

Program Review Report for 2015 Educational Access Television Program Review

Review Year	2014 - 2015
Review Type	Academic and Student Service Area Review
Service Area	Educational Access Television
Review Status	Draft

Review Questions

UNIT DESCRIPTION: Provide a description of your unit's programs and services and their locations.

San Francisco's Educational Access Television (EATV) is operated by the Broadcast Electronic and Media Arts Department (BEMA) and includes two educational channels that cablecast through Comcast and Wave in San Francisco, and throughout the Bay Area on AT&T U-verse, with select programs available upon demand through EATV captioned webcasts. EATV provides high value educational access programming and related services to San Francisco cable subscribers; SF Unified School District K-12 students and their families; Unified School District teachers and staff; City College students and City College faculty and staff.

Programming includes college courses, video materials to enhance online courses and in-classroom courses, programming that enhances learning for San Francisco Unified School District students, and EATV produced programs highlighting City College of San Francisco classes, programs, performances, professional development, services, events and public meetings. EATV showcases college events and student work from departments throughout City College as well as community and youth programs throughout San Francisco. In addition, EATV provides educational experiences and internships for City College of San Francisco media students in technical operations, program production, webcasting, station programming, marketing and publicity, graphic design and general station operations.

EATV is operated from the Broadcast Electronic Media Arts Master Control facility on Ocean Campus at CCSF. The location within the BEMA department is cost efficient and fosters mutual respect and a cohesive learning community among CCSF students, faculty, and staff. EATV staff collaborate with Broadcast Media Services (BMS) staff to produce and air programs of civic importance. Student interns in EATV and BMS help with all production work, channel operations and programming. Overall, the symbiotic departmental organization (BEMA/BMS/EATV) increases persistence and retention, and significantly enhances student success and opportunities, especially for at-risk and non-traditional students, often providing these students their initial exposure to the professional media workplace environment and valuable practical experience. EATV also manages the webcasts on the CCSF website through a contract with Granicus. This webcast site has the potential for enormous growth that can offer more engagement for our students, especially those enrolled in distance education classes.

EATV's mission is to promote standards of excellence while providing imaginative and flexible educational programming to meet the changing needs of our diverse San Francisco community. We serve cable subscribers, residents of the city of San Francisco who view and are thus affected directly or indirectly by EATV's programming as well as San Francisco Community College and San Francisco Unified School District students, faculty, families, staff, administrators, and their Boards.

Our mission meshes with the College's mission by offering programming to meet the changing needs of our diverse San Francisco community. EATV also promotes student achievement through internships and course related programming. Additionally, EATV improves access through distance learning. EATV serves a larger educational mission for the City of San Francisco by providing information about community resources, by being an outlet for student video, film and multimedia productions and by offering access via cable and webcast to information and education to those who are physically challenged or housebound. Our service level outcomes are found here: <http://tinyurl.com/EATV-Service-Outcomes>

Range of Programming:

Educational Access Television (EATV) produces engaging content in different areas such as presenting live classes

produced in the City College of San Francisco (CCSF) Distance Education Production Room (MUB 388), This project was fully funded by PEG Capital funds from the City and County of San Francisco to expand and enhance educational access programming for San Francisco viewers. Additionally, EATV produces CCSF events and lectures district-wide, series and panels produced in the college's television studios, and creation of public service announcements. Locally produced content generates meaningful high quality educational programs and adds to the quality of EATV programming.

EATV cable casts programming produced by other schools and local community based organizations. Bay Area film festivals such as The Festival of the Moving Image, City Shorts (from CCSF's Cinema Department), San Francisco State University's Cinema Finals, Clear the Air Film Festival, and the Excelsior Film Festival. EATV curates programming from around the world created for and by kids for our program, "Kids Time". EATV staff and interns have also partnered with Mission High School to produce educational content that assists their students in understanding difficult scientific concepts. The resulting videos have been included in Kids Time and the CCSF Arts and Lectures series. EATV also helps San Francisco educational and nonprofit organizations promote their services and events through the creation of public service announcements for cablecast. Programs produced at City College of San Francisco like IDTV, a 30-minute magazine show produced by advanced broadcasting students, San Francisco State University, and Bayview-Hunters Point Center for Arts and Technology BAYCAT have built their audiences through their own time slots on EATV.

