

CAREER TECHNICAL EDUCATION (CTE) TWO-YEAR PROGRAM REVIEW

Program: Film, TV, & Electronic Media **Planning Year:** 2018 **Unit:** Engineering & Tech.

Cluster: Workforce & Economic Development **Last Year of CPPR/Voc. Ed Review:** 2016

INSTRUCTIONS: CTE programs will complete and submit the below Two-year Program Review as part of a regular two-year program review cycle (Ed Code 78016). In addition, CTE programs will complete and submit an APPW on an annual basis and an Instructional Comprehensive Program Planning and Review (CPPR) every four years according to the institutional comprehensive planning cycle for instructional programs.

California Ed Code 78016

- A. Every vocational or occupational training program offered by a community college district shall be reviewed every two years by the governing board of the district to ensure that each program, as demonstrated by the California Occupational Information System, including the State-Local Cooperative Labor Market Information Program established in Section 10533 of the Unemployment Insurance Code, or if this program is not available in the labor market area, other available sources of labor market information, does all of the following:
 - 1. Meets a documented labor market demand.
 - 2. Does not represent unnecessary duplication of other manpower training programs in the area.
 - 3. Is of demonstrated effectiveness as measured by the employment and completion success of its students.
- B. Any program that does not meet the requirements of subdivision (A) and the standards promulgated by the governing board shall be terminated within one year.
- C. The review process required by this section shall include the review and comments by the local Private Industry Council established pursuant to Division 8 (commencing with Section 15000) of the Unemployment Insurance Code, which review and comments shall occur prior to any decision by the appropriate governing body.
- D. This section shall apply to each program commenced subsequent to July 28, 1983.
- E. A written summary of the findings of each review shall be made available to the public.

NARRATIVE: Review your CTE program according to the following three prompts with analysis of data provided by the State: <http://www.labormarketinfo.edd.ca.gov/>.

If assistance is needed to retrieve data, please contact the Dean of Workforce and Economic Development.

Provide a written summary for each prompt. If yes, explain why and/or how. If no, explain why.

I. Meets a documented labor market demand, <http://www.labormarketinfo.edd.ca.gov/>.

Projected growth means demand. According to Employment Development Department data on long term occupational employment projections as of 2018, the following related labor areas are expected to grow in the state of California: Advertising and Marketing (11-200) is expected to grow by 16% in the state. Advertising and Promotions (11-2011) is expected to grow another 14%. Agents and Managers of Artists (13-1011) is expected to grow 32%. Communications Teachers (25-1122) is expected to grow 15.6%. Arts, Design, Entertainment, Sports, and Media (27-100), is expected to grow 12%. Multimedia Artists & Animators (27-1014) is expected to grow 15.1%. Entertainers and Performers (27-200) is expected to grow 12%. Producers and Directors (27-2012) is expected to grow 15%. Media and Communication Workers (27-3000) is expected to grow 14.8%. Audio and Video Technicians (27-4011) is expected to grow 15.8%. Sound Engineering Technicians (27-4014) is expected to grow 10.6 %. Camera Operators for Video and Motion Pictures (27-4031) is expected to grow 2.9%. Film and Video Editors (27-4032) is expected to grow 13.9%. Summary: All labor fields related to FTVE are expected to grow according to the state's long-term data. Some are expected to grow greater than 15%.

Does not represent unnecessary duplication of other manpower training programs in the area.

The FTVE Department at Cuesta college is unique in the area. While Allan Handcock has a video program, they do not have a TV studio, and do not teach multicamera production. Also, according to their 2016-17 Perkins data, they do not list a Film and TV TOPS code. Instead they have a Film Studies TOPS code which is very different than Film and TV Production. The closest comparable programs with same TOPS codes would be in Cals State Monterey to the north and Santa Barbara College to the south. This represents approximately a 150-mile radius.

II. Is of demonstrated effectiveness as measured by the employment and completion success of its students,

https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_CoreIndi_TOPCode.aspx

2016-2017 data shows Radio and Television core indicator #1 (skill attainment), 2 (completion), & 3 (persistence) at 100% while non-traditional employment and completion were still above the state's goals. The only core indicator that is below performance goals is #4, employment. However, FTVE students have also found employment with the following

local business: KSBY, KCOY/KFFX, KCBX, KZOZ, KTRO, KURQ, KVEC, KPMR, KTXL, KKAL, AGP, Scraping Bottom Productions, Aspect Studios, Barnett, Cox, & Associates , Coastal Media Group, El Dorado Broadcasters, VanZ Video, American General Media, Animal Radio, Digital West Video Productions, San Luis Obispo Co., Department of Media and Public Relations, The City of Paso Robles, The City of Atascadero, Sierra Vista Hospital, Cal Poly, Volcom (Media Department), Marketing, Cal Poly Athletics (marketing) 97.3 The Rock, Hollywood Motion Picture Experience.