

SAN DIEGO  
MESA COLLEGE



# Program Review

**Summary and Reflections with Unit Goals, Action Plans, and Updates**

Instructional Program - Multimedia (MULT)

### Executive Summary

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**Describe the successes and challenges your unit has faced since the last comprehensive review.**

Successes:

1. Developed and implemented structured Course Sequence Program Cards to optimize class scheduling and offer predictable and dependable pathways for students to follow upon entering into one of the branches of the Multimedia program.
2. Developed and implemented a new ICT Certificate of Performance in collaboration with Point Loma High School high school to offer HS students an introductory series of classes with which to enter various program sequences in the Digital Technology and Computer Sciences.

Challenges:

1. Lack of full awareness of new degree programs (e.g. Video Game Design and Development, 3D Animation) exacerbating ongoing enrollment challenges.
2. Lack of contract faculty in the discipline results in the need to hire more adjuncts. Recruiting, hiring, and mentoring of qualified faculty in the areas of Video Game Design and Development and 3D Animation impacts the program's efficiency and consistency of meeting learning outcomes.

**If applicable, describe any major curricular or service changes your unit has engaged in and the impact of those changes since the last comprehensive review.**

N/A

**If applicable, describe the impact of any new resources (human, fiscal, etc) on the unit and/or action plan implementation.**

N/A

**If you assess OUTCOMES, please confirm that the outcomes have been reviewed for accuracy. If you do not assess Outcomes, skip this question.**

Reviewed & Accurate

**Related Documents for Charts and Graphs**

**Executive Summary Complete**

Yes

### Data Reflection

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**Trends observed in program/service area's data.**

Enrollment trends are up over the last several years. 340 students per term in 2019/2020; 420 students per term in 2022/23. Multimedia enrollment has been increasing while overall campus enrollment has been decreasing.

## Summary and Reflection

Retention rates have increased from .85 in 2016/2017 to .93 2022/2023. Awards have increased to 22 in 2021/2022. Productivity has decreased slightly since our return to offering on-campus classes.

**Describe any equity gaps in the data. Are there differences and/or patterns observed by demographics (e.g.race/ethnicity, gender, age, etc.)**

The Multimedia program shows a fall 2022 success rate of 72.7% compared to the Campus success rate of 70%. 2021/2022 Black/African American the success rate was 39%, a 31% deficit compared to the campus success rate. This rate has recovered somewhat with a return to on-campus instruction with a fall 2022 success rate of 59.3%. The fall 2022 Latinx the success rate was 72%. Fall 2022 Asian success rate was 68%. Gender equity analysis from 2021/2022 shows a female to male ratio 33% to 67%. Retention rates were similar with 85.6% female vs. 88.4% male. Success rates were relatively equal at 66.1% female to 67.7% male.

**Describe the discussion(s) that took place about the unit's learning outcomes assessment data.**

Data continues to be compiled with next scheduled departmental discussion of outcomes taking place fall 2023.

### Related Documents for Charts and Graphs

#### Data Reflection Complete

Yes

## Practice Reflection

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**Describe current practices your program/service area has engaged in that you believe impact the above data trends and equity gaps.**

A return to on-campus instruction combined with the development of a standardized Multimedia course sequence pathway for the various branches of the program will help students to complete their chosen degree program on a predictable and dependable timeline.

**What other factors (internal or external) might also impact the above data trends and equity gaps?**

The evolution of our online course offerings to integrate effective learning tools and engagement strategies to more successfully navigate post-pandemic student needs. Development of more culturally inclusive and responsive curricula (projects, assignments, etc.) in our online modality.

### Related Documents for Charts and Graphs

#### Practice Reflection Complete

Yes

## Mid-Cycle Updates

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**Are there any edits or updates to the Executive Summary above?**

No Edits to Executive Summary

**Are there any edits or updates to the Data Reflection above?**

No Edits to Data Reflection

**Are there any edits or updates to the Practice Reflection above?**

No Edits to Practice Reflection

## Summary and Reflection

### Goal 1: Hire additional full-time faculty positions.

**Unit Goal:** Goal 1: Hire additional full-time faculty positions to solidify curricular continuity and develop established pathways for students in the Video Game Design & Development and 3D Animation degree programs in the Digital Technology department.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Community - Objective 1: X
- Community - Objective 2: X
- Community - Objective 3: X
- Community - Objective 4: X
- Community - Objective 5: X
- Completion - Objective 1: X
- Completion - Objective 2: X
- Completion - Objective 3: X
- Completion - Objective 4: X
- Pathways and Partnerships - Objective 1: X
- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 3: X
- Pathways and Partnerships - Objective 4: X
- Pathways and Partnerships - Objective 5: X
- Scholarship - Objective 1: X
- Scholarship - Objective 2: X
- Scholarship - Objective 3: X
- Scholarship - Objective 4: X
- Scholarship - Objective 5: X