In addition to producing and cablecasting local productions, EATV offers high quality educational programming in the arts, sciences, math, history, social studies, ESL, music, economics, technology, business, and the environment. EATV broadens the horizons of students and viewers by offering independently produced local, national, and international current affairs programming that is updated on a daily and weekly basis, such as GAY USA, The David Pakman Show, Sidewalks TV, world news and magazines from Deutsche Welle (DW) and more. This year, EATV has added new enriching content to the line up the San Francisco Jewish Community Center's Arts & Ideas, Australia's Color In Your Life, and The Garage with Steve Butler. EATV also serves as an outlet for independently produced programming from San Francisco's thriving media community, often giving media creators their first broadcast experience and helping this community reach a larger audience. EATV curates shows such as The Documentary Showcase, The Broadcast Edge, Watch This!, and Web.2TV, all of which package the work of our media community that consistently offer unique and diverse voices.

Personnel, Funding and Access:

EATV staff includes two headend operators (2.0 FTE School Aide III)(one of which is out on extended disability-crippling the unit's functionality), Programming/Scheduling Coordinator (.2 FTE faculty), and Supervisor (.1 FTE faculty, Department Chair). Broadcast Media Services staff provides technical support and video production support.

EATV receives a PEG access channel capital improvement funds each year from the San Francisco Department of Technology. EATV brings up to \$200,000-\$300,000 into the district each year for operations of the channel and for capital improvements that enhance channel programming. Funds are used to pay headend operators, equip and maintain the Teleclass Production room in MUB 388 and provide captioned webcasting. Funds are presented by the City to the EATV Foundation Account and then transferred into the District from the Foundation into restricted accounts.

The television channels are permanently wired into the ArtsX building. Comcast and AT&T have run their fiber to ArtsX 169. We access programming via a satellite dish located on the roof of the building. The installation requires dedicated power to run our headend equipment and transmission equipment as well as specialized HVAC. This equipment sends and receives signals to/from San Francisco City Hall and the Sutro tower on Twin Peaks. The infrastructure for our PEG channels is already fully wired from our Ocean Campus facility.

The location of EATV inside BEMA facilities are the reason that the City of San Francisco awarded a second Educational Access Channel (Ch 75) to CCSF-BEMA operations. This was to plan ahead for the Performing Arts Education Center which is to be located across the street. Productions at the PAEC were to be aired live on Channel 75. The idea was to create a PEG City Arts & Culture Channel that would provide the public with performances, events and other arts education from the PaEC and/or related programming from the BEMA HD Television production studio (ARTX 164) that would also provide BEMA television production students with back of the house video production training and experience. There is a control room in the PAEC design/drawings that would operate for this purpose.

The PAEC building site was moved from its originally designated location (where the MUB is currently located) to the middle of the upper reservoir to place the PAEC facility closer to the ARTX building where the Ch 75 headend is located. The City agreed that PEG capital funds could be used to install a PAEC video infrastructure and control room which will be used to send live video feed to the ArtsX headend. BEMA student interns and BMS/EATV staff were to operate the equipment under supervision of faculty and staff. EATV-Ch75 would then become an San Francisco Arts and Culture Educational Access Channel for the City operated from City College of San Francisco-Ocean Campus.

You can access EATV Channel 1 on Comcast and WAVE channel 27, and EATV Channel 2 on COMCAST channel 75 and WAVE channel 31. Both are available on AT&T/U-verse by following instructions at this link: <http://tinyurl.com/EATV-on-U-Verse> Webcasts can be accessed at the EATV website: <http://tinyurl.com/EATV-Webcasts>

DATA TRENDS - SELECTED: Provide an analysis of your unit's data trends for selected college-wide data-informed conversations.

AVAILABILITY OF SERVICES:

The EASE survey does not address EATV directly, however, EATV is highly available. Educational Access Television potential viewers include, in addition to San Francisco's nearly 190,000 cable subscribers; the Unified School District's 64,000 K-12 students and their families; 7,000 Unified School District teachers and staff; 85,000 City College students and City College faculty and staff. Through a partnership with AT&T U-verse, viewers throughout the greater Bay Area can now access EATV. Through EATV captioned webcasts, viewers worldwide can access EATV programming.

The high quality programming is enriching and engaging for San Francisco's diverse community. We offer educational programming, produced at City College, that highlights the College's diverse programs and departments. We also curate programming from around the world that engages and illuminates. We partner with other schools and nonprofits to offer cultural and political programming. See "Unit Description" for an in depth description of EATV's wide array of high-quality programming. See "Data Trends Other" for an analysis of available data.

