

2017-18 Proposal to Fill a Full-Time Faculty Position

1. Faculty position being proposed

Multimedia/Graphic Arts: Multimedia Full Time Faculty

2. Proposal being made by (list name(s) and title(s))

Isabel Reichert, Full-time faculty and coordinator, Multimedia and Graphic Arts

3. Summary description of the position

Full-time tenure track faculty appointment serving the Multimedia/Graphic Arts department. This position requires a strong background in Multimedia technologies and software, 3D modeling and game design fields. Candidate must demonstrate the ability to work creatively and effectively with a diverse student body and collaboratively with a team of artists, designers, and educators. Candidates must also exhibit exceptional administrative skills, and innovation with educational pedagogy.

4. Rationale for filling this position: include examples of how this position impacts students, program needs, and college goals.

Multimedia Arts and Graphic Arts are staples of both an Arts and a Career Technical Education at Ohlone College. Between these two areas of study, we offer two AA degrees, two certificates of achievement and six certificates of accomplishment. Our courses are listed as supporting courses for the Associate in Arts in Studio Arts for Transfer degree. There is currently one fulltime faculty and eight associate faculty on the main campus teaching day and evening classes.

We serve a diverse student body with various educational needs and goals. Upon graduating, students seek transfer to a 4-year institution or pursue employment in entry-level positions in Graphic Design and Media Arts.

As a department, our goals are to help students acquire digital art and design skills, develop an aesthetic awareness and conceptual richness and expand their technical repertoire. We offer introductory classes for students starting out in the field and intermediate and advanced classes for students wanting to refine existing skills.

In all of our classes, students conduct independent research, and learn how to think and write critically. Risk taking and innovation are not only highly encouraged, they are part of the very fabric of the department.

There are five main rationales for requesting additional full-time faculty:

1. The Multimedia and Graphic Arts department is a CTE program that integrates academic content with industry standard skills to provide students with a multitude of employment options and empower them to succeed.

Our students learn hands-on while using the most state-of-the-art technologies preparing them for a competitive industry and postsecondary education. Our curriculum is aligned to rigorous academic standards and addresses the skills needed in their career pathways. To keep the curriculum relevant and technology current, we (the faculty) must continually research, assess, change and reinvent what we teach and how we engage our students. In this respect, CTE faculty have an added workload which includes research and assessment of technology, alignment with labor market needs, collaboration with industry partners and postsecondary institutions. Another faculty member would provide additional perspectives and share the responsibilities of program development, technology due diligence, and industry standards alignment.

2. Economic Outlook for Video Game Designers and Multimedia Artists

According to the State of California's EDD occupation projections and employment growth from 2014-2024 for Alameda County, job prospects for Design, Entertainment, and Multimedia Occupations are excellent. Available jobs will increase from 20,650 to 24,030 (a 16.4% change).

Although game designers are not differentiated in the report, gaming hubs are spread across the state from San Diego to Los Angeles to San Francisco with the Bay Area being a mecca for video game designers. The state is home to more than 61 game publishers and 314 development studios with most of them located in the San Francisco Bay Area. Some examples include giants like Sony Computer Entertainment (San Francisco), Electronic Arts (San Francisco), Wargaming (San Francisco), Zynga (San Francisco), Warner Brothers Games (San Francisco), NCsoft (San Mateo), Crystal Dynamics (Redwood City), Disney Interactive (Palo Alto), Glu (San Mateo) and many other independent studios such as Pocketgem (San Francisco) and Super Evil Megacorp (San Mateo). Since 2014, both AR/VR (augmented-reality, virtual-reality) gaming positions with that expertise have seen dramatic growth.

"AR/VR jobs have experienced over 400% growth, while searches for AR/VR gaming jobs experience over 1,500% growth. Many of these jobs are based at traditional video game publishers, but many tech companies are looking to experiment with AR/VR after Facebook acquired Oculus Rift". (source: "What is the future of the video game industry?", Indeed Blog. January 10, 2017. Accessed September 26, 2017. <http://blog.indeed.com/2017/01/10/video-game-labor-snapshot/>.)

According to the California Community Colleges “Doing What Matters” initiative and the Centers of Excellence data analysis of available jobs and employment growth from 2015-2018 in the Bay Area Silicon Valley Region, job prospects for internet technologies related occupations are also excellent. Opportunities for Web Developer increased from 3,482 jobs in 2015 to a projected 4,154 in 2018. This constitutes a 19.3% increase in employment growth. The median hourly earnings are \$54.66.

Available employment opportunities for Software Developers, Applications (among them mobile application developers), increased from 42,677 (2015) to 48,028 (2018) jobs, a 12.5% increase with median hourly earnings of \$ 76.27.

3. Low Full-time to part-time ratio

The current full-time to part-time ratio (25:75) is not sufficient to fulfill all of the academic, administrative and CTE specific responsibilities for the department. With the state goal of 75% of sections being taught by full time faculty and an average of 65:35 at Ohlone, this ratio is among the lowest at the college. Constant updates to the curriculum and CTE related activities such as program outreach, connecting with industry partners, advisory board meetings, creating career pathways and promotional activities add extra workload. It is clear that one full-time faculty member can simply not fulfill all the responsibilities to ensure compliance and continued growth.

Those responsibilities include (but are not limited to):

- Teaching (full-time faculty load)
- Researching new technologies, identifying trends
- Updating the curriculum to reflect changes in technology and the industry
- Creating new courses
- Program assessment/Course assessments
- Identification and assessment of appropriate student learning outcomes
- Advising of students
- Committee responsibilities
- Part-time faculty hiring
- Part time faculty reviews
- Outreach to high schools
- Articulation with high schools and four year colleges
- Equipment maintenance and equipment purchase
- Advisory board committee meetings
- Overseeing the Multimedia and Graphic Arts Festival, The Maker Faire and science fair participation
- Establishing industry relationships

In addition to institutional and professional service, another full-time faculty member will provide direction and oversight of our program.

