



ANTELOPE VALLEY COLLEGE

PEER TEAM REVIEW
OF THE
INSTRUCTIONAL MULTIMEDIA
CENTER

October 2006

Peer Review Team Members

Linda Jansen
Jonet Leighton
Ann Steinberg
John Vines

PROGRAM REVIEW – Instructional Multimedia Center (IMC)
2006 Peer Team Review

SUMMARY OF PROCESS

The peer team consisted of student services representatives John Vines, Linda Jansen, Ann Steinberg, and the faculty representative; Jonet Leighton, who met with the Vice President (VP) of Student Services, Dr. Rosa Hall and program review coordinator; Neal Weisenberger. The peer team discussed how the interview and reporting process would proceed. The peer team reviewed the self-study prior to the meeting with the VP of Student Services and program review coordinator. Emphasis was placed on reviewing the report again and determining whom to interview and dividing up the responsibilities. The peer team was offered sample questions (see Attachment A) by the program review coordinator and the team chose to use those questions with the addition of a qualification question, “Did you read the self evaluation and do you agree with it.” Additionally, a closing question was, “Do you have anything that you would like to add?” The interviewing process was completed during Spring 2006.

RESULTS

The results from the interviews showed similarities in the opinion of those interviewed. All responses were in agreement that the self-evaluation was a clear representation of the structure and responsibilities of the IMC.

1. CURRICULUM:

The IMC supports instruction and learning by providing service to the main campus and the Palmdale campus. The IMC services equipment, offers duplication, and provides instruction on operation of equipment, as well as instruction on how to best utilize services and programs for the classroom. IMC services enhance the classroom experience and allow exact information to be related to the student. Over 5,000 pieces of multimedia across all disciplines helps to meet the needs of the instructional faculty.

2. STUDENT SUPPORT AND DEVELOPMENT:

Instructional multimedia resources are essential for student success. This is accomplished by offering instructional programs with a personal approach to academic success through independent study, media-assisted tutoring and alternative modes of instruction, specifically in the following areas:

- A) 5,000 pieces of multimedia and materials covering all disciplines;
- B) Four small study rooms that provide access to DVD and video media;
- C) Twelve individual workstation carrels located in the IMC lobby;
- D) Horizon system to allow students to search the collection of media from any computer with Internet access (soon to be completed);
- E) Media and research support to students who are writing papers and/or fulfilling curriculum lab requirements;
- F) Mass duplication of foreign language lab, lecture audiotapes and CD's;
- G) Free duplication of multimedia when student provides or purchases tape;

- H) Multimedia reserve services for in-house student viewings;
- I) Two display cases that communicate special IMC events, issues, or services;
- J) Service to disabled students with special equipment, and continual collaboration with Disabled Student Services to maintain and improve services;
- K) Specialized assistance to students with technical questions or guidance;
- L) Expanded service hours within budget parameters.

3. STUDENT OUTCOMES:

Students receive quality service, have the ability to study lecture materials, watch documentaries and assigned movies, experience classes via satellite, watch videotaped classroom lectures, and utilize a safe and well equipped area as a place to study. The quantified results are posted in the evaluation report extracted from surveys from students who have used the IMC services in Fall 2003 and 2005. The survey identifies why the students used the IMC and identifies the level of satisfaction with the services or benefits gained.

4. PERSONNEL AND SUPPORT SERVICES:

A. Staffing

At the time of the Self-Study review process, the IMC staff consisted of the following:

- 1 – Classified Coordinator
- 1 – Graphic Artist (Hourly)
- 1 – Technician
- 1 – Clerical Assistant II (32 hours)
- 1 – Clerical Assistant III
- 20 – Student Workers per year (Less than 20 hours per week each.)

In terms of staffing, there was a recommendation from the staff that there be a separation of the technical side of services from the media side. Staff felt that there is a need for additional staffing as part of a strategic plan and an objective look from outside as to what staff is needed in the IMC.

The self-study recommended that the IMC extend its hours into the evening to accommodate evening classes and students.

B. Support Services

1) Equipment and/or Media: For a list of IMC circulation equipment, please see Attachment B. The equipment available to staff and faculty for classroom and conference uses include:

- Videoconferencing equipment with satellite downlinks and Internet access
- Electronic whiteboards.