USE OF SERVICES:

It is difficult to determine how many of our hundreds of thousands potential viewers access our programs. Ratings reports such as those from Arbitron / Nielsen are expensive. The City of San Francisco does not contract with any such service. We do have data regarding our online webcasts which will be discussed in subsequently. Online services are used regularly and offer access to CCSF webcasts to all centers. See EATV PR15 Addendum 1.

The CCSSE Report documents that 50% of students who responded cited financial resources as affecting their studies the most. It also notes in Q14 that working full-time is the most likely reason a student would withdraw from CCSF. If students could access their classes from home, it would allow them more flexibility to work. EATV has the potential to do this: For example, Math 70 was offered in MUB 388 in Fall 2014 and Spring of 2015. Students enrolled in this face-to-face class were able to attend the lecture live. But since the class was also videotaped and streamed live, students could watch live from anywhere, hearing the other student's questions and phoning in their own questions in real time. Additionally, students could access the archived lecture from our website at any time and view the previously recorded lecture. EATV via use of the Distance Learning classroom has great potential for increasing accessibility. Use of this classroom requires technical support. Here is a link to a short documentary video about MUB 388: <https://www.youtube.com/watch?v=73IDuHuYoH0>

MUB 388 can also be used to promote equal access to services at College's Centers. The Distance Learning Classroom (MUB 388) is uniquely suited for this. MUB 388 was built with robotic cameras, a switcher, automated audio software, call-in phone system, and the ability to stream online and on EATV while archiving the productions. This approach appeals to younger students who increasingly consume all of their video, news, education and entertainment online.

In the Fall of 2015 EATV produced a Curricunet training session for the Program Review Module. Previous Curricunet trainings were held primarily on Ocean Campus and faculty from the outlying centers were frustrated that they had to waste valuable time commuting to the many trainings necessary for the various Curricunet modules. This training was highly successful with 42 people viewing online and 30 more attending face-to-face. (See EATV PR15 Addendum 1 Granicus Data-Figure 4) Online viewers experienced real time questions from the in-person attendees and had the ability to call in with questions. We assessed the service by soliciting feedback from the moderator and the response was positive: The moderator thought technical support and orientation were excellent and had no problem with the technology. The moderator said that, "Having support staff was the best part." The moderator felt that no one had watched online, but audience analytics provided by the service provider actually counted 42 views from outside the room. More people watched online than in person!

One concern arose when staff switched to broadcast the presenter's computer screen. Resolution was so low as to not be useable. The moderator requested that staff only use the in-room cameras, "it was good for look-at-me-talk, but not good for look(ing) at the computer screen. That made it less useful frankly. I'd be more likely to run my trainings there in future if I could get higher def on screen shots." Also, there were no calls from outside the room. In the future we have decided to engage online viewers better by reminding the presenter to solicit calls. We also will solicit feedback from in-person attendees and online viewers as well. Additionally in order to have the most educational experience possible, it will be necessary to upgrade the resolution of MUB388 so viewers at home can see the same screen as attendees.

STUDENT DEMOGRAPHICS / SERVICE LEVEL OUTCOMES:

EATV Service Level Outcomes are:

As a result of the services EATV-Ch 27 & 75 provide:

constituents will be able to access classes, college events, educational programs and professional development not offered elsewhere.

residents will be able to demonstrate improved basic skills and English as a Second Language.

community members will be able to be better informed about City College of San Francisco instructional programs and services, arts and lectures, and decision making process.

and involvement in EATV-Ch 27 & 75, student interns will be able to demonstrate improved hands-on professional career skills needed for employment in the entertainment, media and communications industry. City College students and instructors have an outlet for their creative and educational work.

EATV achieves its goals by:

Operating two 24/7 educational access television channels on three cable carriers year round and providing 336 hours/week and 122,640 hours of video programming annually.

Providing televised university transfer credit and noncredit college courses such as HIST 18B – History of Latin America, HLTH 53 – Health Science, IDST 4- Ways of Faith, and PHYC 10 – Conceptual Physics.

Providing distance learning opportunities via MUB 388 teleclassroom, which allows for real time online video interaction between teacher and students with the power of archiving -- ultimately expanding the possible number of seats for a class.

Cablecasting San Francisco Unified School District's Board of Education meetings.

Showcasing student work from City College of San Francisco, San Francisco State University, and the San Francisco Unified School District.

Providing unique educational programming generated by the San Francisco Unified School District and the San Francisco Community College District, emphasizing programming not offered by other channels. See Q1 for an in depth description.

Providing an informational outlet for San Francisco's diverse educational community.