Action Plans	Action Plan Update
<b>Action Plan Status:</b> Active	<b>Submission Date:</b> 12/07/2023 <b>Action Plan Update:</b> Continuing to research and collect data and will submit this cycle. <b>Update Year:</b> 2023 - 2024 <b>Action Plan Progress:</b> On Track

## Summary and Reflection

Action Plans	Action Plan Update
<p><b>Action Plan:</b> 1. Research and collect necessary data and labor market information to articulate the department's need for new full-time faculty and make as convincing a case as possible in support of our request.</p> <p>2. Complete the procedural steps necessary to include the Digital Technology department's request for new full-time faculty in the next round of allocations.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	

### Goal 2: Customized Marketing and Outreach

**Unit Goal:** Goal 2: Increase awareness of Multimedia areas of emphasis via customized marketing and outreach in conjunction with newly implemented marketing services recently made available at the college.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Community - Objective 1: X
- Community - Objective 2: X
- Community - Objective 3: X
- Community - Objective 4: X
- Community - Objective 5: X
- Completion - Objective 1: X
- Completion - Objective 2: X
- Completion - Objective 3: X
- Completion - Objective 4: X
- Pathways and Partnerships - Objective 1: X
- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 3: X
- Pathways and Partnerships - Objective 4: X
- Pathways and Partnerships - Objective 5: X

## Summary and Reflection

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> 1. Collaborate with WBL and new marketing entities on campus to develop informational materials and multiple methods of outreach in order to reach as wide an audience as is possible with the resources available to us. 2. Evaluate effectiveness of marketing and outreach efforts by comparing enrollment and completion data with concurrent marketing and outreach efforts.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 12/07/2023</p> <p><b>Action Plan Update:</b> Working with CTE and external vendor to develop marketing plans for CTE programs.</p> <p><b>Update Year:</b> 2023 - 2024</p> <p><b>Action Plan Progress:</b> On Track</p>

### Goal 3: Open Educational Resource

**Unit Goal:** Goal 3: Emphasize Open Educational Resource options in our curriculum in order to improve existing equity gaps in access to technology and course materials among our students.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Completion - Objective 1: X
- Completion - Objective 2: X
- Completion - Objective 3: X
- Completion - Objective 4: X
- Pathways and Partnerships - Objective 1: X
- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 3: X
- Pathways and Partnerships - Objective 4: X
- Pathways and Partnerships - Objective 5: X
- Scholarship - Objective 1: X
- Scholarship - Objective 2: X
- Scholarship - Objective 3: X
- Scholarship - Objective 4: X
- Scholarship - Objective 5: X

## Summary and Reflection

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> 1. Review and evaluate all Multimedia course content and outlines in collaboration with faculty to determine which areas would be able to effectively utilize OER resources in the delivery of their curriculum.</p> <p>2. Collaborate with faculty to research, obtain, and share OER resources across various programs and classes.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 12/07/2023</p> <p><b>Action Plan Update:</b> Ongoing communication with Digital Technology instructors encouraging use of OER resources. Spring Departmental meeting will focus heavily on exploring resources and building consensus.</p> <p><b>Update Year:</b> 2023 - 2024</p> <p><b>Action Plan Progress:</b> On Track</p>

### Goal 4: Decrease Equity Gaps

**Unit Goal:** Goal 4: Decrease equity gaps for African American and Latinx students in our online course offerings.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Community - Objective 1: X
- Community - Objective 2: X
- Community - Objective 3: X
- Community - Objective 4: X
- Community - Objective 5: X
- Completion - Objective 1: X
- Completion - Objective 2: X
- Completion - Objective 3: X
- Completion - Objective 4: X
- Pathways and Partnerships - Objective 1: X
- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 3: X
- Pathways and Partnerships - Objective 4: X
- Pathways and Partnerships - Objective 5: X
- Scholarship - Objective 1: X
- Scholarship - Objective 2: X

## Summary and Reflection

- Scholarship - Objective 3: X
- Scholarship - Objective 4: X
- Scholarship - Objective 5: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> 1. Review and evaluate all Multimedia course content and outlines in collaboration with faculty to identify those areas of the curriculum where gaps in equity could be effectively addressed through a process of research and revision. Address aspects of curriculum (in collaboration with our Advisory Committee) to provide optimal cultural relevance for students of all backgrounds, thereby decreasing existing equity gaps in the learning experience and enhancing relevance of course content to all students.</p> <p>2. Research and obtain information on related courses at other educational institutions that have already implemented curricular changes addressing student equity gaps. Review and assess effectiveness and determine suitability for similar revisions in our department's curriculum.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 12/07/2023</p> <p><b>Action Plan Update:</b> Continuing review of class projects, assignments, and curriculum to find areas where opportunities for building broader bases interest for all students exist. Encouraging instructors to engage in the process and develop learning environments that reflect a greater inclusiveness, encouragement, and acceptance of a wide variety of learning styles.</p> <p><b>Update Year:</b> 2023 - 2024</p> <p><b>Action Plan Progress:</b> On Track</p>