## Signature Page

### MMST-2011

## I. Team Members

<table>
<thead>
<tr>
<th>Name</th>
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<th>Contact Phone</th>
<th>Responsible for what part</th>
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<tbody>
<tr>
<td>James Gonzalez</td>
<td>Team Member</td>
<td><a href="mailto:james.gonzalez@marin.edu">james.gonzalez@marin.edu</a></td>
<td>415-883-2211 x 8250</td>
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## II. Program Review Committee

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Chris Schultz</td>
<td>Curriculum Committee Chair</td>
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<tr>
<td>Blaze Woodlief</td>
<td>Educational Planning Committee</td>
<td></td>
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<tr>
<td>Laura McCarty and Erik Dunmire</td>
<td>Facilities Committee Co-Chairs</td>
<td></td>
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<tr>
<td>Sara McKinnon</td>
<td>Planning and Resource Allocation Committee Co-Chair/Academic Senate President</td>
<td></td>
<td></td>
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<td>N/A</td>
<td>Planning and Resource Allocation Committee Co-Chair/Instructional Equipment Chair</td>
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<tr>
<td>Sara McKinnon, Yolanda Bellisimo and Anne Gearhart</td>
<td>Program Review Committee Chair and SLO Coordinators</td>
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<tr>
<td>N/A</td>
<td>Student Access and Success Committee Chair</td>
<td></td>
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<tr>
<td>Michael Irvine</td>
<td>Tech Committee Chair</td>
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## III. Vice President of Academic Affairs

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<tr>
<th>Name</th>
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<tr>
<td>Nick Chang</td>
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## IV. Board of Trustees President

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<tr>
<th>Name</th>
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<tr>
<td>Eva Long</td>
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College of Marin Program Review Signature Page• CG v.1 February 2008
Technology Requests
Part I: Software

I. Technology/Software Requests

This section will be filled out by faculty and reviewed by the Department Chair, the Area Dean, the Technology Committee, IPC and Budget.

Importance:
• ‘A’ means that your discipline cannot teach your course(s) without the requested equipment.
• ‘B’ means that your course(s) would be greatly enhanced with the requested equipment.
• ‘C’ means that you would like this piece of equipment for your course(s) but can wait for a future academic year.

In addition, how many times have you requested this item, but you have not received it?

<table>
<thead>
<tr>
<th>Importance</th>
<th>Priority</th>
<th>To Support Annually:</th>
<th>Category</th>
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<td>4 Classes</td>
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<td>MMST</td>
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Description and part number for ordering. Please include system requirement.
Entertainment Creation Suite for Education Incl 3ds Max & Maya. Concurrent, Annual contract License key on server.

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Type
License
Renewal

Item to be shared with the following Department/Program: (Include any shared expenses)

Justification for Item (See Rating Rubric)

1. Is this software required to meet Title 5 and/or Ed Code? If so, how? (Cite code)
Is this software required to meet any local, state or federal Health and Safety Code? If so, how? (Cite code)

2. How will the quality of instruction be improved for student learning and success? Is it necessary for students to succeed in a series of courses?

Software upgrade would be required to accommodate existing students who are in course...
sequences that rely on this software suite.

Student takings any of the animation classes in our program will benefit from this software upgrade and includes 4 courses and perhaps up to 60 students

3. How will access for students be improved? How many students (annually) will benefit from this request? Is it required to accommodate existing students? Would it be vital to attracting new students?

Up-to-date software is vital to attracting new students. Many students choose a course not based on the course title but the software and software version the classes teach. Students enrolling in our 3D courses will expect software to be current and up-to-date and the same software required to secure employment in this field.

This upgrade will also enable us to teach Maya in addition to 3d Studio Max, the two principle tools in the 3d Animation profession.

Students in each of the following classes will benefit from this upgrade: MMST 124, 125, 163, 173

4. What student learning or other outcomes are expected? Is it important to the achievement of student goals? How will these outcomes be measured for future planning? What data or evidence supports your request?