Providing information and exposure for community based organizations that also have educational missions.

Publicizing events of the San Francisco Community College District and the San Francisco Unified School District.

Cablecasting, webcasting, captioning and archiving monthly San Francisco City College Board meetings.

EATV Internship Opportunities which increase persistence and retention, and significantly enhance student success and opportunities, especially for at-risk and non-traditional students, often providing these students their initial exposure to the professional media workplace environment.

DATA TRENDS - OTHER: Provide an analysis of any additional data or internal or external factors affecting your department since the last program review.

EATV contracts with Granicus (<http://www.granicus.com/>) to host our webcast archives. Data from the Granicus Dashboard for the 6-six month period from May 1, 2015 to October 31, 2015 is presented in EATV PR15 Addendum 1. Figure 1 reveals that 1,901 unique viewers visited the site 2,261 times to watch programming. 96% of these visits were from a desktop computer and 4% were from mobile phones. Figures 2,3, and 4 show visits for specific programs. Highlights are: 241 views of the Enrollment Colloquy offered on April 17th, 226 views of the October 22nd Board of Trustees meeting, 113 views of Photographers & their Images - Nigel Poor on April 6th. Other popular programs were the Chancellor's Convocation, All College Assembly: Institutional Learning Outcome. Other programs available are: Graduation May 22nd, Mission High School Senior Physics Student Projects, League of Women Voters SFCCD BOT Candidates Forum. Figure 5 reveals that viewers are accessing the webcasts primarily from a link at CCSF.edu. (31,063 views) Other ways people accessed were by directly typing the granicus URL, or connecting from Facebook, 48hills.org and google. Figure 6 shows that most viewers live in San Francisco (680). Smaller numbers represent many nearby and distant sites.

These impressive numbers point to the importance of EATV content. The breadth of content is diverse. The power to bring the whole college together on one page is evident in the large number of views for the various enrollment colloquys. The power to educate the citizens of San Francisco on important developments at City College is evident in the high number of views of the Board of Trustees meetings. Additionally the archived webcasts are available to anyone with an internet connection or a mobile phone.

Internal factors:

EATV operations continues to be severely impacted by the absence of one headend operator who has been on medical leave for almost three years. EATV supervisor / BEMA Department Chair is currently working with Human Resources to finally have the position vacated, so it can be filled with a permanent employee. For the last three years the position has been filled on an as-needed, temporary basis. Consequently, several highly capable employees have been lost to more secure jobs outside the college. In order to fill in, other staff is stretched to cover the position. This is at the expense of their health and morale. Additionally, maintenance and other priorities are sacrificed.

The reduction of time for the Programming Coordinator and the Supervisor cripples our ability to maximize the potential of the station. The programming/scheduling/production coordinator position was reduced to .2 FTE (or only 7 hrs each week) from .3 FTE (10.5 hrs/wk) three years ago. As it was, 10.5 hours was not sufficient. With this reduction, programming two educational channels that cablecast 24/7, 365/days a year is even more of a challenge.

EATV interns currently gain invaluable job skills and experience in in technical operations, program production, webcasting, station programming, marketing and publicity, graphic design and general station operations. Without these interns, station branding, communication and promotions are limited. Current funding is for two interns. EATV could use another position to keep up with workflow demand.

As the Distance Learning classroom is being deployed to provide live interactive instruction and trainings; and we continue to provide video production services to support online classes; and production staff continues to maintain the growing catalog of webcasts and web archives for City College of San Francisco; it is essential that EATV add one full time production position to support these efforts. This new full-time staff position is needed to coordinate media production for EATV, satisfy growing instructional production requests district wide, support the Distance Learning Production Room and assist with CCSF district video production and editing through Broadcast Media Services.

Our contract with Granicus will expire in August of 2016. Granicus specializes in video archiving and streaming for public agencies. Granicus also close captions our webcasts. SF Gov uses Granicus as well. The contract will have to be re-negotiated and costs may rise.

Currently the EATV video storage server is beyond capacity. This results in the Head End operator having to remove programming in order to put new programming in. It is a lengthy inefficient process and requires us to rely on outdated technology. Although BMS has reduced costs of acquiring programming and improved the quality of programming by switching from downloading via satellite dish to obtaining programming directly from the internet. This content for EATV has to be stored on servers.

It was mentioned in section Data Trends Selected that the video quality of the Distance Learning Classroom is too low to broadcast. In our assessment, the presenter said that the quality was too poor and they would be more likely to use the classroom more if it was possible to improve the video resolution..

