# 2024 Annual Report of Program Data
# Creative Media



## 1. Program Mission

**Program Mission**

The Creative Media (CM) program provides students with a comprehensive introduction to a variety of digital communication disciplines, including Event Technology, Photography, Video, Animation, Graphics, Writing for Media, and Website Design. CM students and graduates create community service digital media projects that perpetuate the unique history and culture of Kaua'i.

**Program Goals**

1. Provide students on Kaua'i with a diverse mix of marketable digital media skills.
2. Satisfy Kaua'i Workforce development needs for digital media designers and technicians.
3. Allow students who live on Kaua'i to make a sustainable income.

**Target Student Population**

The CM program's target population is:

1. Traditional students who are under 25 years of age and are enrolled in college for one or more years without graduating.
2. Returning students who have dropped out of college prior to graduating.
3. Nontraditional students who are also working part time while attending college.
4. Native Hawaiian and Filipino students.
5. Students who have no prior college-level qualification.

**College Mission Alignment**

Experiential learning opportunities support KCC's mission by promoting local entrepreneurship and fostering collaborations for Kaua'i's evolving business landscape. The CM program is designed to develop viable industry benchmark skills by providing students with hands-on technical digital experience. The program provides students with the necessary educational and career skills to succeed in the digital age. The 2024/2025 program offers Certificates of Achievement and an Associate of Science Degree in Creative Media. These credentials verify that graduates have mastered a comprehensive mix of digital media skills with industry-relevant and community-centric experiential learning.

# 2. Program Student Learning Outcomes

**CM PSLO 1:** Use design elements and principles to create professional creative media projects. Program or Unit/Service Outcomes that have been assessed in the year of this Annual Review:

**Benchmark:** 100%  **Assessment Results:** 91%

**Changes that have been made as a result of the assessment results:**
Assignments and projects in courses used to assess this outcome have been streamlined to focus on introductory-level skills. This change will accommodate multiple course modalities such as asynchronous online and hybrid delivery due to less emphasis on complex production equipment. As a result, students who have limited or no prior digital media experience will have more achievable course assignments while still developing necessary foundational skills.

**CM PSLO 2:** Skillfully and safely operate creative media equipment.
**Benchmark: 100%  Assessment Results:** This outcome will be assessed in fall 2025.

**CM PSLO 3:** Demonstrate mastery-level skills using creative media software applications.
**Benchmark:** 100%  **Assessment Results:** 72%

**Changes that have been made as a result of the assessment results:**
Assignments and projects in courses used to assess this outcome have been streamlined to focus on introductory-level skills. This change will accommodate multiple course modalities such as asynchronous online and hybrid delivery due to less emphasis on complex production equipment. As a result, students who have limited or no prior digital media experience will have more achievable course assignments while still developing necessary foundational skills.

**CM PSLO 4:** Practice professional, ethical, and legal principles.
**Benchmark: 100%  Assessment Results:** This outcome will be assessed in Fall, 2025.

**CM PSLO 5:** Develop objectives for new projects and measure the effectiveness of completed projects.
**Benchmark: 100%  Assessment Results:** This outcome will be assessed in Fall, 2025.

**CM PSLO 6:** Demonstrate exceptional interpersonal communication and collaborative skills.
**Benchmark: 100%  Assessment Results:** This outcome will be assessed in Spring, 2026.

# 3. Analysis of the Program

**Demand**
Job demand documented on the [Kauaʻi CC Creative Media - 2024 Annual Report of Program Data (ARPD)](#) indicates that 16 new and replacement jobs were available in the state of Hawaiʻi for Creative

Media students. This is unchanged from 2022-2023 to 2023-2024. Creative Media Majors fell slightly from 40 in 2022-2023 to 39 in 2023-2024.

**Program efficiency**
The CM program's fill rate increased from 59% in 2022-2023 to 74.8% in 2023-2024. Average class size slightly increased from 10 students in 2022-2023 to 11 students in 2023-2024.

**Program effectiveness**
Course Completion fell slightly from 82% in 2022-2023 to 79% in 2023-2024. Persistence from Fall to Spring fell from 87% in 2022-2023 to 69% in 2023-2024.

# 4. Action Plan

In its 2023/2024 AY meeting, the Creative Media Program Advisory Board provided suggestions for improvement, including creating collaborative projects with local high school Digital Media programs. A plan to recruit students will be developed with assistance from high school contacts and community workforce partners.

Recently, a separate Event Technology advisory board identified an urgent need for skilled live-event specialists and technicians on Kaua'i. A needs survey was distributed to the advisors. Those who responded supported a proposed Event Technology program. This Event Technology program is being vetted by the Office of Continuing Education and Training (OCET) as well as the Office of Academic Affairs, and may launch in fall 2025 if student interest and industry support warrants this approach.

To address declines in program efficiency and effectiveness, assignments and projects in CM courses will be streamlined to focus more heavily on introductory-level skill development. For example, the Introduction to Video Production course may no longer include hands-on lessons using feature film equipment. This will allow students who have limited or no prior digital media experience to achieve a higher rate of success, while still developing necessary foundational skills.

Waimea and Kapa'a High Schools are interested in offering CM classes through the Early College program, as well as placing appropriate CM courses online to bolster enrollments. The CM program will collaborate with the college's marketing department to help promote the program. This effort may involve CM students who create advertising materials in class projects.

**PERKINS CORE INDICATORS**

Perkins core indicators were met:

- Post Secondary Placement (1P1) Goal 35, Actual 86.
- Earned Recognized Credential (2P1) Goal 35, Actual 53.

# 5. Resource Implications

X   I am NOT requesting additional resources for my program/unit.