RADIO/TV BROADCASTING PROGRAM REVIEW
First Follow-Up Report
Spring 2006

RESPONDENT
Jack Evans, Dean, A.S. Degree/Technical Programs, HCC

TASK FORCE MEMBERS
Chair, Dr. Ron Shearer, Radio-Television Broadcasting Faculty, HCC
Dr. Ginger Clark, Assistant to the Dean and Adjunct Radio-TV Faculty, HCC
Alicia Ellison, Librarian, HCC
Kristin Gaebel, Radio-TV Student, HCC
Ann Goldenberg, Executive Director, Tampa Educational Cable Consortium
Dr. Brian Mann, Director, Technical Programs, HCC
Mike Rabaut, Computer Science Faculty, HCC
Radio-TV Broadcasting Program Review  
First Follow-Up Report  
May 2, 2006

Challenge #1 Identified by Task Force: Insufficient Resources

**Recommendation #1.** It is recommended the College commit to a baseline yearly budget with oversight by the Program Manager.

*Status of Recommendation:* Respondent concurs with recommendation and preliminary budget meetings with Dr. Shearer, the new full-time RTV faculty member, have taken place. The Respondent also suggests that a survey of other RTV programs in the region be conducted in order to identify the operating budgets of comparable departments.

**Recommendation #2.** It is recommended that industry-standard hardware and software be purchased and that a fixed refresh cycle implemented to upgrade the hardware and software for the currency.

*Status of Recommendation:* Respondent concurs with recommendation. In Fall 2006 approximately $10,000 was allocated for the purchase of new MacIntosh computers and video equipment. Dr. Judd and the OIT staff are working to establish a “refresh cycle” for the College.

**Recommendation #3.** It is recommended that space be reallocated from the existing campus plant and new space be acquired to support the growing needs for lab, studio, and classroom space. It is further recommended that the College seek partnerships with local media organizations to supplement the space needs of the program.

*Status of Recommendation:* Respondent concurs with recommendation. Short term solutions are in progress and include rearranging/reallocating existing space within the Ybor media services area and pursuing partnerships with the Educational Channel in order to use their equipment and space. Long term solutions are also in progress in terms of locating a new facility for our workforce programs.

**Recommendation #4.** It is recommended that the College hire a permanent full-time lab supervisor for the radio and television labs. It is also recommended that the College hire work study students to keep the labs open for students, check equipment in and out, keep inventory, and report malfunctions and breakage to the lab supervisor. It is further recommended that a maintenance cycle be implemented for the radio and television lab equipment.
Status of Recommendation: Respondent concurs with recommendation. However, due to budgetary constraints a full-time lab assistant is not financially feasible at the moment. As an interim solution, the Program Manager should aggressively pursue staffing the lab with work-study students. When a new workforce facility becomes operational, the College will need to revisit existing lab/workforce staffing issues.

**Recommendation #5.** It is recommended that a permanent radio station be acquired by the College to accomplish the following program and College objectives:

- attract prospective students for the College
- serve as an outlet for student programs and productions
- provide an audible and visual presence for the College and the radio/television program.

Status of Recommendation: Extensive discussions have taken place regarding this issue. Ultimately, it was concluded that, due to rapid technological changes in the industry, including digital radio and channel splitting, other long-term options should be explored. In the interim, the College has taken steps to upgrade HawkRadio by leasing time on a station with a stronger frequency. This will give us a clearer signal and enhanced coverage within Hillsborough county. The new station also attracts a large Hispanic audience, which will support the College’s efforts to market academic programs to that specific community.

**Recommendation #6.** It is further recommended that in order to show student video productions, the existing relationship with The Education Channel, Hillsborough County’s educational access cable channel, be strengthened, provided that increased resources as outlined above are provided for the program.

Status of Recommendation: Respondent concurs with recommendation. Dr. Ron Shearer has been appointed to serve on the Board of the Educational Channel, and thus the relationship between HCC and the Channel should be strengthened.

**Recommendation #7.** It is recommended the College webmaster work with the Program Manager to update and continuously enhance the radio/television website.

Status of Recommendation: Respondent concurs with recommendation. A new college WebMaster has been hired and will be working with the Program Manager to enhance the RTV web content. In the short term, computer science professor Mike Rabaut is working with Dr. Shearer to update the RTV information.

**Recommendation #8.** It is recommended that there be a subscription to a news wire service, such as the Associated Press, so students in the program can learn to
rewrite news, produce a newscast, and announce the news without infringing on copyrighted news.

**Status of Recommendation:** Respondent concurs with recommendation. Dr. Shearer has already obtained educational agreements with different news services including Metro News.

**Challenge #2 Identified by Task Force: Lack of Scope or Breadth in Program**

**Recommendation #1.** It is recommended that equipment in the radio/television program be updated to conform with industry standards and federal government requirements. It is further recommended that there be enough equipment so that each student in a class has an equal opportunity to acquire hands-on experience.

**Status of Recommendation:** Respondent concurs with recommendation. Existing financial constraints somewhat limit the progress on this recommendation. However, the Task Force /Program Manager should aggressively pursue partnerships with local media organizations in order to acquire access to additional resources. Also, steps should be taken to pursue grants that could provide seed money for the program.