EXTERNAL FACTORS:

EATV receives a PEG access funding annually through the Foundation from the San Francisco Department of Technology. EATV can apply for capital improvement funds for specific projects to enhance programming and EATV audience growth annually. In past years, this funding has been used to design and fully equip the college's television production studios at Ocean Campus and the Mission Center and to design and fully equip the college's distance learning production classroom in MUB 388. A different funding stream is accessed annually to pay for 1.75 FTE EATV Headend Operators to cablecast programming on two educational access TV channels 24/7 from the Broadcast Electronic Media Arts Department. This funding stream is limited to 1/3 of .2% of the City's franchise fees each year and totals about \$120,000 annually. Both Capital and Cable Franchise Funds are presented by the City to the EATV Foundation Account and then transferred into the District from the Foundation into restricted accounts.

EATV Supervisor, EATV Program Coordinator, and Senior Broadcast Technician met with SF Gov in October of 2015. At this meeting with other community access stations, it was noted that funding continues to be stable. The three channels represented vowed to collaborate on political education issues in the upcoming election year. Audience data and analytics were also discussed. Unfortunately, without paying expensive fees to outside companies such as Nielsen, it is not possible to know exactly how many views the stations have. But the addition of AT&T U-Verse certainly expands our audience.

Senior Broadcast Technician is in the process of setting up meetings to develop a three-year capital budget plan.

PROGRESS - RESOURCE LINKED: If your department received resources as a result of recent program reviews, summarize unit progress that resulted from these resources.

N/A

PROGRESS - OTHER: Summarize your department's progress to date on the major planning objectives identified in the last program review (excluding progress already cited in the resource-linked progress question).

1. We were not able to satisfy our 2014 Top Priority which was to Increase EATV production capabilities with a NEW 1.0 3598 Video Production Assistant -to keep up with demand on production requests currently by the station operator and interns.
2. We also were not successful in adding 15 hrs/week to lab aid budget.
3. Classifications for current headend operators will be reviewed. It was decided not to change classifications.
4. We did continue to coordinate with the Educational Technology Department and Broadcast Media Services to provide technical and operational support for operation of the EATV Distance Education Classroom in MUB 388.
5. A BEMA Faculty member joined the CTE-Pathways committee and is developing potential pathways and dual enrollment. This connection will further develop the relationship with the SFUSD to create and support common goals in educational media. In the November of 2015 EATV took part in hosting SF Unified high school students from Burton and Galileo's Broadcast academies. The students were shown the facilities and made aware of opportunities to air their work on EATV.
6. Further develop relationships with community based organizations and both public and private schools K-16. In October 2015 EATV Supervisor and EATV coordinator met with SF Gov and BAVC. It was decided to collaborate on more political programming in the coming election year.

PLANNING: After analyzing your data trends and evaluating the progress you've made over the last year and how well you are meeting your unit outcomes, indicate your department's major planning objectives for next year (2016-17).

1. The Granicus Contract runs out in August. We will need to assess and negotiate for live streaming, close-captioning and webcasting services.
2. Upgrade components of the Distance Learning (Teleclassroom) workflow to ensure a clean HD signal from camera and computer sources to streaming media output. As was assessed and detailed above.
3. Increase EATV media storage and implement HD streaming.
4. Increase use of distance learning classroom-MUB 388 for training as well as for instruction.
5. Develop a 3-year plan with SF Gov addressing upgrading to High Definition cable cast signal.
6. Satisfy demand for production with additional producer 1.0 3598 Video Producer. The need is even more important now. EATV can not accommodate all requests for production. EATV is short on useful video for college PSA's. Additionally, in order to see the full potential of the distance learning classroom another staff person is needed.
7. Visit other educational access channels to establish relationships, observe technology, share content, and determine possibilities of increased programming.
8. We will continue work on resolving the issue of the head-end operator on disability.
9. Increase coordinator's release time to previous levels that corresponds to amount of work being done.

Curriculum Currency

Title 5 requires departments to review all curricula (courses, certificates, degrees, sequences) in each program for currency, relevance, content, and requisites every every six years (for CTE departments, every two years). Please review the data on your currency (showing a list of all activity from last year, all courses and programs that are one year from losing currency, and all courses/programs out of currency) and comment below. Please address how well your department is meeting this requirement.

Assessment Currency

According to the CCSF Assessment Plan, outcomes are assessed for services and programs and courses at least once every 3 years. Please comment on how you are currently satisfying this 3-year benchmark.