This software will be used to teach hands-on artistic and production 3D animation techniques. including various production techniques of modeling, texturing and animation as they apply to visualization, effects, games and other applications for multimedia projects.

5. Additional Justification for this item:

I. Technology/Software Requests

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• ‘C’ means that you would like this piece of equipment for your course(s) but can wait for a future academic year.

In addition, how many times have you requested this item, but you have not received it?

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Type
License: College-wide
Renewal: None

Item to be shared with the following Department/Program: (Include any shared expenses)

Justification for Item (See Rating Rubric)

1. Is this software required to meet Title 5 and/or Ed Code? If so, how? (Cite code)
   Is this software required to meet any local, state or federal Health and Safety Code? If so, how? (Cite code)

2. How will the quality of instruction be improved for student learning and success? Is it necessary for students to succeed in a series of courses?
   Software upgrade would be required to accommodate existing students who are in course sequences that rely on this software suite.
   Student taking any of the video classes in our program will benefit from this software upgrade and includes over 5 courses and perhaps up to 80 students.

3. How will access for students be improved? How many students (annually) will benefit from this request? Is it required to accommodate existing students? Would it be vital to attracting new students?
   Up-to-date software is vital to attracting new students. Many students choose a course not based on the course title but the software and software version the classes teach. Students enrolling in our video courses will expect software to be current and updated.

4. What student learning or other outcomes are expected? Is it important to the achievement of student goals? How will these outcomes be measured for future planning? What data or evidence supports your request?
   This software is used in multiple courses including: MMST 111, 146, 156, 166, & 176.
   Software is used to teach hands-on artistic and production video techniques. including
various production techniques of video editing. Topics include organization, source material, audio, exporting, logging, and archiving. Skill and knowledge are developed through hands-on exercises and projects using current Final Cut Pro software.

5. Additional Justification for this item:

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I. Technology/Software Requests

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Importance:

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Type

License: College-wide

Renewal: Open Lab

Item to be shared with the following Department/Program: (Include any shared expenses)

Software is available to all COM students in the IVC Library and IVC Open Lab. Serves all COM students attending and/or utilizing the IVC campus.

Justification for Item (See Rating Rubric)

1. Is this software required to meet Title 5 and/or Ed Code? If so, how? (Cite code)
2. Is this software required to meet any local, state or federal Health and Safety Code? If so, how? (Cite code)
This software package is required to teach ALL MMST classes. As cited in Title V, all Career and Technical Education programs must be current and offer relevant courses for CTE students as career training or preparation for employment. Students will NOT be prepared for the currently competitive job market without access to the current tools necessary to add and improve technical job skills. In addition, the district cannot require students to supply their own software and hardware [materials] for said classes, nor can software and hardware [materials] be added as Material Fees:

5 CA ADC 9404 (Title 5 Division 6 Chapter 6 Subchapter 1 Article 6)

(a) The governing board of a community college district which requires that students provide instructional or other materials for a course shall adopt policies or regulations, consistent with the provisions of this subchapter, which specify the conditions under which such materials will be required.

(b) The policies or regulations specified in subdivision (a) shall be published in each college catalog developed after the date of adoption.

As of this writing, the Title 5 portion of this question is a rather erroneous justification. In all of Title 5, there is NO reference to budget requirements for degrees, certificates, courses or the related department, discipline and/or program. All fiscal responsibilities refer to the district and state relationships. Material fees are explicit in their intent, use, and collection. The only place Title 5 addresses financial or programmatic requirements is in Curriculum. Even then it is not explicit in its intent.
When a district submits an application to have a New Program/Degree/Certificate of 18+ units approved by the Chancellor’s Office, it must agree in writing to financial support. The form requires a signed commitment by the area dean, the college president, and the board of trustees of the district to provide facilities, equipment, and instructional materials for the success of the program.

However, since 1997 the district is reluctant, at best, to provide the resources necessary for completion and success by MMST students as it relates to the software taught in each of the MMST courses listed in the COM catalog and schedule of classes every semester.

