FACULTY STAFFING REQUEST FORM

Qualitative Criteria

School: Liberal Arts

Department: Art/ Art Digital – now Digital Media Arts

Position Title (number of requested positions): 1 FT Faculty in Digital Media Arts

Number of FT Faculty in Fall 2021: 1

Number of PT Faculty teaching in Fall 2021: 3

Please submit your responses to the prompts below (no more than 800 words) to the Office of Academic Affairs by October 15, 2021 at 5 PM.

1. **Potential Load and/or Potential Direct Student Contact: (*FTE, Courses, number of sections, student/counselor ration; no need to submit days/times of teaching schedule at this time*):**
   3 courses per semester

2. Availability of qualified hourly faculty to teach and serve students: We currently only have one full time faculty member, and two part time faculty members to teach within digital arts

3. **Why is it important to have a FT faculty in this role?**

   Currently (see attached Labor Market Reports) there is an undersupply of skilled workers in the Digital Media industries. **As the only community college within our district, we are responsible for training our students for these positions. We are unable to expand and offer the courses most needed to this growing industry without another full time faculty on board to help us offer our new classes in UI/UX and animation as well as Digital Illustration.**

   Based on all available data, there is an "undersupply" of **Animation**, Graphic Design, and UI/UX workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, and Sonoma counties). (See attached LMI reports generated for us by John Carrese)

   For animation alone:
   There is a projected annual gap of about 1,141 students in the Bay region and 71 students in the North Bay Sub-Region. .

   Based on the data included in this report, there is also a large labor market gap in the Bay region with 1,332 annual openings for the UI/UX Design occupational cluster and 39 annual (3-year average) awards for an annual undersupply of 1,293 students. In the North Bay Sub-Region, there is also a gap with 57 annual openings and no annual (3-year average) awards for an annual undersupply of 57 students. There are nine (9) community colleges in the Bay Region issuing 39 awards on average annually (last 3 years ending 2018-19) on TOP 0614.30 - Website Design and Development. In the North Bay Sub-Region, there are **no community colleges that issued awards on average annually (last 3 years) on this TOP code.**

   Currently our course offerings are split between ART and ART DIGITAL. A new program is being created (Digital Media Arts/ DMA) that will combine the course offerings under these areas. We are in the process of renovating a digital lab in Vallejo, allowing us to offer more courses across ALL campuses, allowing for a more inclusive and equitable department. We would like to prioritize equitable hiring for this position, in particular, focusing the faculty search within our own communities in Fairfield, Vacaville and Vallejo.

   This semester we are articulating our introductory course, Introduction to Digital Design, with four different

new high schools – three within Napa County, and Jesse Bethel within the Vallejo Unified School District. It is already articulated with Benicia High and Buckingham Charter in Vacaville. We anticipate an increase in students from the local high schools as well as Napa Valley Unified School District, and an increasing demand for more advanced classes because of this, in the coming years.

4. **Areas where additional expertise is needed: User Interface Design, Animation, 3D Animation, Web Design**

   Currently the sole full time faculty member in this area is on sabbatical and has has written 10 new courses as well as new certificate in User Interface/User Experience Design, and additional courses in Animation. While our current full time faculty member is qualified to teach some of these courses, additional training is needed, and more serious expertise and specialization is needed as this program continues to expand into emerging media – for example, augmented and virtual reality design, which is an industry that has the potential to grow by USD 162.71 billion during 2021-2025.

5. **What will be the impact (students, program, College, other) if this position is not filled?**
   Lack of expanded course offerings means that we will be unable to meet students needs for emerging disciplines within Digital Media. This would mean a continuing shortage of skilled workers in Solano County for these areas, potentially driving industry and student interest towards the neighboring counties for training, internships and job placement.

6. **How does this position help fulfill the mission of the college and our commitment to antiracists practices?**

   As we work towards building better relationships with the cities and communities we serve, particularly in Vallejo, an expanded Digital Media program would allow us to bridge ties with the cities and communities we serve, shifting our program to be more inclusive in both demographics and in our hiring practices. There is an opportunity here to hire from within our own communities and expand local course offerings in disciplines that are, by and large, not diverse (AIGA, an American Graphic Design association, determined that graphic designers are 73% white, in a 2017 survey.) Our mission at Solano College is to educate a culturally and academically diverse student population drawn from our local communities and beyond. By expanding this department (both online AND in person) a full time faculty member addition would allow us to better serve our students and commit ourselves to help break down barriers of entry to design and related disciplines.

7. **Other compelling factors not identified in responses 1-7 above:**

   In the last two years, we have created a robust online educational program for Digital Media Arts. Full-time faculty member Rachel Smith gathered data to support the purchase of a site-wide Adobe License for Solano College, guaranteeing students free software access for their courses. We have a lending library of equipment, including ipads, computers and tablets. In the coming years, we plan to expand our course offerings online in addition to having in person classes and lab hours on our three campuses. In a time when many programs have seen decreases in enrollment, we have consistently filled classes.

The position was identified in a previous program review: No, it was not

If no, what changed necessitating a request for a full-time faculty member?

Expanded course offerings, new Vallejo Media Lab, emerging disciplines which require specialization in skill that necessitate hiring people who have focused experience in UI/UX, animation, AR/VR