EATV was assessed this semester (Fall 2015). The outcome assessed was: constituents will be able to access classes, college events, educational programs and professional development not offered elsewhere. The method and analysis have been recorded in CurricUNET.

The previous assessment was 2 1/2 years ago. During the Spring semester 2013 Broadcast Electronic Media Art (BEMA) students were surveyed about EATV staff and professional career skills modeled there. 98% of the 65 respondents reported that they saw good examples of professionalism in the staff of BEMA. This supports the outcome; Demonstrate, and refine hands-on professional career skills needed for employment in the entertainment, media and communications industry.

Resource Requests

Increase Media Server Storage

Item Description

Increase EATV media storage and implement HD streaming.

Type of request

Equipment

Brief Description

Additional media storage is necessary to allow the television station to operate smoothly. Program content is uploaded and stored on a computer server before it can be scheduled on the stations playlist. Needed are an upgraded Video Payout Server and upgraded Video Streaming Server

Approximate Costs

\$28000.00

Type(s) of Funding

- Grant (other)

This request is a high priority to ensure/meet Health and Safety requirements: **No**

This request is necessary to meet local, state, federal mandates, or to meet requirements for program-specific accreditation: **No**

Primary Board Priority

Fall 2015: 8. Improve communication and transparency at all levels of organization and develop City College's capacity to communicate externally.

Secondary Board Priority

Primary link to Approved college plan

Educational Master Plan Goal 2: Transform and sustain College infrastructure.

Secondary link to Approved college plan

Technology Plan Goal 3: Foster effective and transformative uses of technology

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Link to Institutional accreditation requirements

Link to Your Unit Planning Objectives

http://www.ccsf.edu/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/slo_assessment_bema.html

Link to Learning, Service, and/or Program Outcomes (i.e. Outcome Statements)

Obsolete and insufficient technology is being used, requiring staff to strategically move programming content around so that only current programs are on the server. Industry standard technology allows programs to be uploaded once and stored, so that they can be replayed back in the future. The only way to assess this is to ask the staff members how many hours they waste removing programs to fit the currently needed programs on the server.

EATV is current with assessments. The Service has been assessed twice. Once in the Spring of 2013 (data located in department office) and again in the Fall of 2015. Here is the link to the 2015 assessment:
https://secure.curricunet.com/ccsf/reports/outcome_report.cfm?outcomes_id=6244

Supplementary links to Outcome Assessments

None selected

Clear Plan for Evaluation after Implementation

Upgrading the media storage can be evaluated if necessary. We would have to ask staff members how much time is saved.

Extent of Benefit

3- As our program review details, EATV has been short staffed and has had temporary workers due to one staff member being on disability leave for nearly 3 years. The stress on the health and morale of current staff is heavy. Human Resources is working with Department Chair/EATV supervisor to remedy the situation. However, it may take some time as the employee has hired a lawyer. The benefit of this upgrade is therefore enormous for those involved. It will save understaffed and overwork employees precious time.

Operational Necessity

3-It is necessary to upgrade the servers as soon as possible. EATV station operations are understaffed and need help.

This resource request depends on the following other requests

None selected

Updating EATV Headend

Item Description

Update iMac and software in EATV Headend to current industry standards

Type of request

Facilities

Brief Description

The older version of Final Cut Pro (video editing software) is no longer updated and is stuck with older video codecs. As newer codecs emerge and are used in media acquired for broadcast on EATV, it is necessary to have a video transcoding application that can handle these codecs.
iMac operating system upgrade is free. Cost is for one seat of FCP.

Approximate Costs

\$300.00

Type(s) of Funding

- Grant (other)

This request is a high priority to ensure/meet Health and Safety requirements: **No**

This request is necessary to meet local, state, federal mandates, or to meet requirements for program-specific accreditation: **No**

Primary Board Priority

Fall 2015: 8. Improve communication and transparency at all levels of organization and develop City College's capacity to communicate externally.

Secondary Board Priority

Fall 2015: 4. Address immediate facility needs (especially related to the Civic Center, 33 Gough Street, and the PAEC) and critical deferred maintenance issues, and develop a long-term 5 year sustainable facilities master plan.

Primary link to Approved college plan

Educational Master Plan Goal 2: Transform and sustain College infrastructure.

Secondary link to Approved college plan

Technology Plan Goal 3: Foster effective and transformative uses of technology.

