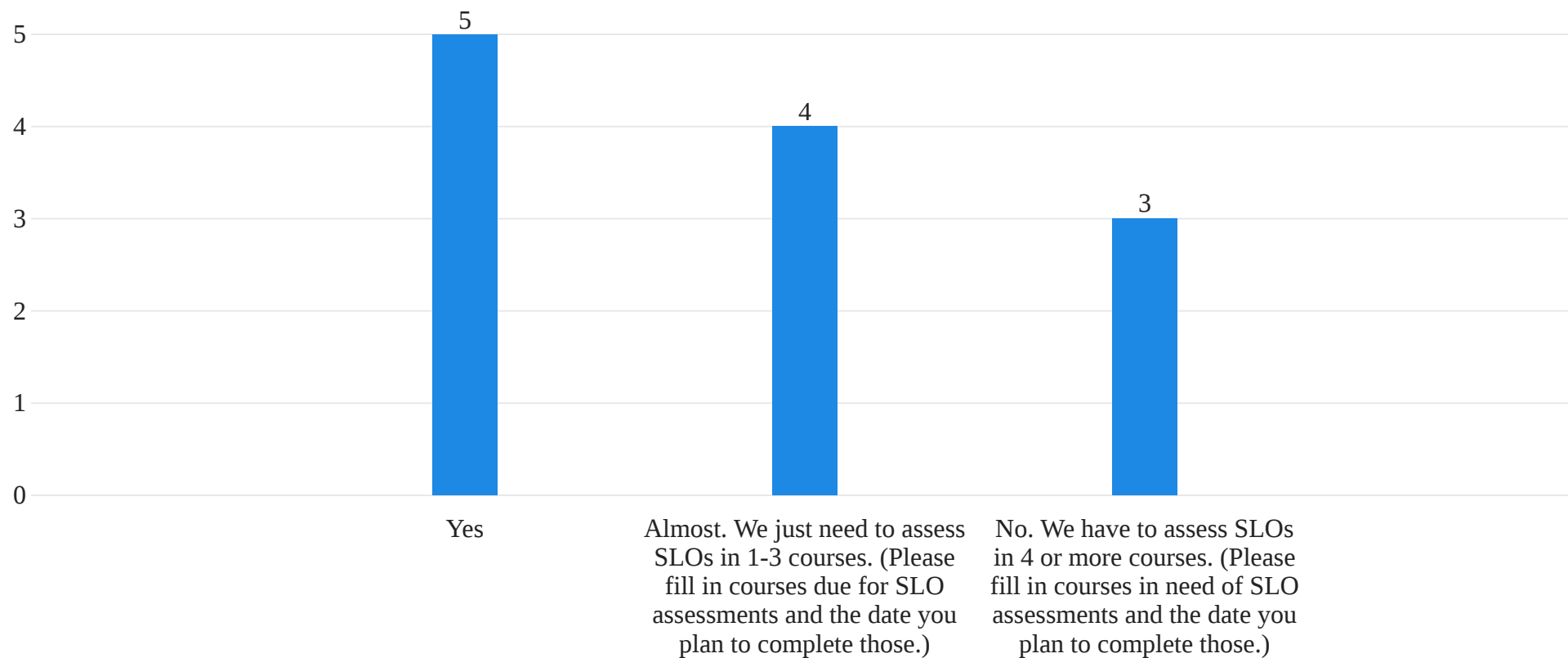
TV Station

The biggest challenge we have is the ordering equipment process and receiving it in a timely manner. By the time the order is placed, we lose the discounts offered if ordered within 30 or 60 days. Also the idea that we have to wait 6 months to install equipment that needs to be up and running after we receive them because the price of the item was \$30,000 or above and can't use the same vendor (they are the most logical choice and knows the equipment), is ridiculous and the warranty on the items start the day the equipment is delivered so by the time the install takes place the equipment already is 6 months into the warranty period. Not to mention the loss of the use of the area for students because of the wait.

Learning Outcomes Assessment Results (SLOs & PLOs)

Is the assessment for all SLOs in your program up to date?

