

# Program Review/Follow-up Transmittal

## General Information

The attached report is (check one):  Program Review (published every 4<sup>th</sup> year)  
 Program Review Follow-up (submitted annually)

The report is submitted for the Academic Year (select one): 2008-09

The report contains information on the follow unit(s) (enter names of all units/programs:

*Film + TV*

## Report Abstract:

The SCC Film/TV Dept. is a small, but growing and strong transfer program, offering an AA major degree in Film/TV. It has excellent retention within the major degree program. And, provides general humanities courses (Cin 10 & 11) and cross cultural requirement courses (Cin 11) to non-majors as well. New on-line courses enrich access for students. The program has an excellent reputation for learning digital filmmaking, and provides community service public relations for the Dept. and SCC as a whole, enhanced by the Student Digital Film Festivals and new SCC TV/Film Dept. web page with U-Tube viewing of student projects.

Signature: *Maile Ornellas* Date: 5/20/2010  
Prof. Maile Ornellas  
Faculty/Staff Representative

Signature: *Jane Kutz* Date: 6/14/10  
Dean/Director

Signature: *Thomas Waltham* Date: 17 June 2010  
President, Academic Senate

Signature: *Alyssa* Date: 7/9/10  
Vice President

Signature: *[Signature]* Date: 7/3/10  
Superintendent/President

## Program Review and Analysis

### Part I Outcomes

**1. What are the Student Learning Outcomes (SLOs) and Institutional-Level Outcomes (“Core Four”) of the program? List each along with descriptions of the appropriate indicators of program success (i.e., measures of outcomes). Include both quantitative and qualitative measures.**

Outcome(s)	Qualitative Measure(s)	Quantitative Measure(s)
Major degree students can conceive, structure, organize, produce, direct, film and edit to successful completion a short digital film and TV program.	Oral and written critiques of film and TV projects.	Project evaluation rubric. (SLO)
Major degree students can conceive, structure, organize and write film and tv treatments and scripts.	Oral and written critiques of treatments and scripts.	Writing project rubric.
Students can critically evaluate film.	View and evaluate films, providing written and verbal critiques.	Written exams and graded film analysis essays.
Demonstrate knowledge of film theory and history and TV/radio broadcasting mediums.	In class group discussion (critique)	Written exams, quizzes.

**2. The specific SCC Strategic Direction and Goal(s) supported by this program:**

- Goal 1:** Obj. 1.1, 1.2, 1.3, 1.4
- Goal 2:** Obj. 2.1, 2.2, 2.4
- Goal 3:** Obj. 3.2
- Goal 4:** Obj. 4.1, 4.2, 4.3
- Goal 5:** Obj. 5.5
- Goal 6:** Obj. 6.3, 6.4
- Goal 7:** Obj. 7.1, 7.2, 7.3

### Part II Analysis

**1. Identify and explain the trends in:**

**Enrollment—** Enrollment in '108-'109 shows growth over enrollment from '104-'105. Explanation: with the addition of summer session offerings. Enrollment dipped during 2007 when the only Full Time faculty member Maile Ornellas served abroad as a Fulbright Scholar - Vietnam.

**Retention—** SCC's TV/Film Dept. consistently has higher percent retention than the college average. TV/Film percent retention ranged from 86% to 94%.

Explanation: Retention is almost 100% in small production courses for majors and lower in large lecture classes like Cinema 10, TV50 and Cin. 11 that serve majors and non-majors alike meeting the general humanities requirement.

**Fill rate—** Dept. fill data Percent of fill averages 72%, with a range from 65% to 80%.  
Explanation: Fill data is misleading in the major program because small courses, like Film and TV Prod with a max of 20 students reflect a lower % fill if there are only 1 or 2 students below max. Generally, fill rate is excellent throughout the course offerings, with Cinema 10 often over max and Cinema 11 full.

**Other Factors—** Quality faculty in both full time and stable adjunct faculty pool, that includes Maile Ornellas, Scott Mazak, Ian McIver, Emile Vinet, Anna Guyer. Recent stability in hiring of permanent Lab Tech Meike Paniza. Positive media attention thru Ms. Ornellas' Fulbright Grant publicity. Most students in the production curriculum are TV/Film majors, but the Dept. continues to serve students seeking to complete their humanities requirement and cross cultural studies graduation and transfer requirements. Additionally, the curriculum attracts non-traditional students, seniors, professionals seeking life long learning and personal enrichment. Development of online courses by Mr. Mazak and additional offerings thru the Vallejo and Vacaville Centers also positively affected course offerings.

