Educational Media Center

I. Description

A. Unit Mission

Located on the 3rd floor of Building 7 and in Building 16 (Print Shop), the Educational Media Center’s Mission is to research, plan, develop, and deliver high quality media resources for faculty, administration, and student organizations. The EMC is a comprehensive media center and supports the following activities and functions:

- Development and delivery of distance education using a variety of media, such as
  - broadcast television,
  - cable television,
  - web-based instruction,
  - streaming video
  - or other forms of digital delivery;
- Design, development and support of instructional and College program related websites
- Operation of the print shop to provide duplication and print related services
- Production of graphics;
- Coordinate media for live events including audio, video and static displays;
- Assist faculty/staff with coordinating and producing graphics, print, and audio-visual materials for instructional and administrative uses;
- Loan long term equipment;
- Design, install, and maintain campus wide media systems;
- Design, install, and maintain multi-media classrooms;
- Coordinate and provide the media services in the operation of the Norman W. H. Loui Conference Center
- Maintain and repair media and computing equipment;
- Train faculty and staff in the use of media equipment and materials
- Serve widely distributed sub-campuses (in addition to the main campus): AMT/Diesel (Lower Campus), Marine Technology (Sand Island), Aviation Maintenance and Repair (HNL International Airport), Pacific Aerospace Training Center (Kalaeloa)

B. Brief description

The EMC has two production locations. The main office is on the 3rd floor of Building 7 and the Print Plant and Graphics section is located in Building 16 near the Administration building. The EMC services a wide range of liberal arts and technical programs over a geographically dispersed campus. The EMC designs, develops, installs, and maintains state-of-the art instructional delivery platforms. We also design, develop, produce, and distribute a wide range of educational products from black and white duplication, to web courses. In essence the EMC does the following:

- Research and evaluate audio-visual instructional materials
- Develop long-range projections on emerging instructional materials and equipment.
- Research, evaluate, acquire, repair and maintain all campus audio-visual equipment and systems
• Plan for the most effective utilization of audio-visual materials, equipment and systems in a campus-wide, UH-system wide, and state-wide basis.
• Assist the faculty, staff, and administration in the improvement of instruction through the use of educational communications and technology.
• Manage a diverse range of media products production workload.
• Research, develop specifications, recommend, install, and monitor the performance of campus-wide media systems.
• Consult with faculty, staff and administration concerning the function, purchase and/or rental of equipment and materials of instruction.
• Evaluate emerging trends/innovations in audio-visual fields and curriculum fields for long-range planning in order to coordinate College research in curriculum development and the improvement of instruction.
• Represent the College in various system-wide and state-wide activities related to media development and implementation including systems applications.

C. Organizational Chart

![Organizational Chart]

II. Measures

Honolulu Community College- Educational Media Center Annual Assessment Survey 2009-2010 Nov 22, 2010
Media Services/Graphic Artist Support/Printing Services/Instructional Support

A. Demand

- Campus Enrollment FY2009-10 (FTE) from MAPS
  - Fall 2009 2,573
  - Spring 2010 2,391
  - Total= 4,964
- Apprenticeship Enrollment FY2009-10
  - Fall 2009 2,982
  - Spring 2010 2,485
  - Total= 5,467
- Total Headcount FY 2009-10 Faculty 177 full-time
- Total Headcount FY 2009-2010 Staff 156
  - 71 APT
  - 74 Civil Service
  - 10 EM
  - 1 aFc (type 77)
- Number and type of Staff
  - 1 UHCC Faculty C5-11(Director)
  - 1 Office Assistant III (Civil Service)
  - 1 UH Media Design and Production (Band B)(Instructional Designer)
  - 2 UH Research Support (Band B) (Electronic Maintenance and Repair)
    - 1 permanent position currently filled with casual/temp hire
  - 1 UH Media Design & Production (Digital Media, Photography, Videography Support)
  - 1 UH Media Design & Production (Band B) Olelo Production- Cable Courses
    - NOTE: This position is unofficially administered by Dean
  - 1 UCUH Media Design & Production (Band A) (Graphic Artist Print Plant)
  - 1 UH Info, Events & Publications (Band A) (Graphic Arts, Publications Print Plant)
  - 1 UH Info, Events & Publications (Band B) (Print Plant Supervisor)
  - 1 Duplication Operator III (Civil Service) (Print Plant)
  - 11 Staff Total