12 Responses



13 Responses

Name of Program, Discipline, Area or Service	Please fill in courses due for SLO assessments and the date you plan to complete those.
Architecture	Should be completed soon and finished them no later than end of Fall semester.
Art	N/A
Communication Studies	N/A
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
Interior Design	Should be completed soon and finished them no later than end of Fall semester.
Mass Communications	MCOM 42 and MCOM 44 assessments are to be completed by December 11, 2023.
Music	N/A
Music Recording & Technology	N/A
Photography	N/A
Theater Arts	Thtr 3, 22, 10
TV Station	N/A

13 Responses

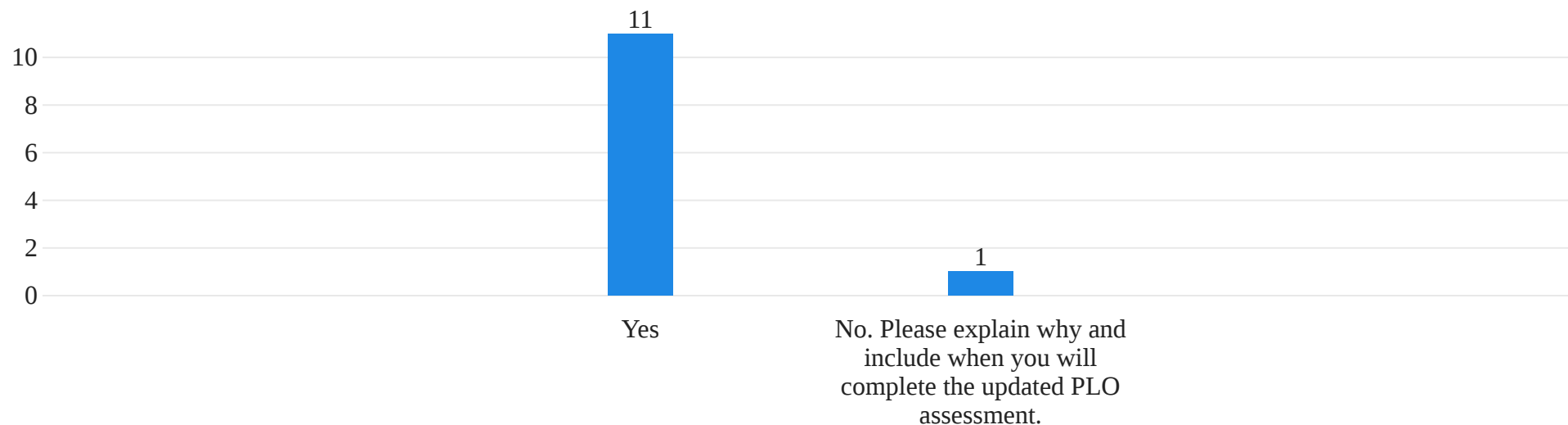
Name of Program, Discipline, Area or Service	No. We have to assess SLOs in 4 or more courses. (Please fill in courses in need of SLO assessments and the date you plan to complete those.) - Text
Architecture	N/A
Art	N/A
Communication Studies	N/A
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
Interior Design	N/A
Mass Communications	N/A
Music	Course that need to be assessed will be completed and entered by the end of this semester.
Music Recording & Technology	Assessments will happen at the end of this semester.
Photography	PHOT 1A, PHOT 1B, PHOT 2A, PHOT 2B, PHOT 2C, PHOT 2D, PHOT 3A, PHOT 3B, PHOT 4A, PHOT 5A.
Theater Arts	N/A
TV Station	N/A

13 Responses

Name of Program, Discipline, Area or Service	No. We have to assess SLOs in 4 or more courses. (Please fill in courses in need of SLO assessments and the date you plan to complete those.) - Text
Architecture	N/A
Art	N/A
Communication Studies	N/A
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
Interior Design	N/A
Mass Communications	N/A
Music	Course that need to be assessed will be completed and entered by the end of this semester.
Music Recording & Technology	Assessments will happen at the end of this semester.
Photography	PHOT 1A, PHOT 1B, PHOT 2A, PHOT 2B, PHOT 2C, PHOT 2D, PHOT 3A, PHOT 3B, PHOT 4A, PHOT 5A.
Theater Arts	N/A
TV Station	N/A

Is assessment for all PLOs in your program up to date?

