Staffing Request: Full-time Media instructor, Santa Rosa Campus

Department: Communication Studies

Chair: Mark Nelson

Date: October 6, 2015

**Position Summary**

1. **Current Contract Faculty:** Currently there are ten regular faculty in the COMM department. However, in terms of the Media program, there are only two. One instructor, Michael Traina, is assigned to the Petaluma campus where he teaches theory classes (Media 4, 10, 14, 15). The second media instructor, Brian Antonson, was originally assigned to the SR campus, but due to lack of facilities presently teaches half of his classes at both campuses. Brian teaches the production courses (Media 19, 20, 21, 22 and Journalism 55). Thus, at the SR campus, we essentially have half an instructor. Further, we have no regular instructor to anchor the theory side of the program. In the past, SR always had two regular media instructors but due to retirements and lack of replacements, we only have Brian.
2. **Current Adjunct Faculty:** Overall, the COMM department has approximately 20 adjuncts teaching in any give semester. In Media, there are four adjunct instructors. Each adjunct normally teaches at the largest load level allowed by the district. Approximately 66% of the media classes are taught by adjuncts. However, at the SR campus adjuncts teach approximately 84% of the media sections. One lives in Reno and only teaches online. One has a very restricted teaching schedule. The remaining two adjuncts are generally available for most M-Th classes, though they do have some restrictions. Finding qualified media instructors is a struggle. We conducted interviews in 2013 but only one person was accepted into the pool. However, she only taught for one semester as she lives out of the area and teaches at other colleges in the bay area. More interviews were and are being conducted this semester (fall 2015).
3. **Instructional Impact:** The lack of an anchor instructor impacts the number of classes that we can offer. At one point, SR offered multiple sections of the highly popular film classes but now we only offer one section per semester. Media 4 classes are in high demand as evidenced by their quick fill rate and number of hits (49 in Fall 2016, 85 in Spring 2015, 61 in Fall 2014, 123 in Spring 2014) after classes closed, however, due to lack of instructors we are typically kept from offering more sections.

In addition, there are three new media courses that have been submitted and are working there way through the curriculum pipeline. These are 1) Media Culture, 2) Media Criticism and 3) World Cinema. We are going to need faculty, preferably regular faculty, to oversee the implementation and instruction of these courses.

1. **District/Department needs/goals:** Our goal is to hire a regular media instructor to anchor the theory classes on the SR campus. This instructor would be primarily responsible for teaching the Media 4 and film courses but ideally would also have the expertise to teach some production classes if needed. Right now, Brian is the only production instructor we have. The adjuncts are not production orientated. So if Brian were to go on sabbatical, get sick/injured, etc. it would cause quite a problem. Another instructor would also assist in conducting the ongoing cycles of course evaluations, instructor evaluations, SLA’s, curriculum development, etc.
2. **Degrees, Certificates, Pre-reqs, GE:**
   1. Media 19, 20, 21, 22 and Journalism 55 are requirements and electives for the Digital Media certificate in the CS department.
   2. Presently a specific media TMC major is pending approval at the state level and we expect it to be approved soon.
   3. Media courses are part of the general Communication Studies TMC
   4. Media courses are part of the Journalism TMC
   5. Media 4, 10, 14,15 fulfill the Area E: Humanities requirement for the A.A./A.S degree
   6. Media 4, 10, 14,15 fulfill the Area C1: Arts & Humanities requirement, for the CSU, transfer program
   7. Media 4, 10, 14,15 fulfill the Area 3A: Arts & Humanities requirement, for the UC, IGETC transfer program
3. **CTE Positions:** Media is a CTE program. Presently, Brian receives 5% load for acting as the media CTE program coordinator. Over the last few years, Brian has requested and received thousands of dollars that have been spent to purchase much-needed media equipment. We continue to upgrade technology and to envision new curriculum. Having an instructor that could teach production classes on occasion would help support Brian’s efforts.

California Labor Market Data show that multiple job opportunities exist for students with a media background.

* 1. Film and Video Editors The 2015 media hourly wage is $49.21. The expected growth rate to 2022 is 7.9%.
  2. For Camera Operators, TV and motion picture, the expected growth rate is 10.9%.
  3. Media and Communication workers 13.5% growth rate with total annual job openings of 3,300.
  4. Art, Drama, Entertainment and Media occupation growth rate 11.3%

In Addition, US Labor Market Data indicate good salaries and growth rates.

* 1. Producers and directors have a median salary of $60,550 per year with an expected 5.7% employment growth rate.
  2. Media and communication workers have a median yearly salary of $47,930 with an employment growth rate of 8%.
  3. Audio and video equipment technicians have a median salary of $55,000 with an employment growth rate of 15.5%.