*Delivered through the Colorado Community College System*

Morgan Community College **| Multimedia Program**

Preparing highly skilled and motivated leaders for Colorado’s workforce!

# Our Team

* Jessica Edington – Lead Faculty
* Kathy Frisbie – Vice President of Instruction
* Misty Stroud – Dean of Instruction
* Beth Carpenter – Instructional Coordinator
* Business Advisory Board
* Local high school and middle school design, business, and computer teachers

# Our Vision

Design a compelling, model program that launches the careers and businesses of our students to enable the economic growth of our local and state economies.

# Our Mission

Redesign the Multimedia Program to better meet the wants and needs of our students and community. Focus on both the design skills as well as the business-related skills of marketing and advertising – which is a unique dual focus among all of the other multimedia or marketing programs throughout the state. Create more delivery options to offer the program to our entire service area and beyond but still maintain a high-quality, project based, hands-on feel to the program.

# Our Plan

In order to achieve this mission, we must:

* Develop student persona’s that accurately reflect the “types” of students who are interested in the program and what their goals are so we can make better decisions with them in mind
* Convene a meeting of interested parties and brainstorm ideas on how to redesign the multimedia program to better meet the wants and needs of our students and communities
* Create a unique program that includes more business, marketing, and advertising course options for a more well-rounded curriculum for students
* Design the curriculum for the program for both in-class and online options so that students have flexibility in delivery and schedule. Maintain the hands-on feel of the courses through online, Webex office hours and tutorial videos for all in-class demos and lectures. Formative and summative feedback can be given via video as well. Ensure that the in-class experience is not diminished by the addition of an online option.
* Build a marketing plan and materials to promote the new program – this includes a new recruit banner, slick sheet, social media posts, brochure, promo video

**Goal 1.** Develop student persona’s that accurately reflect the “types” of students who are interested in the program and what their goals are so we can make better decisions with them in mind

*Our Target: Complete by May 2016*

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| **Action Step** | **Timeline** | **Est. Budget** | **Lead Responsibility** | **Status** |
| Design personas for the three types of students that generally take the multimedia classes:* Concurrent high school student
* Traditional college student looking to make a full-time career out of the skills
* A career, non-traditional student who is looking for skills to boost their resume, business, current job, or for a promotion
 | Feb 2016 | n/a | Jessica Edington | Completed |

**Goal 2.** Convene a meeting of interested parties and brainstorm ideas on how to redesign the multimedia program to better meet the wants and needs of our students and communities

*Our Target: Complete by May 2016*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Step** | **Timeline** | **Est. Budget** | **Lead Responsibility** | **Status** |
| Create a brainstorming session that includes all stakeholders to answer the questions of:* What are we doing right?
* What are we doing wrong?
* What needs are there whether they relate to the program or not?
* Ideas for solutions to the wrong?
 | Spring 2016 | n/a | Jessica Edington | Completed |
| Invite stakeholders including:* MCC leadership
* Business advisory board
* Previous program graduates
* Graphic and media designers
* High school and middle school teachers of business, computer, design courses
* Student services/recruiters
 | Spring 2016 | $75 for food | Jessica Edington | Completed |
| Add take-aways from the meeting to the personas for a snapshot of the program successes and challenges to use moving forward | Spring 2016 | n/a | Jessica Edington | Completed |

**Goal 3.** Create a unique program that includes more business, marketing, and advertising course options for a more well-rounded curriculum for students

*Our Target: Complete by May 2018*

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| --- | --- | --- | --- | --- |
| **Action Step** | **Timeline** | **Est. Budget** | **Lead Responsibility** | **Status** |
| Research other multimedia, design, marketing, and advertising programs across the CCCS system for guidance and to see what is already out there and if there are any gaps. Create spreadsheet. | Summer 2016 | n/a | Jessica Edington | Completed |
| Design a program that includes the media design courses as well as a focus on the marketing and advertising skills. This is a unique program in the state as most usually focus on either design OR marketing and advertising | Dec 2016 | n/a | Jessica Edington | Completed |
| Submit the new program for approval from the Curriculum Committee. | Spring 2017 | n/a | Jessica Edington | Completed |
| Submit the program to the state for approval | Fall 2017 | n/a | Kathy Frisbie and Beth Carpenter | In progress |
| Ensure new program is correct in MCC publications and website | May 2018 | n/a | Jessica Edington | Not started |

**Goal 4.** Design the curriculum for the program for both in-class and online options so that students have flexibility in delivery and schedule. Maintain the hands-on feel of the courses through online, Webex office hours and tutorial videos for all in-class demos and lectures. Formative and summative feedback can be given via video as well. Ensure that the in-class experience is not diminished by the addition of an online option.

*Our Target: Complete by May 2020*

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| **Action Step** | **Timeline** | **Est. Budget** | **Lead Responsibility** | **Status** |
| Create lecture notes, demo videos, and lecture videos for all first-year classes | 1 year | n/a | Jessica Edington | In progress |
| Create lecture notes, demo videos, and lecture videos for all second-year classes | 1 year | n/a | Jessica Edington | Start Fall 2018 |
| Develop the curriculum/online materials for degree part of the program? |  |  | ??? | ??? |

**Goal 5.** Build a marketing plan and materials to promote the new program – this includes a new recruit banner, slick sheet, social media posts, brochure, promo video

*Our Target: Complete by May 2018*

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| --- | --- | --- | --- | --- |
| **Action Step** | **Timeline** | **Est. Budget** | **Lead Responsibility** | **Status** |
| Create a promo video for the Multimedia program | August 2017 | $1100 | Katie Barron | Completed |
| Create banner, brochure, slick sheet | March 2018 | $500 | Jessica Edington | In progress |

Questions I have:

1. Who is teaching the marketing and degree part of the program?
2. Will the degree part of the program be online?
3. Delivery options