12 Responses



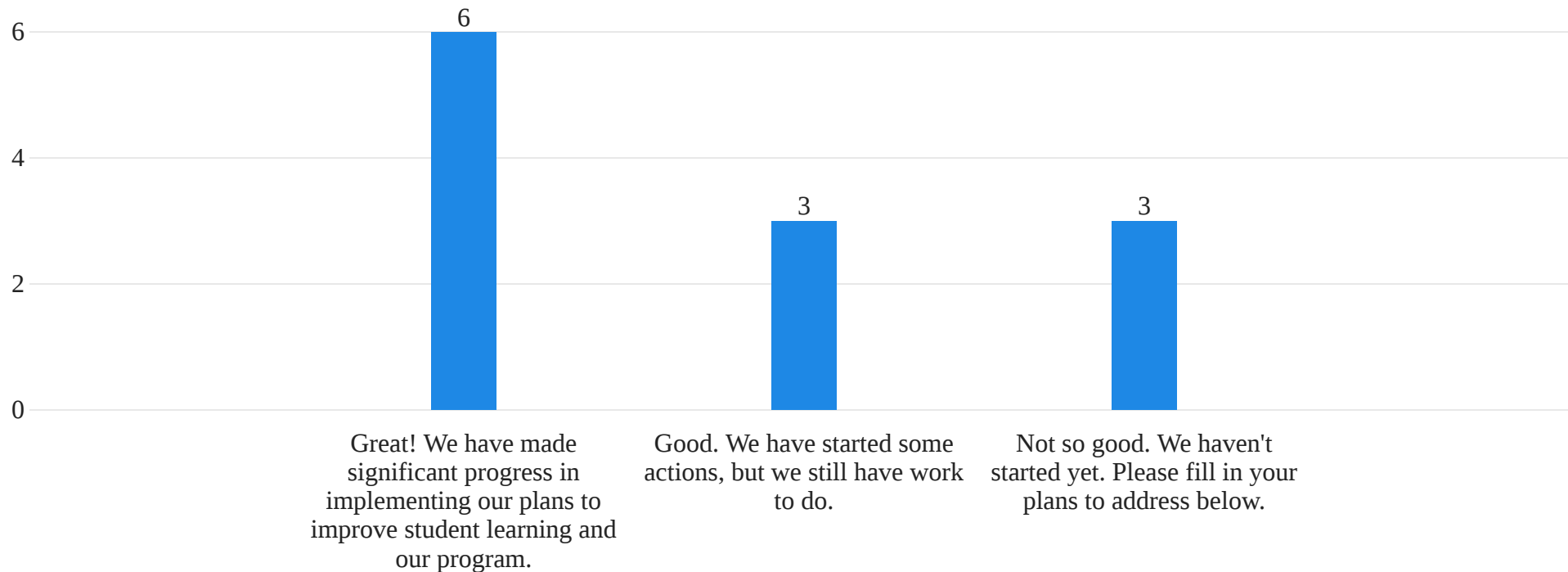
13 Responses

Name of Program, Discipline, Area or Service	If you selected 'No' above, please explain why and include when you will complete the updated PLO assessment.
Architecture	N/A
Art	N/A
Communication Studies	N/A
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A

Interior Design	N/A
Mass Communications	N/A
Music	N/A
Music Recording & Technology	N/A
Photography	All Photography Program courses and degrees went through substantial changes during the 2022-2023 academic year. PLO assessment will be completed during the 2023-2024 academic year.
Theater Arts	N/A
TV Station	N/A

Please check one of the following boxes to describe how your discipline is doing regarding plans/actions for improving student learning based on SLO/PLO assessment data.