**Recommendation #2.** It is recommended that the radio/television program be restructured to integrate other pertinent college programs and create an interdisciplinary experience for the students that will make it more relevant to the needs to employer needs.

**Status of Recommendation:** Respondent concurs. Dr. Shearer has initiated discussions with Professor Rabaut in Computer Science in order to develop interdisciplinary projects. In addition, Dr. Shearer will be working closely with the new Business faculty member at Ybor to identify interdisciplinary opportunities.

**Recommendation #3.** It is recommended that an advisory committee comprised of industry professionals be created to help guide the program, help with fundraising, and provide internship opportunities.

**Status of Recommendation:** Respondent concurs. However, the Respondent recommends that a two-tier advisory committee system be implemented. One committee would be Honorary and include high profile media personalities. The second would include a group of mid-level professionals who could bring different areas of expertise to the program.

**Recommendation #4.** It is recommended that an effective marketing campaign be created and implemented showcasing student productions and RTV program offerings. The primary goals of this campaign would be:

- to help recruit students
to make an impression among potential employers that the radio/television program matriculates knowledgeable, high-quality students who can meet the demands of multimedia business professionals

*Status of Recommendation*: Respondent concurs. Recently, $1,000 was allocated for the production of brochures to promote the program, and Dr. Shearer is working with Dr. Mann to develop posters. The local Ybor community has also expressed interest in partnering to promote Ybor businesses and HCC programs.

**Recommendation #5.** It is recommended that the radio/television program establish relationships with local arts competitions and film/video festivals. Accomplishing this recommendation would necessitate acquiring enough professional video equipment so that students have the necessary tools to be able to enter these local competitions.

*Status of Recommendation*: Respondent concurs. The current cohort of RTV students need time to develop advanced production skills. However, resources were allocated in Spring 2006 for the purchase of new video equipment.

**Challenge #3 Identified by Task Force: Outdated Curriculum**

**Recommendation #1.** It is recommended that a systematic review of the curriculum be undertaken, with the view towards changing the curriculum to reflect current industry standards and future job trends.

*Status of Recommendation*: Respondent concurs. Dr. Shearer is currently reviewing the curriculum and the State framework for RTV in order to make recommendations. He brings considerable expertise to this area and his recommendations should be forthcoming in Fall 2006.

**Recommendation #2.** It is recommended that the curriculum be refocused to incorporate new and/or existing courses offered by other college departments to reflect a more interdisciplinary approach.

*Status of Recommendation*: Respondent concurs. This recommendation should be successfully implemented as a result of the work accomplished in the last recommendation.

**Recommendation #3.** It is recommended that the program curriculum be refocused towards teaching digital media content (which includes audio, video, and the Internet)

*Status of Recommendation*: Respondent concurs. Again, this recommendation should be successfully implemented as a result of the work accomplished in Recommendation #1.
Recommendation #4. It is recommended that the program have clear objectives and outcomes for each course demonstrating continuity across the curriculum and no duplication across courses.

Status of Recommendation: Respondent concurs. Dr. Shearer, in reviewing the State-mandated curriculum framework, will also review the individual course objectives. This review is underway. Another suggestion would be for Dr. Shearer to become involved at the State level in order to provide input.

Recommendation #5. It is recommended that certificates be offered in the program to document the acquisition of recognized skill sets and/or professional competencies. These certificates may be used as stepping stones towards an AS degree.

Status of Recommendation: Responder concurs. As part of the curriculum restructuring, Dr. Shearer will work with the State to develop and implement this recommendation. This process should begin in Fall 2006.

Challenge #4 Identified by Task Force: Low Completion Rates

Recommendation #1. It is recommended that advising be improved to raise and more faculty advising be improved to raise completion rates.

Status of Recommendation: Respondent concurs. The advising issue has been identified as a college-wide matter and steps are currently being taken to implement new strategies that will improve the process.

Recommendation #2. It is recommended that at the end of each course students complete a survey to identify their academic plans and to determine whether they are not continuing towards receiving a degree (and if not, the reasons why.)

Status of Recommendation: Respondent concurs. This will allow the RTV faculty to better identify students who may be struggling in the program or need additional types of support services such as career counseling. Also, many students are non-degree seeking and thus enroll in one or two RTV skills enhancement courses. Unfortunately, these individuals will be considered non-completers, and thus we need a better system of tracking and categorizing them so as to minimize their impact on the overall completer rate. The first surveys will be implemented in Fall 2006.

Recommendation #3. It is recommended that the College improve tracking of students as they continue in the program.
Status of Recommendation: Respondent concurs. Again, this has been identified as a college-wide issue and discussions are on-going as to how to remedy the current problem of inaccurate degree designations.

**Recommendation #4.** It is recommended that the Retention Committee and Institutional Research Department generate data and recommendations that might help to improve low completion rates.

Status of Recommendation: Respondent concurs. On-going discussions regarding the acquisition and reporting of enrollment/degree plan data should improve this process.