Link to Institutional accreditation requirements

Link to Your Unit Planning Objectives

http://www.ccsf.edu/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/slo_assessment_bema.html

Link to Learning, Service, and/or Program Outcomes (i.e. Outcome Statements)

https://secure.curricunet.com/ccsf/reports/outcome_report.cfm?outcomes_id=6244
This link is to the outcomes assessment for EATV.

Supplementary links to Outcome Assessments

None selected

Clear Plan for Evaluation after Implementation

Current software is at end of life. Successful evaluation can be done 6 months after new software is installed. Best way to assess usefulness and success is to ask headend operator for a report.

Extent of Benefit

The benefits are to the operator and the system. If the software is not updated, it will become impossible to perform work duties as the current computer is not compatible with new versions.

Operational Necessity

This request give much benefit for little cost. It will allow the television station operator to do her job.

This resource request depends on the following other requests

None selected

Teleclassroom Upgrade

Item Description

Distance Learning Classroom--MUB 388, upgrade to High Definition workflow

Type of request

Equipment

Brief Description

Upgrade components of the Teleclassroom workflow to ensure a clean High Definition signal from camera and computer sources to streaming media output.

Components include: HD Ultra Short Throw Projector, Reference Generator, Visual Presenter, Classroom PC Scan Converter, Video Streaming Server

Approximate costs: \$ 8,000.00 one time costs plus \$200/month for Granicus fees

Approximate Costs

\$9200.00

Type(s) of Funding

- Grant (other)

This request is a high priority to ensure/meet Health and Safety requirements: **No**

This request is necessary to meet local, state, federal mandates, or to meet requirements for program-specific

accreditation: **NO**

Primary Board Priority

Fall 2015: 2. Develop and implement college plan to provide appropriate student services at centers and program locations.

Secondary Board Priority

Fall 2015: 8. Improve communication and transparency at all levels of organization and develop City College's capacity to communicate externally.

Primary link to Approved college plan

Technology Plan Goal 3: Foster effective and transformative uses of technology.

Secondary link to Approved college plan

Student Equity Plan Goal A: Access

Link to Institutional accreditation requirements

Link to Your Unit Planning Objectives

http://www.ccsf.edu/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/slo_assessment_bema.html

Link to Learning, Service, and/or Program Outcomes (i.e. Outcome Statements)

https://secure.curricunet.com/ccsf/reports/outcome_report.cfm?outcomes_id=6244

The usefulness of the Distance Learning (teleclassroom) room MUB 388 was assessed during a Curricunet training. The presenter was not able to use the computer screen (which was the basis of the training). The presenter noted that the inability of the home viewers to see the same screen the face-to-face class was seeing (including the cursor pointing to the relevant area of the screen) limited the usefulness of the distance learning classroom. This made the presenter less likely to use the room for professional development trainings.

The Link to the assessment is HERE: https://secure.curricunet.com/ccsf/reports/outcome_report.cfm?outcomes_id=6244
This report is not available in the LINK section of this Program Review. Please view the assessment using the link.

EATV is current with assessments. The Service has been assessed twice. Once in the Spring of 2013 (data located in department office) and again in the Fall of 2015.

Supplementary links to Outcome Assessments

None selected

Clear Plan for Evaluation after Implementation

Once the room is upgraded, we will invite the presenter to use MUB388 for trainings. (Which the presenter has indicated willingness to do.) These trainings will make use of the screen shots and the home viewers as well as the presenter will be assessed.

Success will be determined by how well the presenter and home viewers can see and learn from the screen shots.

Extent of Benefit

The potential for MUB388 to improve access to central trainings for those situated at the centers is enormous. As was noted in the Program Review body-42 people viewed the training from outside the room live, while 30 were present in person.

This improved technology will also impact student success--future classes held in the distance learning classroom will also benefit from the higher resolution screen.

Operational Necessity

3-The requested upgrade will allow for increased professional development becoming available equally to centers and people off campus. Without the upgrade, the presenter noted that the room is of limited use.

This resource request depends on the following other requests

None selected

New Staff Position-1.0 3598 Video Production Assistant

Item Description

EATV could satisfy demand for production with new Video Production Assistant-1.0 3598.

Type of request

Classified staff

Brief Description

Satisfy demand for production by adding a 1.0 3598-Video Production Assistant to handle productions related to the distance learning classroom and station operations. The need is even more important now. EATV can not accommodate all requests for production. EATV is short on useful video for college PSA's. Additionally, in order to see the full potential of the distance learning classroom another staff person is needed.