2. How will the quality of instruction be improved for student learning and success? Is it necessary for students to succeed in a series of courses?

Every course in the program teaches specific skills using at least some of the software in this suite. Software in these courses needs to be up-to-date to stay current with industry and provide students with marketable skills.

The Adobe Master Suite Collection contains the software used
in each of the 35 MMST courses. The Suite contains the following software packages:

Acrobat Pro

After Effects

Audition

Bridge

Contribute

Dreamweaver

Encore

Fireworks

Flash Builder

Flash Catalyst

Flash Professional

Illustrator

InDesign

Media Encoder

Photoshop Extended

Premiere Pro
By renewing our CLP Maintenance licenses, the MMST and other COM students at IVC will have access to the above software that is used for Design, Publishing, Mobile Apps, Video, and development for everything on the Web.

3. How will access for students be improved? How many students (annually) will benefit from this request? Is it required to accommodate existing students? Would it be vital to attracting new students?

Software upgrade would be required to accommodate existing students who are in course sequences that rely on this software suite.

Up-to-date software is vital to attracting new students. Many students choose a course not based on the course title but the software and software version the classes teach.

Almost every single student taking classes in our program will benefit from this software upgrade and includes over 25 courses and perhaps up to 500 students.

If the software is not current, it would be disingenuous and a major disservice for students that rely on maintaining and uplifting their jobs skills to remain employable. To put it quite simply, if
the request is not fulfilled, classes will not run. This will prevent current students from completing their career and academic goals for success.

Current software is absolutely vital to maintaining current students, more importantly it is critical to attracting new students by providing a valid Career and Technical program. The evidence of this is the new lab at the IVC campus created through modernization where enrollments dramatically increased, and attrition shrank as a result of the new facilities and more importantly new equipment with current software.

4. What student learning or other outcomes are expected? Is it important to the achievement of student goals? How will these outcomes be measured for future planning? What data or evidence supports your request?

Students require current and relevant instructional materials to be successful. A History class on current events would not produce a majority of successful students if they were relying on materials produced during the Cold War, nor would an Automotive class of students be prepared for the current job market working on just old V8 engines with carburetors and analog distributors - everything is digital.

To support existing and new careers in the multimedia industry, students are taught in a project-based, learning environment, with hands-on instruction and practice in preparation of gaining successful employment or starting their own business.
The success will be measured via successful placed interns, students hired as employees, students that improve or change their career as a result, and businesses formed by students completing courses in the MMST program. The success of students to formulate a cohesive planned goal will be accomplished through completion of Skill Certificates, Certificates of Achievement, AS Degrees, and preparation of continued undergraduate and graduate education.

The aforementioned evidence of data will be aggregated and provided in the complete Program Review due in February 2012.

5. Additional Justification for this item:

To date, the district has provided funding only once in the past ten years for the on-going software needs for the MMST program. Each year software renewal becomes an emergency purchase through grant or other funding. This requires immediate attention of numerous faculty, staff and administrators to solve a potential loss of compliant licenses or a reduction in the number of licensed seats due to the funding happening at the eleventh hour. It is counter-productive, the antithesis of good planning, and quite simply, fiscally irresponsible.
As an example, twenty-five licenses for the ART lab in Kentfield were initially purchased with grant funds in 2006. In 2008, these same seats were not funded and not renewed. In 2008, the cost for a two-year maintenance renewal was approximately $2,500 for all 25 seats. This would have allowed the ART lab to receive the software updates for the next two years.

The cost to reinstate those same licenses six months after they expired was $12,000! It is fiscally irresponsible for the district to not take advantage of annual and bi-annual software subscriptions to save money while still providing the instructional materials to maintain student classrooms and labs with current software and hardware for access, career growth and success!

It is disingenuous for the district to offer courses it does not support fiscally. Currently, the MMST program utilizes the Adobe Design Suite, a separate license for only 10 seats of Adobe After Effects, and a third, annual contract for 25 seats of Apple Final Cut Pro. These three separate license agreements are very expensive. By combining the three to a single package, it will place the bi-annual renewal cycle for all licensed seats in a consistent and planned, contract cycle.