B. Efficiency

- Hours of Operation Per Week= 56.5 hours
  - 8:00 am to 4:30pm Monday thru Friday.
  - 4:30pm to 6:30pm Monday thru Friday (in support of Apprenticeship)
  - 8:00 am to 12:00pm Saturday (in support of Apprenticeship)
  - Evenings and Weekends (On call as needed to support Loui Center and Campus Activities)

- Number of staff = 10

- Student Worker Hours per annual
  - Total Hours Annual/ Cost= 4983.35 hours @ $9.45= $47,092.65
  - Estimated weekly based on 52 weeks = 94 hours
  - General Funded Annual/cost 1751.35 hours @$9.45= $16,550.2575
  - Revolving and Special Funded Annual/cost 3232 hours @$9.45= $30,542.40
  - Grant Annual/cost= 0 hours/0 $
DISCUSSION - Print Plant student production assistants are funded totally by external fee for services. R funded students assist in the production of both program and fee for services products. With the UH Print Plant no longer in operation, HCC/EMC has been experiencing an increased demand for quality color media materials from exhibits and banners to booklets and business cards.

Students who are part of the Commercial Arts program, also work in the print shop as paid production assistants, who produce products ranging from letter head stationary to wide-format color banners, gain valuable live production experience in graphic arts production in a wide range of live products. Income produced by the products directly supports the CA program as well as underwrites some of the college's academic and marketing support.

NOTE: DE production assistance is part of the EMC's mission statement. Several years ago, the Media Production Specialist supporting Olelo (cable course) programming under grant funding, was transferred from EMC to University College, while the EMC Director was the Tech I Dean. This position never reverted back organizationally to the EMC. This split has created a separate production unit/silo which does not optimize the overall campus DE program production potential, has resulted in equipment duplication, de-standardization of video production processes, created separated instead of unified budgets, lacks curriculum design and/or integration particularly where websites are produced in support of cable courses are concerned, resulted in limited communication, has created production issues related to studio scheduling, has created lack of back up and support both for Olelo production work and EMC production work, and confusion on the part of faculty about who provides DE production support assistance across campus. While grant funded, this loss of the functionality, has resulted in lack of a teamwork approach to production, no cross-training nor personnel backup, and an overall backlog in all other video production areas, from lecture capture to marketing. This area needs to be addressed in an open process and needs to be resolved.

- Media Budget/ College Budget Was not able to get accurate data prior to date required
- Total College Budget Was not able to get accurate data prior to date required

NUMBER OF WORK ORDERS ALL SOURCES FY 2009-2010= 6254

- PRINTING & DUPLICATION (PUB/ DUP) Number of work orders = 5287
- Breakdown
  - Number of work orders printing = 553
  - Number of work orders duplication requests = 4537
  - Number of impressions total = 2,770,811
    - Number if impressions self-service = 464,112
    - Number of color impressions: 71,025
    - Number of black and white: 2,235,674
  - Total Number of work orders Invoiced = 197
  - Dollar Amount Invoiced = $84,328.18

DISCUSSION - Print Plant operations support campus academic programs, institutional programs, marketing, and many other clients within the UH system owing to the diverse production capabilities. Print Shop offers on-line submission of print requests but only on-campus. Working on abilities for off-campus submission. Print Shop actively supports the
Commercial Art Program thru instructional hands-on courses, direct support of portfolio pieces, direct support of CA portfolio presentation event.

- Major facility problems: asbestos roof, termite problems, leaky roof and walls. When it rains heavily the Print Plant personnel have to put many buckets around the production area, and in one case the water flow from the front of the pant to the back was deep enough to float small model boats. Hazardous working conditions when wet.

**Number of copies per FTE student** = 2770811 (total copies) - 71025

- **Graphics** GRAPHICS Number of work orders = 399
- **Breakdown**
  - DTP = 23
  - Signs 23
  - Banners 16
  - Brochures 36
  - Book-Bookmarks 26
  - Lamination 14
  - Poster 32
  - Pasteup 1
  - Form 4
  - Newsletters-Ads 4
  - Diagrams 0
  - Maps 2
  - Handouts 8
  - Giveaways-Games 2
  - Schedules 7
  - Labels 0
  - Portfolios - Folders 0
  - Calendars 3
  - Embroidery 3
  - Stationary-letterhead 2
  - Catalogs 1
  - Programs 4
  - Promotional Items 0
  - Passes 3
  - Flyers 24
  - Invitations 5
  - Logos-tags-cards-pads-shirts-bag 29
  - Displays 9
  - Disc Copies 2
  - Website Design 3
  - Stickers-Decals 2
  - Nameplates 0
  - Tickets-Tokens 3
  - Certificates 12
Photo/Photo shoot 13
Charts 2
Business Cards 4
envelopes 6
Other 0

**DISCUSSION** - The Graphics Section produces a wide-range of color and black and white graphics materials in a wide range of formats. This section consists of only 2 publication specialists, but works closely with the printing and duplication side of the house, as well as, the commercial arts students. Much of the 399 work orders invoiced, at least 1/2 of the graphics materials were further utilized in a commercial product which was then sold.