12 Responses



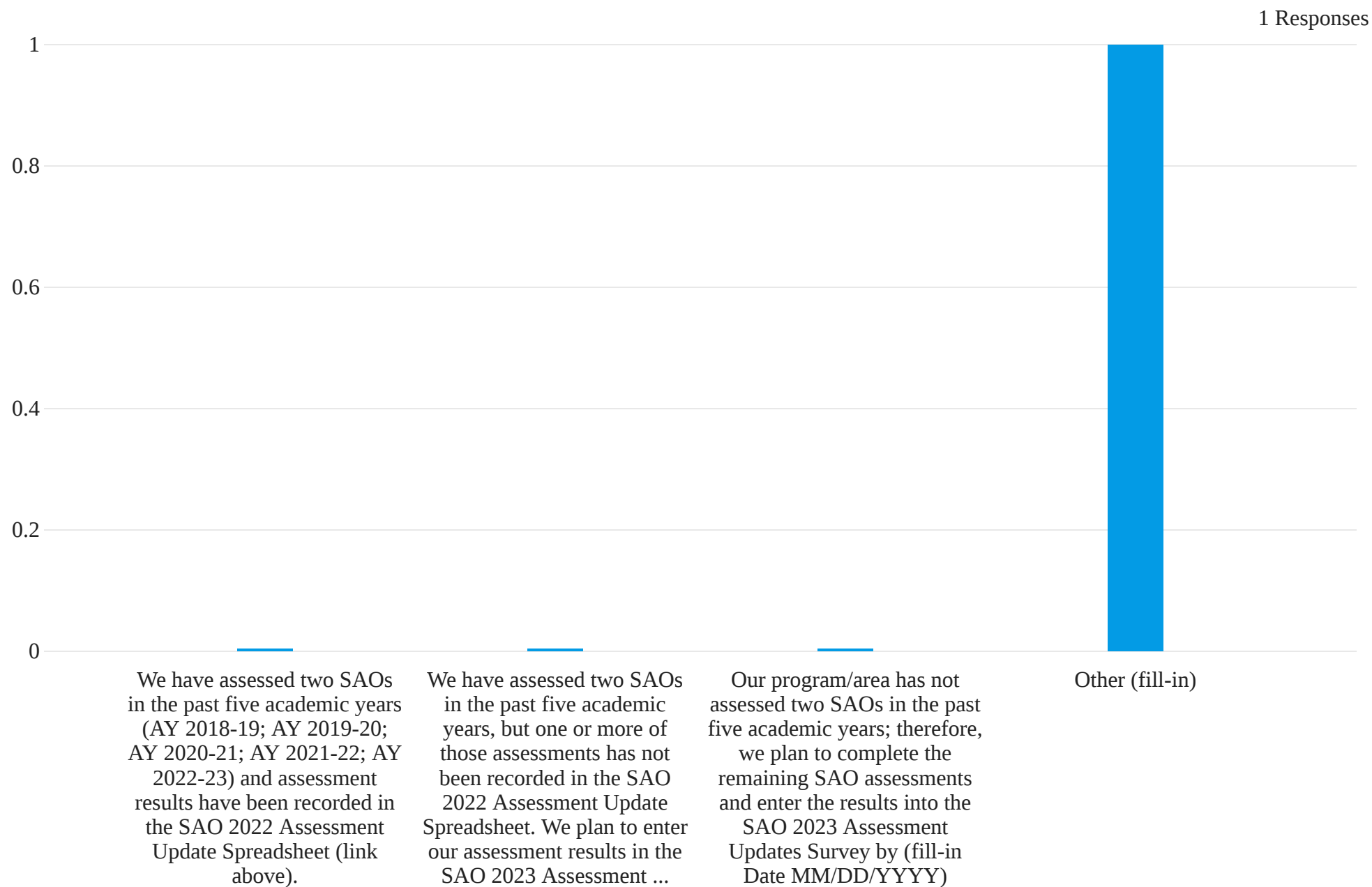
13 Responses

Name of Program, Discipline, Area or Service	If you selected 'Not so good. We haven't started yet' above, please fill in your plans to address below.
Architecture	N/A
Art	We plan to evaluate our courses as to which course are offered concurrently. Some of the things we are interested in exploring offering come of the less popular sections on a biannual basis, or limiting sections in order to increase the number of students taking the more prep heavy sections and a time, in order to improve student learning outcomes.
Communication Studies	N/A
Digital Media	We plan to work collectively as a department to integrate AI aspects of Design software into the curriculum.
Film	We plan to work collectively as a department to integrate AI into the Filmmaking and Animation curriculum.
Humanities, Philosophy & Religious Studies	N/A
Interior Design	N/A
Mass Communications	N/A
Music	N/A
Music Recording & Technology	N/A
Photography	N/A

Theater Arts	N/A
--------------	-----

TV Station	N/A
------------	-----

Question: Please check the statement that best describes your program's/area's SAO assessments. -
Selected Choice



13 Responses

Name of Program, Discipline, Area or Service	Other (fill-in) - Text
Digital Media	N/A
Film	N/A
Humanities, Philosophy & Religious Studies	N/A
TV Station	N/A
Art	N/A
Photography	N/A
Mass Communications	N/A
Communication Studies	N/A
Interior Design	N/A
Architecture	N/A
Music	N/A
Music Recording & Technology	N/A
Theater Arts	N/A

Rationales for Resource Requests

13 Responses

Name of Program, Discipline, Area or Service	Which of your PAR goals, plans for improving student learning, and/or plans for reaching SAOs will need augmented or new resources?
Architecture	Architecture program has met all the requirements and will keep continuing to support students learning not only in the classroom/studio setting but also outside the campus hands-on field trips and tours.
Art	We adding a goal of re-accessing our courses for their program relevance and viability of sculpture and leveled courses.
Communication Studies	<p>Reviewing our improvements from last year:</p> <ul style="list-style-type: none"> • We still plan to continue to reach out to the Chabot IR department to get more information regarding class format preferences, resource needs, obstacles to completing courses, and explanation of why they may drop a class. We would also like student perspective on additional resources we offer such as the Communication Lab, Comm Club, and involvement in several Learning Communities. We just need time to implement. • We continue to explore the possibility of an Instructional Aide (or Intern) for our Department. We had the opportunity to hire a social media specialist, but the student assistant did not complete the HR paperwork.