The student's work areas include:

- Viewing rooms connected to 4 DVD players and configured with regular and satellite connections;
- PC computer stations (9);
- Mac Station (1);

- Audio Cassette Players (3);
- TV Video (1);
- Assistive Technology;
- Media including a Fire Tech/ multimedia collection (5,000 pieces).

Special areas within the IMC include other equipment:

- A graphics area with 2 Mac's with wide monitors to reduce eyestrain and assist the artist visualize a final product;
- Edit room with a Mac G-3, 2CD burners;
- 1 CD burner Printer Robot.

The IMC self-evaluation noted that it has not been included in the Technology Master Plan. If included, the IMC will be allowed to have its equipment evaluated for updates, funds set aside for new or repaired equipment from TTIP funds, and to be considered for equipment use within the entire campus. If not, the Educational Master Plan should have a section on IMC with technology needs enumerated at the end. Considering the changes in technology and the growth of the campus, the IMC needs funds for replacement of equipment and multimedia to support new classes, as stated in the self-evaluation, page 19.

- 2) Media Duplication for Class Lectures/Materials for Students: The students can benefit from various media duplications for review of classroom lectures, viewing materials covered in a specific discipline, and for self-tutoring.
- 3) Graphics: At the time of the interviews, the IMC had two hourly employees serving in the vacant graphics artist position. Two problems were identified: (i) The position requires a bachelor's degree; and (ii) there is more work than one person can complete without assistance. These issues need to be addressed and additional institutional support needs to be identified.
- 4) Equipment: IMC does a good job of servicing the current equipment; however, there needs to be a plan for replacing instructional LCD's, overheads, and other instructional media with a 3-5 year replacement plan campus wide. Centralizing the purchase of campus multimedia equipment could save money.
- 5) Videotaping: Currently equipment and software are needed to increase and expand taping services and video reproduction. According to the IMC self-evaluation, students complained about the 24-hour turn over for the duplication process. Normally, this takes 8-12 hours, but during peak times the turnover is 24 hours.
- 6) Multimedia Rooms: Four media rooms provide access to multimedia and technology resources for students, faculty, and staff. If another IMC technician were hired, the IMC Department could provide greater access to multimedia and technology resources. Moreover, this would allow the IMC to provide one to two

viewing opportunities per week of a variety of multimedia for training/staff development.

- 7) Event Set-Up: The technician supports all on and off-campus events by request, including graduations, board meetings, Relay for Life, 75th Anniversary Gala, etc. With the growth of the campus, there is a need for additional staffing to support the technician.
- 8) Repairs: The systems that are used in IMC are primarily Mac-based and the current staff has been responsible for any adjustments needed. The equipment, such as data projection systems, overhead projectors, tape recorders/players, videoconferencing, satellite downlink connection, duplication equipment, and all the other equipment used by the campus, is repaired by one classified staff member and outside contractors if needed.
- 9) Videoconference and or Distance Education: This serves students, staff, and faculty for classroom lessons, business meetings, etc.
- 10) Promotion of IMC: Currently promotion is accomplished with advertisements in the publications of the class schedule, student handbook, welcome materials for new faculty, and on *myAVC*. There is also IMC information available at events and the welcome tables at the beginning of each semester. All staff believe that the IMC needs to enhance communication of services to the campus at large, especially with the faculty.

5. FACILITIES:

In the original plans for the Business Education Building (BE), the IMC was to have a large percentage of the first floor. With the rapid growth of the college, a portion of the proposed IMC space was used for the mailroom, a copy room, and faculty resources. Those areas were to be used for classrooms dealing directly with IMC, distance learning, video lectures, trainings, etc. It seems that in order for the IMC to continue to grow at the same rate as the college, more space needs to be made available. There is also a need for a readily accessible technical area for instructors. The Palmdale site provides a good place to implement better strategies. Staff recommended that the college look at other campuses for best practices.

The predicted growth of the college and the addition of the Palmdale campus will create a need for additional space for storage, a central repair room, more work space for students, more video and multi-media rooms, assigned duplication space, and more office space for additional classified positions. New processes are being established for equipment maintenance and security at the Palmdale campus and the requisite forms to document repair/maintenance are being developed.