**Electronics Maintenance and Repair/ Media Production Services (ETRON/ MEDIAPRO)**
Number of work orders = 568

**Breakdown**
- Audio-Visual Requests =21
- Teleconference =19
- AV Loans =10
- Repairs & Installations =78
- Powerpoint/Elmo = 14
- Video Requests = 24
- Norman Loui Conference Center Events = 151
- Video Conversions = 62
- Website-Instructional Design = 24
- CD-DVD-VHS Duplications = 18
- CD-DVD Production = 18
- Photo Requests = 34
- Fax-Copiers-Other = 42
- Computer-Internet-Laptop = 10
- Other Requests = 14
- Exhibitions-Displays-Events = 7
- **ITV Cable** Number of work orders/hours= (Olelo is not part of the EMC) estimated 60 hours of credit programming, 30 hours of informational

- Number of work orders invoiced Electronics= 4
- Dollar Amount invoiced= $4,072.76
- Number of work orders invoiced Media Production =7
- Dollar Amount invoiced = $3,571.0

**DISCUSSION** - The functions of two sections Media Production Services and Electronic Maintenance and Repair Section were combined for this assessment because so many of the work orders required dual integration. For instance, the Loui Center is operated by Media Production Services, but in many cases the clients will use teleconferencing and VPN setups for the attendees, which ETRON performs. HITS/POLYCOM or desktop teleconferencing is handled by ETRON. In addition, the EMC is responsible for administering and repairing 2 subnets EMC production and Print Plant, separate from HCC ITS desktop.
support because of the uniqueness of our networked production processes. We also administer and maintain our own web server for prototype DE courses and streaming video. Unlike other campuses, the Olelo production assets, including personnel while co-located in the EMC, are not part of the EMC organization.

- **Multi-Media Classrooms Installed or modified** = 67 FY 2009-2010 (See Appendix)
- **TOTAL Classrooms equipped***/total classrooms = 116*
  - SMART Board = 8 systems
  - Sympodium = 13 systems
  - Video projector/screen = 83 systems
  - Large array LCD monitor 52”+ = 12 systems

* a equipped classroom is one that includes a CPU (wired-wireless internet access), video projector/screen or LCD monitor 48” or larger, document camera, VHS/DVD/Blu-ray player. In some cases SMART technology SMART Board or Sympodium are integrated

- **DISCUSSION:** The EMC designs, specifies, assists in procurement, installs, maintains, and upgrades all campus multi-media classrooms and teleconference rooms. These multi-media rooms are spread out across a wide geographical distance including a main 27 acre campus, and remote campuses (Automotive, Diesel, Marine Tech Center- Sand Island, Aeronautics Center - Honolulu International Airport, and Pacific Aerospace Center - Kalaeloa (approx. 22 miles from the main campus), In addition the ETRON Section specifies, procures, installs and maintains all computers that are sub-components of the classroom systems. Over this past year, there has been a significant increase in the number of SMART classrooms and a 30% increase in the number of overall systems.
- The number of permanent technical personal has been reduced from 2 permanent to 1 permanent and 1 temporary. There have been 3 attempts to hire with no no success.
- List of projectors over 5 yrs old or starting to exhibit problems. 4 replacement units currently on order. Multi-media replacement policy needs to be addressed in addition to personnel to maintain and repair, before installing any more new systems. This past FY Title III funding and end of the year funding resulted in 67 installations.