Digital Media	Integrate the use of AI effectively in our Graphic Design programs' courses while also addressing ethical & practical considerations of AI in the design industry.
Film	Integrate the use of AI effectively in our Film and Animation programs' courses while also addressing ethical & practical considerations of AI in the film and animation industry.
Humanities, Philosophy & Religious Studies	None.

Interior Design	<p>Interior Design program has met all the requirements and will keep continuing to support students learning not only in the classroom/studio setting but also outside the campus hands-on field trips and tours.</p>
Mass Communications	<p>To advance our PAR goals, specific areas need resource augmentation. Primarily, we're focusing on growing enrollment, increasing degree attainment, and securing the future of our TV and Radio facilities. Here's how our needs align with these objectives:</p> <p>KCRH Remote Broadcast Equipment: This project is essential for enhancing radio students' skill sets, meeting industry standards, and contributing to enrollment growth. KCRH Students out in the Bay Area are the best promoters for our program.</p> <p>KCRH Phone Call Setup: This resource enables students to conduct on-air phone calls and interviews, another industry-standard practice.</p> <p>2325 Classroom Upgrades: Improved projection and audio directly affect the quality of learning and student engagement.</p> <p>Spectator Scanner Upgrades: These scanners will significantly streamline archiving processes, impacting efficiency and serving the educational and larger community.</p> <p>Hard Drive Upgrade: Increased storage capability is essential for managing growing student output, and efficiently storing and recalling footage is also essential for marketing our program.</p> <p>In summary, the allocations will not only drive improvement in student learning outcomes but also help us reach strategic college objectives.</p>
Music	<p>If enrollment continues to increase and if we get to the point our adding multiple sections/levels of performing ensembles budgets will need to increase in order to support this. With inflation, the cost of sheet music and shipping is drastically increasing along with the cost of piano tunings. These budgets will likely need to be increased to reflect inflation and COLA for our vendors.</p>