I. Technology/Software Requests

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Artisteer 3.1

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Justification for Item (See Rating Rubric)
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   Is this software required to meet any local, state or federal Health and Safety Code? If so, how? (Cite code)

2. How will the quality of instruction be improved for student learning and success? Is it necessary for students to succeed in a series of courses?

   This tool will help students learn how to create visual templates for all the modern popular Content Management Systems.

   The current software used in these courses, Adobe Dreamweaver, can only edit these templates but is not a good tool for creating them. This tool will improve our student retention rates by providing students with an easy to use tool for creating and designing a wide variety of websites.

   In addition to being an excellent production tool, this software is the best tool we have found to teach students the terminology of modern website design and so is a very good tool for all our introductory web design courses.

3. How will access for students be improved? How many students (annually) will benefit from this request? Is it required to accommodate existing students? Would it be vital to attracting new students?

   This software will be used in all three of the Web Design courses as well as the Multimedia Production course, a total of about 100 students.

   Existing students who already know one or more Content Management Systems will be able to immediately use this tool to create attractive and functional web sites.

   This tool is vital to attracting new students as it works better with modern web technologies that our existing software.

4. What student learning or other outcomes are expected? Is it important to the achievement of student goals? How will these outcomes be measured for future planning? What data or evidence supports your request?

   With this tool, students will be able to create usable and attractive websites from the

very first class and build upon this early experience to create more sophisticated and capable sites in later classes.

5. Additional Justification for this item:

I. Technology/Software Requests

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Type
Upgrade

Item to be shared with the following Department/Program: (Include any shared expenses)

Justification for Item (See Rating Rubric)
1. Is this software required to meet Title 5 and/or Ed Code? If so, how? (Cite code)
Is this software required to meet any local, state or federal Health and Safety Code? If so, how? (Cite code)

2. How will the quality of instruction be improved for student learning and success? Is it necessary for students to succeed in a series of courses?
Adobe After Effects is the primary tool used to teach MMST 156 & MMST 166. Software needs to be up-to-date to stay current with industry and provide students with marketable skills.

3. How will access for students be improved? How many students (annually) will benefit from this request? Is it required to accommodate existing students? Would it be vital to attracting new students?

Software will available in the MMST computer lab for students in MMST156 & 166.

Software is required to accommodate existing students who took first level of After Effects course, MMST 156, and enroll in second-level course, MMST166.

Up-to-date, current software is the best way for the MMST program to attract new students.

4. What student learning or other outcomes are expected? Is it important to the achievement of student goals? How will these outcomes be measured for future planning? What data or evidence supports your request?

Students in MMST156 & 166 learn video editing techniques using this software. Software skills students will learn include Chroma keys, editing source material, animation, titles, and color effects.

Skill and knowledge are developed through hands-on exercises and projects using the Adobe After Effects software.

5. Additional Justification for this item:
Department Chair Comments

MMST-2011

1. Please rank the instructional equipment requests, technology requests and other instructional materials requests sections. Please comment especially on any specific priorities without which this program cannot function.

The Multimedia faculty continuously update their curriculum to stay current with industry trends. All course curriculum has been updated within the last five years. The Multimedia Studies department has well developed SLO’s for each of their courses. Students know what is expected of them as they progress through the courses and programs. Students use critical thinking and problem solving techniques on a daily basis while working on assignments in multimedia courses.

2. Please comment if additional units, faculty, or staff have been requested.

It is important to understand that computer technology and software changes rapidly. Multimedia Studies is highly dependent on modern and up to date computers and software so that students prepare themselves for the work force. Multimedia needs a budget that keeps their software and hardware needs up to date.

3. Other comments

The Multimedia program currently have two full time faculty members and four part time faculty. The faculty seems to be well diversified in all areas of multimedia and work together to provide a well rounded curriculum.