4. Outreach and increasing awareness for STEAM programs at Ohlone

There is great excitement among K-12 schools and colleges, students, educators, policy makers and manufacturing industries around the concepts of STEAM (STEM plus arts & design) and the Maker movement. Learning is more hands-on and engaging and provides students opportunities to use theoretical and practical skills in ways that are applicable to the real world by simultaneously reinforcing complex STEM concepts.

The US Department of Education reports that the number of STEM/STEAM jobs in the United States will grow by 14% from 2010 to 2020, growth that is much faster than the national average of 5-8% across all job sectors (source:

<http://www.huffingtonpost.com/vidcode/the-importance-of-steam-l b 9488898.html>)

The Multimedia and Graphic Arts department with its interdisciplinary pedagogical approach incorporates all facets of a STEAM education by merging science, technology, art and design into a comprehensive curriculum that promotes experimentation, exploration and innovation. We are in a unique educational middle zone that allows us to link art with science and math, gaming with computer science and 3d modeling with engineering.

In addition, the program strives to increase awareness of Ohlone’s STEAM programs to local high school students and the community at large by participating in arts and technology events (Science night, Maker Faire, Hayward makers) and by establishing and maintaining contacts with high school administrators, teachers, the local business community and 4 year public and private colleges.

Participating in outreach events and maintaining relationships with high schools and postsecondary institutions is vital to our department and the college but also time-consuming and often re-prioritized among other academic and

administrative responsibilities. An additional full-time faculty member would help with outreach activities that increase enrollment in and visibility of Ohlone's STEAM related courses.

5. Ensuring continued growth of the department by establishing opportunities for students

In the last couple of years, we have extended our transfer opportunities with CSU, UC and private colleges. We are also working with industry partners to create internship opportunities for our students. These efforts have been slow and intermittent. The ideal candidate would assist with our articulation efforts and help bridge the gap between college and industry by creating internship and job placement opportunities for our students.

I hope that you will approve this request for a full-time faculty member in Graphic Arts and Multimedia.

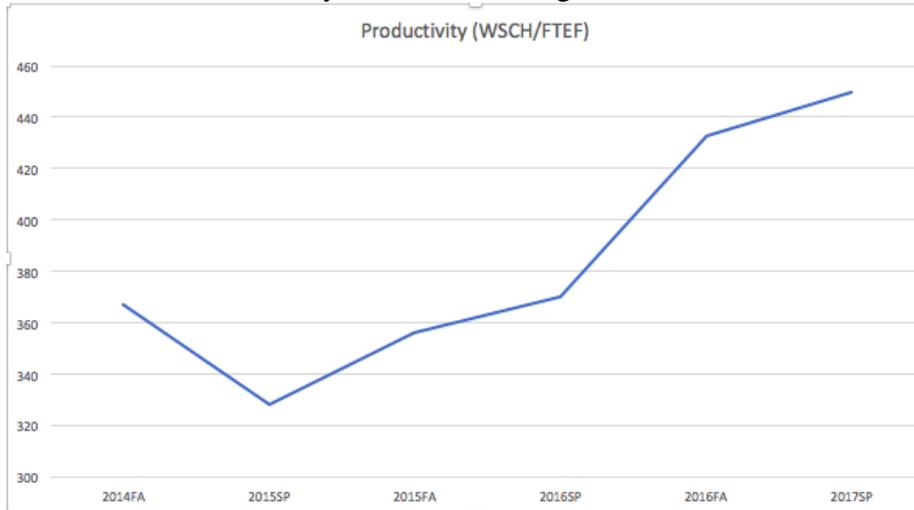
5. Are there any externally imposed requirements such as a specialized program accreditation that would put this program in jeopardy if a full time position is not filled? If so, please explain.

No

6. Other information to support the position proposal (include qualitative data if applicable).

1. Our full-time to part-time ratio is 25:75 (among the lowest full-time to part-time ratio at Ohlone college, the average is 65:35)

2. Productivity (WSCH/FTEF) increase (based on program review data, late start classes and summer sections are not counted in Faculty Position Planning sheet and therefore, the data is incomplete):



The remaining questions to be completed by the Division Dean

7. A statement by the dean of the division housing this position, which includes data, evidence, and analysis. **Include all relevant information you would like the committee to consider.**

As was true a few years ago in the Engineering department, the Multimedia/Graphics Arts department is in the process of being revitalized. This can only be done by fulltime faculty who have the time to investigate new curriculum, software, and industry trends. Since the retirement of Cynthia Luckoski, Professor Reichert has been in charge of maintaining what previously were two separate departments. While synergies between the two areas do exist, the expansion of technology and its applications are rapidly exceeding the ability of any one person to adequately maintain currency in the fields. Of the two MM/GA positions, the Multimedia position fills the near-term need of expanding the connections with Engineering, Computer Science and other CTE areas.

8. Is the position part of a Career Technical Education (CTE) Program? Yes

QUANTATIVE DATA SUMMARY: (Refer to datasheet provided by the Research and Planning Office)

9. What is the department FTES? (Data is available on the Program Review data sheet – [Academic Affairs website.](#))

Fall 2016 30.07 Spring 2017 35.42

10. What is the ratio of full-time to part-time faculty in the department?

25:75

11. What is the ratio of FTES by Adjuncts?

25:75

12. What is the current WSCH/FTEF in the department?

346

13. Does the position address an area of growth? If yes, include a five year trend line for FTES.

Yes, there has been an expansion of the program since 2014. Note that the rapid increase in FTES during the last year has occurred while overall college enrollment has declined.