Music Recording & Technology	With this being a technology area keeping up to date with the industry standard equipment, software, hardware is very important. We just updated the computer lab and software but continued funding is required for our AVID partnership fees along with new hardware and equipment that becomes industry standard and is recommended from our advisory panel.
Photography	The resource requests for the current PAR cycle are not new. They are continuing requests to support current PAR goals.
Theater Arts	<p>GOAL 1; facilities:</p> <ul style="list-style-type: none"> ● Fund a designated position for expanding our social media presence ● Creating short videos to promote our shows and program in general ● Add funding for a summer on-camera project <p>GOAL 2; facilities:</p> <ul style="list-style-type: none"> ● Paint Room 1328 ● Replace flooring in 1328 ● Purchase new chairs for 1328 ● Purchase new costume racks and clothing hangers ● Replace fluorescent fixtures in Stage One with contemporary and aesthetically pleasing fixtures ● Replace flooring in Stage One ● Add seating platforms in Stage One ● Purchase temporary seating for new platforms in Stage One ● Purchase cameras and sound equipment for Live Streaming performances in Stage One
TV Station	We need to create new courses that keep up with the needs of the industry. (Motion capturing, Video Engineering, etc.) Partner with Industry to achieve a smooth process to get students in the workforce and also get higher Degrees using their newly acquired skills.

Response to Enrollment (Optional Question)

13 Responses

Name of Program, Discipline, Area or Service	Question: Though slowly improving, Chabot's enrollment is far from reaching pre-COVID-pandemic levels. This impacts our funding. What are your thoughts on how we should respond? (e.g., ensuring smooth process for students from application to enrollment, mass retention campaign, mass marketing, planning for a smaller college, providing in-person/hybrid/hyflex course instruction and service delivery, other?)
Architecture	N/A
Art	<p>Our enrollments have been strong through COVID, largely because our face-to-face classes are fun. We have a majority of face-to-face courses, but as the online demand for courses has picked up, we added additional online courses.</p>
Communication Studies	<p>There is no easy answer but now that we have the choice in modality, we should strive to identify what's best for student learning rather than relying on trends from the last 2-3 years, ease/convenience, or pressure to fill classes at the expense of student success and learning.</p> <p>Also, given this point, we should move forward with flexibility. This means offering all modes of instruction and allowing faculty and departments to choose what format works best for them and/or offer training to improve - with compensation especially for adjunct faculty.</p> <p>In COMM, we are still learning but we now understand some of our online limitations as well as the expansion of online options. But overall, Communication Studies instruction is often best face to face.</p> <p>This includes face-to-face advising and use of resources. With students starting to come back to campus, we need to increase our availability for meeting with students on campus, in office hours, workshops, and larger events. This takes time and we need to explore ways to make this work. Campus resources are a good start. The Learning Connection, Library, and Peer Mentors are just a few examples of resources that students can fully appreciate on campus.</p>

Digital Media	<p>Implement an in-person holistic student support system that addresses personal challenges, and onboarding of Chabot College students to familiarize students with the institutional nuances of the school. I have had many students complain that they just didn't know something and instead of being supported individuals at the college who have repetitively dealt with these onboarding issues don't create a safe space for new students. Yes, we may understand the "in's and out's" of the college but many students don't and need more approachable support staff. It's true that we may be telling students something for the 50th time, but for them it's the first time.</p>
Film	<p>Implement an in-person holistic student support system that addresses personal challenges, and onboarding of Chabot College students to familiarize students with the institutional nuances of the school. I have had many students complain that they just didn't know something and instead of being supported individuals at the college who have repetitively dealt with these onboarding issues don't create a safe space for new students. Yes, we may understand the "in's and out's" of the college but many students don't and need more approachable support staff. It's true that we may be telling students something for the 50th time, but for them, it's the first time.</p>
Humanities, Philosophy & Religious Studies	<p>Ensuring a smooth process for students from application to enrollment are both good goals. So is mass marketing. That said, given that many of our students, at least in our program still prefer online classes, it would be prudent to meet that demand, as well to provide create opportunities for distance ed students to participate. For instance, in our program, we are offering a hyflex course where students choose the way they participate (e.g., in person, via Zoom, or asynchronously).</p>
Interior Design	N/A