Staff suggested an IMC storage location at the north end of campus to support that section of campus. This would lend itself to safely moving equipment to requested rooms or moving ordered equipment in inclement weather. This area could also provide support for repair of bulbs or minor repairs of equipment.

6. FISCAL SUPPORT:

The IMC is assigned a budget for salaries, instructional supplies, non-instructional supplies, etc. The IMC has requested (see Attachment C) twelve budget items for 2006-2007, with the top priority being a technician. After that, there are equipment requests of over \$167,910. The request for a director and replacement for the graphic artist was not on the request. There is a crucial need for a Director of IMC to serve as an advocate for the department.

7. COMMUNITY OUTREACH:

The IMC works closely with the Library, Learning Center, and staff and faculty across all disciplines. IMC supports the community at large by providing equipment and technical assistance for on and off-campus events such as: AV Fair, LPAC, Job Fair, AVC 75th Anniversary at the Poppy Pavilion, LAPD recruitment, and more. The IMC produces literature to raise the awareness of the services offered via flyers, welcome tables, semester schedules, and on *myAVC*.

RECOMMENDATIONS

The peer review team found that the IMC 2005 Program Review Self-study document was well thought out, complete, and represented the IMC well. The process of examining all facets of the IMC is critical to maintain focus and determine if specific services or processes need adjusting or improving. The peer review team makes the following recommendations:

- 1) Addition of positions to support the IMC's continually increasing responsibilities will include:
 - 1 – IMC Technician
 - 1 – Graphic Artist
 - 1 – Director
- 2) The IMC is open 55 hours weekly. In order to serve the AVC campus, it is recommended that the hours return to Saturday (9 am – 2 pm) and evening hours (until 7 pm), thus increasing open hours to 71 per week. Utilizing staff from, for example, the Learning Center to supervise student workers could overcome staffing concerns.
- 3) The peer review team recommends that the IMC be fully included in the Technology Master Plan, Educational Master Plan, as well as the technology section of the Strategic Plan.
- 4) Ongoing replacement plan needs to be initiated for IMC equipment.
- 5) Purchase modern equipment and software to increase and expand taping services and video reproduction.
- 6) Hiring another IMC technician is necessary to provide greater access to multimedia technology resources.
- 7) Centralized repairs for IMC equipment is needed.
- 8) Promotion of IMC needs to be increased.
- 9) Additional IMC space needs to be considered to address rapid growth of student body and campus expansion plans.
- 10) A storage location that is more accessible for equipment at north and/or west ends of campus needs to be identified.
- 11) The Palmdale campus needs a trained individual to maintain and care for the equipment and systems for classroom use. This should assist in eliminating theft of IMC equipment at the remote location.

ANTELOPE VALLEY COLLEGE
SYSTEMIC PROGRAM REVIEW

Program Review Peer Team / Sample Interview Questions

1. What distinctive program(s) or course(s) are you directly involved with?
2. How would you describe your role, position or job in relation to the program(s) just discussed?
3. What evidence do you have that your program(s) or course(s) are effective in serving the mission of the college?
4. What evidence do you have that your program(s) or courses(s) are effective in serving the needs of students?
5. How would you describe the students' acceptance of these courses or programs?
6. What suggestions or ideas can you offer in regard to student access, student retention or student recruitment to the programs or courses?
7. What are the most important things that you learned about the programs or courses as a result of participating in the self-study?
8. How do you feel this self-study has helped you better understand the current operations of your department or division?
9. How well did the program review accurately portray the course(s) or program(s)?
10. What changes would you recommend for improvement of the program(s) or course(s) if funding were limited?
11. If funding were available, what changes would you recommend for improvements of the programs or courses?
12. Do you feel there were any important areas concerning programs or courses that were omitted? self-study?

FYI-

First question: "Have you read the IMC Program review Self Evaluation. Do you agree with it?"

Last question; "Do you have anything you would like to add?"