<table>
<thead>
<tr>
<th>Bldg. - Room</th>
<th>Projector Brand/Model</th>
<th>Projector manufacture date</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-521</td>
<td>Mitsubishi LVP-S250U</td>
<td>1999</td>
</tr>
<tr>
<td>2-401</td>
<td>Mitsubishi LVP-S250U</td>
<td>1999</td>
</tr>
<tr>
<td>27-107</td>
<td>Mitsubishi LVP-S250U</td>
<td>1999</td>
</tr>
<tr>
<td>13-104</td>
<td>Boxlight CP-310t</td>
<td>2001</td>
</tr>
<tr>
<td>2-305</td>
<td>Boxlight CP-310t</td>
<td>2001</td>
</tr>
<tr>
<td>27-205</td>
<td>Boxlight CP-310t</td>
<td>2001</td>
</tr>
<tr>
<td>4-18</td>
<td>Boxlight CP-315t</td>
<td>2002</td>
</tr>
<tr>
<td>27-207</td>
<td>Boxlight CP-315t (AV cart)</td>
<td>2002</td>
</tr>
<tr>
<td>5-206</td>
<td>Boxlight CP-320t</td>
<td>2003</td>
</tr>
<tr>
<td>13-108</td>
<td>Boxlight MP-60e</td>
<td>2003</td>
</tr>
<tr>
<td>4-23A</td>
<td>Boxlight CP-727</td>
<td>2005</td>
</tr>
<tr>
<td>14-111A</td>
<td>Boxlight CP-720e</td>
<td>2006</td>
</tr>
<tr>
<td>14-111B</td>
<td>Boxlight CP-720e</td>
<td>2006</td>
</tr>
<tr>
<td>3-3</td>
<td>Boxlight CP-720e</td>
<td>2006</td>
</tr>
</tbody>
</table>

**C. Outcomes**

1. Satisfaction Measurements
Two surveys were conducted in the FY2009-10 timeframe:

- Academic Support Services (Educational Media Center) Program Review Survey (annual snapshot)
- Media Services Survey (short 4 question survey that goes out with each work order)

2. Comprehensive Annual Survey Results

[Survey Monkey screenshot]

Sent out to all faculty and staff 1 time each year electronic submission via Survey Monkey. Anonymous.

- 10 Questions
  - 8 question areas on each of the six services provided by the EMC/ Likert Scale (1 Strongly disagree thru 5 Strongly agree and N/A)
  - 4 parameters:
    1. Customer Service satisfaction,
    2. Response/delivery Time
    3. Understandable Procedures for getting the service or for Equipment Use,
    4. Quality of Product
  - 1 question area Capability to Instruct / 6 services (Electronic Maintenance & Repair, Instructional Design Services, Printing and Duplication, Classroom Equipment Services, Faculty Work Room, Graphics Services)
  - 1 question area Student Learning / 6 services (Electronic Maintenance & Repair, Instructional Design Services, Printing and Duplication, Classroom Equipment Services, Faculty Work Room, Graphics Services)

**DISCUSSION**: This electronic survey was distributed via email to 5 different mailing lists to insure that every potential person within the HCC campus was informed that this survey was being conducted. Of the 150 + possible respondents there were only 53 for an approximate 30% return rate. The survey was designed to evaluate the 8 major EMC service areas, as well as 2 additional areas relating to instruction and student learning. Overall: services board were rated 4.0 (agrees or
above average) There were several response areas lower than 4.5, indicating potential areas for improvement:

1. Instructional Design Services Understandable Procedures
2. Media Production Services Service Satisfaction, Response/Delivery time Satisfaction, Understandable Procedures
3. Electronic Maintenance & Repair Understandable Procedures
4. Printing and Duplication No low rated areas
5. Graphics No low rated areas
6. Classroom Equipment Services Understandable Procedures
7. EMC Administrative Support Service Satisfaction, Response/Delivery time Satisfaction, Understandable Procedures
8. Faculty Work Room Service Satisfaction, Response/Delivery time Satisfaction, Understandable Procedure, Quality Satisfaction. LOWEST RATED AREA
9. My capability to instruct: Indicates a need for improvement in instructional design support and need for better faculty workrooms
10. Student learning (enrollment, retention, grade point) Indicates a need for better faculty workrooms, more instructional design support, better electronic maintenance repair, improved classroom equipment services.

