Leeward Community College
Comprehensive Review and Evaluation

Program Name: Television Production

Assessment Period: August 2015 to July 2019

College Mission:
At Leeward Community College, we work together to nurture and inspire all students. We help them attain their goals through high-quality liberal arts and career and technical education. We foster students to become responsible global citizens locally, nationally, and internationally. We advance the educational goals of all students with a special commitment to Native Hawaiians.

Program Mission:
To provide the skills, experiences, and learning for TVPro majors as required by employers to enter the television production profession and related film industry HDTV career areas.

Our courses, taught by working professionals and subject specialists, train students for entry-level positions in broadcast and non-broadcast operations in the television and HDTV film production field.

Part I. Executive Summary of Program Status
Program is currently under comprehensive review due to low <10 graduation rates 2015 – 2018. The review will be completed at the end of spring 2020.

Part II. Program Description
Students develop skills in lighting, audio, location & studio production, directing, editing, camera operation, and television graphics. This career-oriented program is designed for students seeking job-entry skills, retraining or upgrading in professional digital cinematography, with emphasis on all aspects of video production. The program is demanding, condensed, academically challenging, and requires substantial time commitments. Courses and extensive hands-on labs include the use of state-of-the-art digital video technology and equipment, emphasizing video equipment operation, storytelling, application and mastery of equipment, and aesthetics.

Leeward’s TV PRO program is uniquely co-designed by industry leaders and university educators to provide the knowledge skills necessary to enter the TV production profession. Our courses, taught by working professionals and subject specialists, train students for entry-level positions in broadcast and non-broadcast operations in the television and HDTV film production field.
Part III. Analysis of Program Data
The Overall Program Health for the Television Production (TVPR) Program is Healthy.

The Demand, Effectiveness, and Efficiency Indicators are all “Healthy.”

Regarding the Efficiency Indicator - the 2018-19 class fill rate of 88.4% is a significant positive
jump from 2017-18 average class size of 12 as the usual class size cap is 20. Even though the
number of majors was 20 in 2017-18, several of the students were enrolled in general education
courses as opposed to the TVPR courses. Also, the student/faculty ratio of 24 is healthy, thus
combined with the class fill rate improvements makes this indicator now healthy, but previously
was cautionary.

The program suffered from a shortage of enrollments taking TVPR courses in 2015-18 with a
drop to 12-15 students. There was concern that this sudden drop was the beginning of a
downward enrollment trend. This drop then contributed to and resulted in a lower number of
Certificate of Achievements (CA) and Associate degrees awarded. In 2015-16 CA's and degrees
dropped to 5, in 2016-17 the number was 12, and in 2017-18 the number was 14. The three-year
average from 2015-18 was 5 for Associate degrees and 5 for CA's, which resulted in having the
program listed in the UH Small Programs Report of three-year averages of less than 10 CA's and
degrees. However, the current 2018-19 report indicates 21 Unduplicated Degrees/Certificates
Awarded and 13 degrees and certificates. Clearly the previous dip was not a trend, but rather a
temporary anomaly.

In the current cohort of students which began in fall 2018, the enrollments in fall 2018, spring
2019, and fall 2019 is up to the cap of 20, with 100% retention from fall to spring to fall. The
recruitment effort for this current cohort of students started in June, July, and August of 2018 and
July of 2019 where the Program Coordinator attended sixteen “Meet and Greet” sessions,
meeting with incoming freshmen at New Student Orientation sessions. These promotional
sessions effectively helped to recruit 86 students to major in TVPR. During these meet and greet
sessions the TVPRO Program Coordinator met with over 860 incoming Freshmen. Each student
was asked if they have every heard of or were aware of the LCC TVPRO program and major.
Only 11 of the 860 students indicated hearing of the program. This proves that the college must
improve marketing of this program if it is to survive. If the concern regarding TVPRO is low
graduation rates, then the number of incoming students must be increased. The only way to do
this is to market the program, as requested every year and in every report published over the past
15 years.
Part IV. Analysis of Program Student Learning Outcomes

1. Demonstrate the ability to work as an individual as well as an effective team member. Reviewed 2017-18. No changes.


3. Understand and be able to create concepts, treatments, storyboards, scripts, budgets, and be able to use these preproduction tools in a professional manner. Reviewed 2017-18. No changes.