Approximate Costs

\$40000.00

Type(s) of Funding

- District (U)

This request is a high priority to ensure/meet Health and Safety requirements: **No**

This request is necessary to meet local, state, federal mandates, or to meet requirements for program-specific accreditation: **No**

Primary Board Priority

Fall 2015: 8. Improve communication and transparency at all levels of organization and develop City College's capacity to communicate externally.

Secondary Board Priority

Primary link to Approved college plan

Technology Plan Goal 3: Foster effective and transformative uses of technology.

Secondary link to Approved college plan

Link to Institutional accreditation requirements

Link to Your Unit Planning Objectives

Link to Learning, Service, and/or Program Outcomes (i.e. Outcome Statements)

https://secure.curricunet.com/ccsf/reports/outcome_report.cfm?outcomes_id=6244

This link is to the outcomes assessment for EATV. It shows the usefulness of MUB388 as a way to serve the centers via professional development offered live-streamed. This classroom requires technical support. With current staffing levels, it will not be possible to fully utilize the facility.

EATV is current with assessments. The Service has been assessed twice. Once in the Spring of 2013 (data located in department office) and again in the Fall of 2015.

Supplementary links to Outcome Assessments

None selected

Clear Plan for Evaluation after Implementation

Once the new staff video producer has been employed for 6 months, we will assess the added amount of video productions made possible as well as the areas of the college these additional video productions and courses/trainings offered in Mub388 served.

Extent of Benefit

3-All college constituents will benefit from an additional Video Production Assistant. The Production assistant will assist when MUB388 is used for trainings and professional development--serving Ocean and the centers via live-streamed events. Student will be served when classes are offered in Mub 388. The number of classes possible is directly related to staffing levels. Additionally, the college community will be served by the production assistant as s/he records and edits campus lectures, events and public forums. These programs are aired on EATV elevating CCSF in the eyes of the community.

Operational Necessity

2-The addition of a 1.0 3598 staff position will allow EATV to increase the amount of excellent service we provide.

This resource request depends on the following other requests

None selected

Restore Coordinator's Release Time

PROGRAM REVIEW REPORT

Item Description

Increase coordinator's release time to previous level which corresponds to amount of work being done.

Type of request

Other

Brief Description

The reduction of time for the Programming Coordinator and the Supervisor cripples our ability to maximize the potential of the station. The programming/scheduling/production coordinator position was reduced to .2 FTE (or only 7 hrs each week) from .3 FTE (10.5 hrs/wk) three years ago. As it was, 10.5 hours was not sufficient. With this reduction, programming two educational channels that cablecast 24/7, 365/days a year is even more of a challenge.

Approximate Costs

\$4000.00

Type(s) of Funding

- District (U)

This request is a high priority to ensure/meet Health and Safety requirements: **No**

This request is necessary to meet local, state, federal mandates, or to meet requirements for program-specific accreditation: **No**

Primary Board Priority

Fall 2015: 8. Improve communication and transparency at all levels of organization and develop City College's capacity to communicate externally.

Secondary Board Priority

Primary link to Approved college plan

Technology Plan Goal 3: Foster effective and transformative uses of technology.

Secondary link to Approved college plan

Link to Institutional accreditation requirements

Link to Your Unit Planning Objectives

<http://www.ccsf.edu/en/educational-programs/school-and-departments/school-of-liberal-arts/broadcast-electronic-media-arts/EATV/About.html>

Link to Learning, Service, and/or Program Outcomes (i.e. Outcome Statements)

EATV Service Learning Assessment is located here: https://secure.curricunet.com/ccsf/reports/outcome_report.cfm?outcomes_id=6244

EATV is current with assessments. The Service has been assessed twice. Once in the Spring of 2013 (data located in department office) and again in the Fall of 2015.

Supplementary links to Outcome Assessments

None selected

Clear Plan for Evaluation after Implementation

To assess the restoration of 3.5 hours of time each week we will track the additional work that the coordinator is able to do.

Extent of Benefit

3-The additional time for the coordinator to do his/her job will allow EATV to function more efficiently. Staff will be able to communicate better. This streamlining of workflow will allow time to locate and curate even higher quality programming and organization of production workflow more effectively.

Operational Necessity

3-Currently EATV operations are run on a shoe-string. Staff is keeping up only on a daily basis and are constantly playing catch up. The added hours for the coordinator will give some relief.

This resource request depends on the following other requests

None selected

Attached Files

- [EATV PR15 Addendum 1_Granicus Data](#)