Addressing Chabot's enrollment challenges requires targeted action, and focusing on Financial Aid is an essential step. By ensuring every eligible student applies for financial aid, we can alleviate the financial burden that often hinders enrollment and retention and raise our standing in the SCFF. Also, actively encouraging students to apply for degrees or certificates can boost completion rates, making our program more attractive to prospective students and, again, improving our SCFF placement.

Mass
Communications

Streamlining the financial aid application process, perhaps through a dedicated online portal or workshops, could increase participation. Likewise, automated notifications to eligible students about degree and certificate opportunities can optimize outcomes.

In summary, channeling resources to Financial Aid could stabilize and potentially grow enrollment by removing financial barriers and promoting academic achievement. This could make Chabot more resilient in the face of ongoing enrollment challenges.

Music

Our area has increased enrollment serving an additional 100 students on average a semester coming out of the pandemic. We have spent funds and efforts on marketing, outreach and recruitment with visits to local high school which has paid off. Funding and support for these efforts should be continued by the college.

Music Recording &
Technology

Focus on marketing and retention of students.

Photography

When we see K-12 schools closing around the Bay Area the hard truth is that Chabot needs to plan on serving a smaller student population. With smaller enrollments, it is essential to be able to document the success of our students for their benefit, and the college. When students have earned the necessary credits for a degree or certificate, the college should automatically grant the degree or certificate to the student.

Theater Arts

- Overhaul the Chabot website
- Make registration process as streamlined and easy as possible for students
- Make the campus more inviting for students taking courses on campus
 - o Improve food services
 - o Create a mini-market
 - o Have better on campus presence for purchasing books (like kiosks in the library, or something like that)

TV Station

Our area depends on Mass Communications classes and the needs of the college and community. Adding more personnel to assist is the best way. Right now, we only have one person running everything in the studio. Also, to provide a power backup system to ensure that the studio keeps operating as per PEG contract with the cities of Hayward and Fremont.

One Thing To Tell President Cooks (Optional Question)

13 Responses

Name of Program, Discipline, Area or Service	Question: As you know, President Cooks assumed the role of Chabot's 10th College President on August 1, 2023. If your program/area could tell President Cooks one thing he needs to know about your program/area, what would it be?
Architecture	N/A
Art	<p>Our division is in dire need of more full-time positions. We have had 3 full-time faculty leave within the past 3 years and none have been replaced. It is becoming increasingly difficult to sustain our Shared Governance obligations. The full-time faculty also serve as an integral part of Chabot and Hayward's Art and Culture scene planning and hosting countless events for our students and community. Please help us continue by supporting our programs.</p>
Communication Studies	<p>The Division of Arts, Media, and Communication is in dire need of full-time faculty. We have not replaced the three faculty who retired/resigned. We are near pre-covid FTES levels and AMC classes are 133% filled—the highest at the college. Our SCFF numbers are high because of our majors. But our ratio of part-time to full-time is not up to par.</p> <p>Communication Studies as a department and as individual faculty serve the entire campus:</p> <p>We are a GE requirement. We have an AA-T and 3 certificate programs. We have courses in certificate programs across campus. We host the award-winning Forensic team. We offer tutoring in Communication to the entire campus. We are in CIN, Movement, Umoja, and Pathways. We serve on the Faculty Union, Academic Senate, IPEA, Earth Week, BIT, DEIACT, and IST (just to name a few). We guide Chabot students to find their voices, civically participate, become advocates for issues that are meaningful to them, and provide opportunities to apply the skills they learn. There is not a single major or program on campus that COMM does not serve.</p> <p>Important note: We can also be instrumental in our post-pandemic world, reminding students, staff, and administration how to engage/communicate with one another and share space constructively.</p>