**Outcomes—** TV/Film students are able to full their major degree requirements and earn an AA in Film/TV at SCC and transfer to four year universities to continue their studies. Cinema 10 and 11 students are able to fulfill their general education Humanities requirement and cross cultural studies requirement for transfer and SCC AA Degree. Student success has translated into successful preparation upon transfer, student success in employment and independent digital film and tv projects and internships.

The Dept.'s contributions to the campus community and larger community (cities and Solano County) through positive publicity, providing digital film program production knowledge and expertise for projects as they arise, student assistance in dramatic acting training through videography and directing. SCC TV/Film Dept. graduates work in A/V to see that Board of Supervisors and City Council meetings are available to the community via local cable access and city tv channels. The program enhances attainment of educational goals by students.

## **2. How do the above trends relate to the factors and outcomes identified during the last review?**

- a. Retention, always high in the TV/Film Dept. was superb in '08-09 at 94% over 86-87% of previous years. Enrollment, Fill, Retention, Number of Sections was up for '08-09 over previous dip in '07, when FT Faculty was away on Fulbright.
- b. The Dept. has continued the success of programs through outstanding student film and video projects screened at the "SCC Student Digital Film Festival" at the end of semester show and on local cable access (soon to be via internet).
- c. Strategic course offerings to meet the needs of students has positively influenced enrollment and retention.

## **Part III Conclusions and Recommendations**

### **1. What are the major accomplishments of the program during the past four years?**

- Production curriculum (Cinema 15 and 16 and TV 55/56) being updated to reflect shift to digital technology, to be submitted in upcoming Curriculum Review.

- Selection of TV/Film Prof. Maile Ornellas as a Fulbright Scholar Grantee 2007 Vietnam to teach American Cultures in Film. (upper division version) at Hue University.
- Development of online courses for Cin. 10, 11, TV50, TV60 and 61, by Scott Mazak.
- Hiring of Permanent Lab Tech Meike Paniza in 2006. Meike inventoried, cleared out obsolete or broken equipment and upgraded the program w/ new equipment. New purchases in this period ('06-'09) include digital camcorders (including 4 high definition palmcorders), and accessories, computers, editing software, tv studio digital switcher and audio mixer, light kit and reflectors.
- Maile Ornellas and Emile Vinet working with technology personnel to develop a SCC Film/TV Dept web site that would make student digital film and video projects available for viewing on U-Tube. The web site is expected to be up and running by the end of semester 2010.
- SCC TV/Film Dept. Student Digital Film Festival end of show continues bi annually at the Harbor Theater, is open to the community and free of charge. Caliber of student produced works ranges from good to excellent.
- SCC Film Prod. Program continues to train students to film and direct student acting projects for George Maguire's acting classes. Acting students, in turn, receive valuable acting experience performing in Cinema 15 and 16 student films.
- Prof. Ornellas, successfully worked with the SCC Foundation in her role as Fulbright Scholar/Goodwill Ambassador for the US State Dept. to raise monies to purchase AV equipment to gift to Hue University to create a Cinema Club with projection equipment for Vietnamese students to view American films and practice their English.
- SCC TV/Film majors and current students continue to work on low budget independent films and are successful gaining entry level work in the field, local employment, like Brian Irwin's selection to produce a documentary on Fairfield's I believe it was 50th Birthday, and competing in local film festivals.
- The TV/Film major continues to be a strong transfer program, with over 90% of the majors transferring to local universities.

**2. Based on the analysis above, are there any changes needed in order to meet program goals or to improve program effectiveness? Explain.**

- Need to keep up with current pace of technology in the field of Tv and Film production as in the age of digital technology and high definition.
- Need for Final Cut Pro and Editing Aesthetics course with Mac lab support.
- Addition of new future courses, "Intro to Editing w/ Final Cut Pro" and "Race and Ethnicity in Contemporary American Documentary" and "The Film Experience" and modification of the TV/Film major to reflect the newly to be added Film courses.