4. Demonstrate knowledge of and be able to use modern digital video studio cameras and digital camcorders and camera mounting equipment as required by the industry. Reviewed 2017-18. No changes.


7. Demonstrate knowledge of and be able to operate current nonlinear digital editing equipment. Reviewed 2017-18. No changes.


9. Demonstrate knowledge of and be able to use current sound sources and audio equipment specific to sound acquisition, recording, sweetening, editing, and post-production. Reviewed 2017-18. No changes.

10. Demonstrate and apply the skills at a professional level to block and direct a multi-camera field or studio production as well as a single camera movie-style production, using proper terminology and techniques. Reviewed 2018-19. No changes.

11. Understand and apply basic video and audio engineering techniques in order to produce a professionally acceptable television signal which meets FCC requirements for broadcast. Reviewed 2017-18. No changes.


13. Understand and apply advanced aesthetic concepts and theories to television productions in relation to use of light, color, two and three dimensional screen spaces and forces, depth, volume, visualization, motion, time and sound to achieve professional results. Reviewed 2017-18. No changes.
Individual course SLO’s were assessed 2017-18. There were no changes.

**Part V. Curriculum Revision and Review**

1. Beginning in the summer of 2018 LCC Administration decided to close the TVPRO programs of A.S., C.A., and C.C. and combine 13 of 17 TVPRO courses into the DMED degree umbrella by spring 2020. This was justified due to having the TVPRO programs listed in the UH Small Programs Report of three-year averages of less than 10 CA's and degrees. Students would major in DMED with an emphasis in TV production. This was brought about because of the low program enrollments for four years. However, the current class (2018-19) is full to capacity of 20 students and has a 100% retention from semester to semester. Consequently, it appears that the rationale for merger is no longer valid and the TVPRO program closure proposal may have been premature.

   However, it became clear that prior to stop out the TVPRO programs had not been given a thorough written program review as required by Executive Policy 5.229 and also Executive Policy 5.202. Further, there was no Division vote, Curriculum Committee, Faculty Senate, (as required by [UH PPIS - EP 5.229](#)) or BOR / UH President vetting or notifications of the proposed program merger, program modifications, or stopping out the TVPRO programs.

2. Regarding the merger, it was effectively argued that LCC’s TVPRO is the only CTE program in TV and Film in Hawai‘i, but there are five DMED programs on Oahu alone. It was pointed out that TV / Film students and DMED students have virtually no commonality which is why DMED was approved many years after TVPRO. The UH System does not allow duplicate programs on same campus. Another key point included the fact that there would be no cost savings in such a merger because all TVPRO program equipment and costs (except one FTE faculty and $8,000 supply budget per year) was funded by Perkins grants.

**Part VI. Survey Results**

Student surveys and input from various course assessments including eCafe and written assessments indicate strong student demand for hands-on training in multi-camera field production which includes live events (sports, concerts, performances, events, etc.) Student feedback from faculty evaluations of the internship class has indicated a strong desire for EFP (Electronic Field Production) instruction to open more job opportunities including NFL, NBA, PGA, ML Baseball, as well as local sports and events. Virtually all live television from comedy clubs to concerts, from the Rose Bowl parade to Honolulu City Lights, from the SuperBowl, to UH college and OC16 high school sports, from the Oscars and Emmys to the Grammys and Na Hoku Hanohano Awards, and the Kamehameha Schools Song Contest--all are produced on site using EFP remote van, multi-camera, live video production equipment and field production methods. (Outside of a television studio or film sound stage)
Employers indicate a strong preference for candidates who have had training and hands-on experience in this field and with this equipment, primarily because neophyte trainees make too many mistakes in live field production work. The college does not have the hardware capability for this instruction, thus locking our television production (TVPR) students out from more than 40% of the current overall television production job market.

