



General Studies: Multi-Media Option

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Program Review Team Members

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Program Mission Statement

The mission of the General Studies: Multi-Media Option Associate's Degree Program is to prepare students for a diverse array of career opportunities and/or advanced programs of study in the media field. Through coursework, students will develop skills in web development, media production (video) and computer graphics. In addition, students are required to take a variety of Liberal Arts courses to assure a solid academic foundation.

Consistent with College's Values and Strategic Directions

- **Engage** students as active learners—hands on training (off site and in classroom)
- **Diverse** student body—large numbers of students with learning disabilities
- **Collaborative** effort with community organizations
- **First and Best Resource** for the College Community

Enrollment

- Increased over past three years from 29 to 41
- Typically, predominately male

Graduates

- Number graduating each year is low

Areas of Strength

- Program/courses
- Cutting Edge Technology
- Student Interest
- Student Engagement
- Accessible Program

Areas for Improvement

- Fulltime Program Coordinator with Multi-Media content expertise
- No full or half-time faculty dedicated to the Multi-Media Program
- Recruitment of students
- A114—Lab Space
- Higher level courses

Career Opportunities

The skills learned in the New Media Program help students prepare for a number of different career options including:

- Web Design/Development
- Journalism
- New Media
- Communications
- Marketing

Enrollment Opportunities

Enrollment numbers are up at schools across the country and we can capitalize on the trend.

- UMass, Northeastern, Salem State, Mass Art, NE Institute of Art and many others are expanding their multimedia/new media degree offerings.
- Our program can help more students transfer into a Bachelor's program.

Multimedia in Today's World

The impact of Multimedia is all around us. From the silly YouTube videos to the moving videos of a Japanese Tsunami to the videos that sparked a revolution in Egypt, multimedia is being used to inform, captivate, motivate, teach, market, and entertain. The integration of multimedia into our lives is undeniable and pervasive. Every aspect of our lives is forever entangled with some form of multimedia.

Forms of Multimedia

- Video
- Blogs
- RSS news feeds
- Animation
- Web sites
- Social Media

Live Examples of Multimedia

- <http://postbox.msn.com/?q=all-GO+BAREFOOT&id=&city=all&category=33>1=34148>
- <http://www.mono-1.com/monoface/main.html>
- <http://www.macleans.ca/article.jsp?content=w6328830>
- <http://www.theage.com.au/technology/technology-news/twitter-voice-for-the-silenced-20110205-1ahns.html>
- <http://www.asiantsunamivideos.com/>

Thank you!

- Ellen Wentland—Motivator, cheerleader, mentor
- And now I am done...