Digital Media	<p>The Graphic Design and Digital Media program uses high-end computers, and software that make teaching class sizes over 24 very difficult. In fact, to ensure comprehensive assessment and feedback in our classes, NASAD recommends an ideal classroom size of 20 students. We want our students to thrive, not just survive a class, and one-on-one support during class time is a critical part of supporting our college's equity goals. I hope this is taken into consideration when looking at enrollment numbers during CEMC meetings. We enroll to capacity but sometimes lose students due to challenges around giving one-on-one attention.</p>
Film	<p>The Film and Animation program uses high-end computers, and cinema camera equipment that make teaching class sizes over 24 very difficult. In fact, to ensure comprehensive assessment and feedback in our classes, NASAD recommends an ideal classroom size of 20 students. We want our students to thrive, not just survive a class, and one-on-one support during class time is a critical part of supporting our college's equity goals. I hope this is taken into consideration when looking at enrollment numbers during CEMC meetings. We enroll to capacity but sometimes lose students due to challenges around giving one-on-one attention.</p>
Humanities, Philosophy & Religious Studies	<p>We are offering a new A.A. and A.A.T in philosophy that we are excited to grow. We are being creative about new ways to meet students where they are. We have documented growing enrollments in our face-to-face sections over the past two years. This fall our face-to-face sections approach pre-Pandemic norms (at or close to capacity). We also continue to have strong online enrollments. We need support in growing our programs and offerings, specifically putting more FTEF on schedule. We would use that FTEF to pilot more face-to-face sections in a variety of modalities while maintaining our online sections to assure productivity (should our pilot sections not meet enrollment targets). For instance, we had success with an experimental hybrid/hyflex section that enrolled 70% more students than expected. What is different about this section is that students can take the class fully online, asynchronously but still have the option to Zoom in our come in person to the classroom as often as they like.</p>
Interior Design	N/A

Mass Communications	<p>President Cooks, we're glad to have you at the helm of Chabot College! We'd like you to know that the Mass Communications (MCOM) Department is behind you and is at a pivotal juncture. Our department has its strengths, notably in student academic and professional success and the quality and reputation of our student media. But having said that, there are also pressing issues that need attention. We're grappling with the uncertainty of the future facilities for our TV and Radio programs. If Building 100 is slated for demolition, there are no plans for TV and Radio in the FMP.</p> <p>The challenges identified in this program review demonstrate risks to the department's long-term viability and could affect our ability to serve our students, the campus, and the community effectively.</p> <p>We look forward to your leadership in navigating these challenges to ensure a robust future for our program.</p>
Music	<p>We are considered by many to be one of the top community college music programs in the state. While many just talk about music, we make, produce and perform music. Our ensembles have a long tradition of excellence and connection with the Bay Area community at large. We hope to see you at concerts. AM&C is also in dire need of F/T faculty replacement positions. We're up to near pre-covid FTES levels and our classes are 133% filled—the highest at the college AND we'll pull in huge SCFF numbers because of our majors.</p>
Music Recording & Technology	<p>This area and our division (AM&C) is in dire need of f/t positions. We had three people leave through retirement or resignation and NONE were replaced. We're up to near pre-covid FTES levels and our classes are 133% filled—the highest at the college.</p>
Photography	<p>The Arts give students a voice in a loud world, allowing them to follow their passions into the workforce. In order to support the voice of our students the visual and performing arts programs are in critical need of additional full-time faculty members.</p>
Theater Arts	<p>The Theater Arts Department at Chabot has a long history, going back to the earliest days of the college, of putting on exciting, high quality theater productions that add to the vibrancy of the college, as well as contribute to the cultural life of the Hayward community at large. Many very successful artists in the field of story-telling got their start at Chabot.</p>

TV Station

Develop a motion capturing course and a Digital Engineering course using the TV studio. We can partner with Industry Professionals and create a unique path to an industry that is desperate for employees right now. It is worth trillions of dollars and the industry is offering internship opportunities, and direct employment opportunities with a 6-figure salary to start plus a signing bonus. They are even willing to certify students to begin the process while a college course is being created through Contract Services.