Specific Question Areas and Results:

1. Instructional Design Services Tele-course, Tele-web Courses, Web Courses, Video Production, instructional design assistance, graphic design, instructional software assistance, streaming video, assistance with Laulima, consultation services AVERAGE 4.59

   - Service Satisfaction 4.63
   - Response/ Delivery time Satisfaction 4.61
   - Understandable Procedures 4.47
   - Quality Satisfaction 4.63
   - Comments Positive with helpful advice (see appendix)

2. Media Production Services photography, videography, audio, media conversion, media duplication, DVD production, lecture capture, events, teleconferencing, Loui Center Services, PA systems, consultation services AVERAGE 4.45

   - Service Satisfaction 4.44
   - Response/ Delivery time Satisfaction 4.48
   - Understandable Procedures 4.31
   - Quality Satisfaction 4.58
   - Comments Positive with helpful advice (see appendix)

3. Electronic Maintenance & Repair - Outside of the classroom video systems, overheads, campus cable, cable TV, teleconferences, web conferences, network wiring (wireless and wired), sound systems, Hawaii Interactive Television System (HITS) electronic display, computers, media classroom design, equipment purchases, consultation services AVERAGE 4.5
• Service Satisfaction 4.53
• Response/Delivery time Satisfaction 4.56
• Understandable Procedures 4.33
• Quality Satisfaction 4.56
• Comments Positive with helpful advice (see appendix)

4. **Printing and Duplication Services** test duplication services, self-service copiers, classroom handouts, electronic submission, PDF file creation, consultation services **AVERAGE 4.8**

• Service Satisfaction 4.84
• Response/Delivery time Satisfaction 4.80
• Understandable Procedures 4.75
• Quality Satisfaction 4.87
• Comments Positive with helpful advice (see appendix)

5. **Publication and Graphics Services** Graphic design support with logos, brochures, flyers, reports, catalog, handouts, banners, posters, engraving, binding, wide format printing, embroidery, displays, consultation services **AVERAGE 4.7**

• Service Satisfaction 4.74
• Response/Delivery time Satisfaction 4.74
• Understandable Procedures 4.67
• Quality Satisfaction 4.67
• Comments Positive with helpful advice (see appendix)

6. **Classroom Equipment Services** overhead projectors, Elmos, DVD players, VCRs, slide projectors, sound systems, video projectors, display systems, language labs, test scanners, cleanliness of classrooms, whiteboards, classroom furniture, projection screens, SMART boards, Symposium, ease of use, maintenance and repair, consultation, condition of equipment, disposal of old equipment **AVERAGE 4.5**

• Service Satisfaction 4.59
• Response/Delivery time Satisfaction 4.59
• Understandable Procedures 4.43
• Quality Satisfaction 4.58
• Comments Positive with helpful advice (see appendix)

7. **EMC Administrative Support** for faculty, staff, and administration test security, fax services, hours of operation, printed materials distribution, super quote assistance, room scheduling, equipment procurement, media equipment loans, consultation services **AVERAGE 4.5**
Media Services Survey Results
Educational Media Center started this evaluation process in August 2005 in an effort to give our customers an opportunity to evaluate the services they received with each work order request.
The anonymous, voluntary four-question survey looks at staff behavior, completion by date requested, satisfaction with the specific product or service, and whether they felt that the product or service product assisted them in meeting their course or program outcomes. The rating uses a reverse Likert Scale from 1-5 with 1 being excellent and 5 being poor, plus an N/A. There is an additional space for comments and recommendations.

**Results:**
Number of Respondents: 47  
Rating: All ratings excellent

**Comments:**
1. Thank you for providing excellent services. Despite being relocated this summer, HCC is lucky to have an excellent EMC Center and staff.  
2. Thank you for printing my handouts ASAP. I appreciate it very much.  
3. It's always a pleasant experience to interact with duplication staff. They provide outstanding service in a professional manner.  
4. Consistently excellent service  
5. Excellent! Thanks  
6. Well done!  
7. Thanks so much for helping us out  
8. Thank You!  
9. We could not do our jobs w/o your help and excellent assistance  
10. Jon & Nicole are very helpful! Excellent services. Thanks. Mr. N  
11. Mr. Zane has been great in fixing our equipment in timely manner. Aloha  
12. Final exam copies. Very satisfied with the job!  
13. We cannot do our work w/o you. Many Thanks  
14. Great service; friendly Nicole; June is fast with work  
15. Thank you for the quick service. I really appreciate it very much.  
16. Fast, Efficient, Professional
17. As usual, always great.
18. Aloha. Great service
19. Thank you for getting my handouts done before the break. I appreciate your hard work.
20. Many thanks
21. WOW! Thank you for the quick turn around- it was faster then I expected. Mahalo, Mahalo, Mahalo!
22. Thank you for completing my duplication request so quickly.
23. Request always completed early.
24. Mr. Zane has always been prompt in responding to my request pertaining AV equipment in 2-309
25. Best Service!
26. EMC has a terrific staff! Good leadership by Jon Blumhardt
27. Excellent service!
28. Fast turn around.