Equipment Available for Circulation (Main Campus)

| Quantity | Equipment Type | Quantity | Equipment Type |
|----------|--------------------------------------|----------|---------------------------------|
| 2 | TV/VCR | 4 | TV/DVD/VCR Combo |
| 1 | TV/DVD | 3 | Record Player |
| 3 | Video Camera | 9 | LCD Projector |
| 20 | Projector, 35mm Slide | 20 | Overhead Projector |
| 1 | Power Strip | 1 | Videodisc Player |
| 3 | Projector, 16mm Film | 2 | Laser Pointer |
| 3 | Cable, SLR Microphone | 5 | Easel (3 whiteboard, 2 plastic) |
| 1 | Podium | 5 | Cassette Player/Recorder |
| 4 | Boom-box | 2 | CD/Cassette Combo Player |
| 11 | Laptop (6 PC, 5 Mac) | 2 | Mini-Vox |
| 2 | Extension Cord | 1 | Tripod |
| 5 | Zip Drives | 2 | Dukane System |
| 2 | DVD Player (stand alone) | 3 | Microphone |
| 3 | Portable Cart | 5 | Wireless Mouse |
| 3 | Microphone Stand | 15 | Scientific Calculator |
| 2 | Cable, VGA | 2 | Cable, RJ 45 Ethernet |
| 6 | Smart-Cart (LCD, PC-laptop, VCR/DVD) | 3 | Cable, S Video |
| 1 | Screen, Rear Projection (10x10) | 2 | Screen (5x7) |
| 1 | Screen (5x10) | 1 | Screen (5x8) |
| 1 | Visualizer | | |

Equipment Available for Circulation (Palmdale Campus)

| Quantity | Equipment Type | Quantity | Equipment Type |
|----------|--------------------------------------|----------|--------------------|
| 3 | TV/VCR | 4 | Overhead Projector |
| 4 | Smart-Cart (LCD, PC-laptop, VCR/DVD) | | |

The IMC's top twelve budget priorities for 2006-2007:

1. **New position:** Technician (Hopefully re-titled).
2. **Mac Mini** (for instructors to record lectures to be turned into pod casts).
From Apple: 80 GB - 1.66 GHz Intel dual core; IGB SDRAM, Super drive; Wired Keyboard/mouse; and Apple Care Protection Plan. \$1082.00.
Logitech USB headset 250 \$34.95
 $\$1,116.95 + \$92.15 \text{ tax} = \$1,209.10 \text{ Total}$
3. **Dual 2.3GHz Server G5** to house all photos, graphics, classroom lectures, pod casts, etc. From Apple:
Approximately \$5,000 +tax
4. **Smart Carts** (4)
From various vendors: LCD projector: \$4,122, Laptop: \$1,000, Cart: \$500, MicroSasver Lock: \$66, Speaker system: \$150, VCW/DVD player: \$200, Wireless remote \$75
 $\$6,113 \text{ per smart cart or Total for 4 Smart carts: } \$24,452.$
5. **Replace first graphics computer station.**
From Apple: 250 GB - G5 2.3 GHz dual wire; 2GB SDRAM, Bluetooth wireless Keyboard/mouse; 30" display and Apple Care Protection Plan.
 $\$5805.95 + 478.99 \text{ tax} = \$6,284.94.$
6. **Computer station for our instructional development area.**
From Apple: 250 GB - G5 2.5 GHz quad wire; 2GB SDRAM; Bluetooth wireless Keyboard/mouse; 30" display and Apple Care Protection Plan.
 $\$5805.95 + 478.99 \text{ tax} = \$6,374.$
7. **Large format (poster) printer for graphics.** From Mac Connection: ImagePROGRAF W8400D Large Format Printer. \$5,530.
8. **Editing computer station.**
From Apple: 250 GB - G5 2.3 GHz dual wire; 2GB SDRAM; Bluetooth wireless Keyboard mouse; 30" display and Apple Care Protection Plan.
 $\$5805.95 + 478.99 \text{ tax} = \$6,284.94$
9. **Replace second graphics computer station.**
From Apple: 250 GB - G5 2.3 GHz dual core; 2GB SDRAM, Bluetooth wireless Keyboard mouse; 30" display and Apple Care Protection Plan.
 $\$5805.95 + 478.99 \text{ tax} = \$6,284.94$
10. **Upgrade (5) student computers to iMac.** From Apple: 1.83GHz Intel Core Duo, 160GB iMac with 17" screen.
Total for 5 $\$1,199 + \$98.92 \text{ Tax} = \$1,297.92 \text{ each } \$6,489.60$
11. **Electric Cart to transport equipment across campus.** Cost unknown.
12. **Unmade videoconference system**
From Tandberg: Total cost unknown at this time – probably around \$100,000.