Industry support remains strong for this initiative as it has been for many years. As mentioned elsewhere, virtually all live productions on location use these technologies and methods. But, local and mainland producers will not hire interns or anyone without previous instruction and experience in live location productions. Live production has a zero tolerance for errors, so only fully trained and experienced candidates are considered. Among local production companies that specialize in live van productions is John Guild Communications. http://www.john-guild.com/ and Spectrum Sports OC16 which produces all UH sports including NCAA softball, volleyball, baseball, men’s and women’s basketball, soccer, football, track and most high school sports programming in Hawaii.

Part VII. Overview Analysis of Program
A comprehensive program review will take place in spring, 2020. The results will determine if TVPRO programs should continue and if the proposed merger of TVPRO into the DMED major is viable.

The 2018-19 ARPD Overall Program Health for the Television Production (TVPR) Program is Healthy.

The 2018-19 ARPD Demand, Effectiveness, and Efficiency Indicators are all Healthy.

Regarding the Efficiency Indicator - the 2018-19 class fill rate of 88.4% is a significant positive jump from 2017-18 average class size of 12 as the usual class size is 20. Even though the number of majors was 20 in 2017-18, several of the students were enrolled in general education courses as opposed to the TVPR courses. Also, the student/faculty ratio of 24 is healthy, thus combined with the class fill rate improvements makes this indicator now healthy.

The program suffered from a shortage of enrollments taking TVPR courses in 2015-18 with a drop to 12-15 students. There was concern that this sudden drop was the beginning of a downward enrollment trend. This drop also contributed to a lower number of Certificate of Achievements (CA) and Associate degrees awarded. In 2015-16 CA's and degrees dropped to 5, in 2016-17 the number was 12, and in 2017-18 the number was 14. The three-year average from 2015-18 was 5 for Associate degrees and 5 for CA's, thus having the program listed in the UH Small Programs Report of three-year averages of less than 10 CA's and degrees. However, the current 2018-19 report indicates 21 Unduplicated Degrees/Certificates Awarded and 13 degrees and certificates. Clearly the previous dip was not a trend, but rather a temporary anomaly.
Some positive news; in the current cohort of students which began in fall 2018, the enrollments in fall 2018, spring 2019, and fall 2019 is up to the max cap of 20, with 100% retention from fall to spring to fall.

The recruitment effort for this current cohort of students started in June, July, and August of 2018 and July of 2019 where the Program Coordinator attended sixteen “Meet and Greet” sessions, meeting with incoming freshmen at New Student Orientation sessions. These promotional sessions effectively helped to recruit 86 students to major in TVPR. During these meet and greet sessions the TVPRO Program Coordinator met with over 860 incoming Freshmen. Each student was asked if they have every heard of or were aware of the LCC TVPRO program and major. Only 11 of the 860 students indicated hearing of the program. This proves that the college must improve marketing of this program if it is to survive. If the concern regarding TVPRO is low graduation rates, then the number of incoming students must be increased. The only way to do this is to market the program, as requested every year and in every report published over the past 15 years.

Part VIII. Action Plan
A mobile instructional vehicle and attendant equipment has been proposed annually for the past 17 years in the program ARPD, Division budget submissions, and through Carl Perkins grant proposals. Thus far, no college funding has been provided, but two related Perkins grants are in process now. In July, 2017, as recognition of the LCC TVPRO program’s excellence in providing the industry with qualified employees, the CBS television network, and EYE Productions (“Hawaii 5-0”) donated $56,724.79 to the program. This generous donation will provide enough funding for the truck required for EFP instruction. Additional funding for the electronics necessary (cameras, tripods, sound equipment, switcher, monitors, etc.) will be provided by a Perkins grant.

It became clear that prior to stop out the TVPRO programs they had not been given a thorough written program review as required by Executive Policy 5.229 and also Executive Policy 5.202. Further, there was no Division vote, Curriculum Committee, Faculty Senate, (as required by UH PPIS - EP 5.229) or BOR / UH President vetting or notifications of the proposed program merger, program modifications, or stopping out the TVPRO programs. That review will take place during the spring 2020 semester.

Part IX. Resource and Budget Implications
Due to a recent change in media support services, the Educational Media Center transferred equipment checkout supervision to the TVPR Program. Consequently, the TVPR and Digital Media Programs has requested through the program review process, a lab manager to oversee the studio, to assist the program instructors in their lab classes, and schedule/check out equipment, as well as a classroom sized secure facility.