September 6, 2013

TO: Manuel Cabral, Chancellor
    Leeward Community College

SUBJECT: Career & Technical Education Award

Leeward Community College is awarded $11,468 in 2011-2012 Title I Career and Technical Education Lapsing funds to support the titled project:

Upgrade the Digital Media BS103 Lab $11,468

The award period for the project is from July 1, 2013 to September 30, 2013 and the award number for the project is: LEE2011/12(3)-T1-09 and should be referenced on all future correspondence and reports. These funds must be expended and goods received by September 30, 2013. A completion report is due on October 10, 2014.

Please call Dominic (Nie) Estrella at 956-3865 if you have questions.

Sincerely,

[Signature]

Peter Quigley
Assoc. Vice President for Academic Affairs

Cc: M. Pecsok, VCAA
    M. Lane, VCAS
    R. Umehira, CTE Dean
    C. Lucas, FA
    L. Tshahako, FA
    S. Robinson, Dir. of Academic Program
Strategy # 1
Program Year 2011 – 2012 (Lapsing Funds)

1. College: Leeward Community College

2. (Descriptive) Strategy Title: Upgrade the Digital Media BS103 Lab (Revised 8-27-13)

3. Proposer’s Name: Christian Ganne  E-Mail: ganne@hawaii.edu


   Is this proposal a part of a multiple-year strategy? No
   If this is a multiple-year strategy, for what year is this proposal requesting funding?

   Year 1

5. Brief Statement of identified problem area and reason for selection:

This addresses the Perkins Core Indicators 2P1 (Credential, Certificate, or Degree), “Student attainment of an industry-recognized credential, a certificate, or a degree”.

By having access to the all Adobe Creative Suite software students can target more Certificates of Competence. For example, they can target the Motion Graphics, the Digital Photography, the Desktop Publishing and the Internet Publishing Certificate of Competence with no extras cost because they have all the software to do it. Currently they are purchasing the Creative Suite Web Premium because it is the cheaper one, so they do not have the software to target the other Certificates of Competence.

After its implementation this proposal will continue to increase 3P1 (Student Retention) for the DMED which is already at 87.20, the highest of all the CTE programs.

The Digital Media 2P1 has been decreasing since 2009 as follows:

2009 – 2010 “64.00”
2010 – 2011 “51.61”
2011 – 2012 “50.00”

Even though the DMED program made the 2011 – 2012 2P1 50.00 goal, the constant decrease for the last 3 years needs to be addressed. The 2P1 Leeward Community College is 41.28, which is far from the 50.00 goal. This proposal will also address the need to keep on improving 5P1 and 5P2, non-trad participation and non-trad completion respectively.

<table>
<thead>
<tr>
<th>Performance Std</th>
<th>5P1 Non-Trad Participation</th>
<th>5P2 Non-Trad Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17.00</td>
<td>15.25</td>
</tr>
<tr>
<td>LeeCC Programs</td>
<td>Num</td>
<td>Denom</td>
</tr>
<tr>
<td>DMED</td>
<td>80</td>
<td>136</td>
</tr>
</tbody>
</table>
The UHCC Strategic Plan Goals for 2008 -15 regarding 2P1 is as follows:

B. Hawaii’s Educational Capital - Increase the educational capital of the state by increasing the participation and completion of students, particularly low-income students and those from underserved regions

B4. Increase by 3% per year the number of students who successfully progress and graduate (3,608 degrees by 2015).

6. Strategy Description:

The DMED BS 103 lab computers will be 6 years old in the Fall 2013 semester. They need to be upgraded because they are not compatible with the new Adobe Creative Suite Cloud software that the DMED program needs to teach.

In May 2012 Adobe released the Adobe Creative Suite Cloud, which basically includes all the software that the DMED program is teaching. They offer a 60% discount for students and teachers subscription. Our students are already subscribing to the Adobe Creative Suite Cloud and more will do so in the future it is necessary that we be able to use the same software in the classroom. We presently cannot do so because the hardware is not compatible with the new Adobe Creative Suite Cloud that will be released in April 2013. This proposal addresses the UHCC Strategic Plan Goal B “Hawaii’s Educational Capital - Increase the educational capital of the state by increasing the participation and completion of students, particularly low-income students and those from underserved regions”. The proposal does so because the student discount makes it now affordable as it includes everything they need as well as gives them 20GB of space on the Cloud server to publish websites, videos, photos and animation.

This addresses as well the UHCC Strategic Plan Goal B4 “Increase by 3% per year the number of students who successfully progress and graduate (3,608 degrees by 2015)”.

Evidence of industry support

At the last Digital Media advisory board meeting on July 27, 2012 the entire board unanimously said that “Leeward CC Digital Media program needs to teach the Adobe Creative Suite because it is basically the standard application that the Digital Media industry is using.”.

According to Adobe 90% of the top 20 Internet retailers use Adobe.

7. Calendar of Planned Activities:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Month(s) the Activity will take place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase the computers</td>
<td>August - September 2013</td>
</tr>
<tr>
<td>Purchase the Adobe Creative Suite</td>
<td>August - September 2013</td>
</tr>
</tbody>
</table>

8. Effectiveness Measures:

The DMED program offers five certificates of competence and one A.S. degree. Because students need two semesters to achieve a certificate of competence we should see an increase of at least 3% for the DMED 2P1 after one year of the implementation.

For the students targeting the A.S. degree we should see as well an increase of at least 3% after 2 years. After 3-years of the implementation we should reach an increase of at least 10% on all the certificates.
Every year after the implementation a comparison chart will be used to measure the increase of the 2P1 on all the DMED certificates.

Student retention 3P1 will also be tracked by semester and academic year over academic year, and will continue to be strong at 87% to 90% as students have more options and motivation to complete their certificates.

9. Budget Summary:

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Budget</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 4 computers unit price $2,614.00</td>
<td>$13,070</td>
<td>Hardware</td>
</tr>
<tr>
<td>$2,867.00</td>
<td>$11,468.00</td>
<td></td>
</tr>
<tr>
<td>4 Licenses for Adobe Creative Suite unit price $398.00</td>
<td>$1,592</td>
<td>Software</td>
</tr>
<tr>
<td>TOTAL COSTS</td>
<td>$14,662</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$11,468.00</td>
<td></td>
</tr>
</tbody>
</table>

10. Indicate which Perkins requirements are covered by this proposal?

- [x] 1. Building of the efforts of States and localities to develop challenging academic and technical standards and to assist students in meeting such standards, including preparation for high skill, high wage, or high demand occupations in current or emerging professions

- [x] 2. Promoting the development of services and activities that integrate rigorous and challenging academic and career and technical instructions, and that link secondary education and postsecondary education for participating career and technical education students

- [ ] 3. Increasing State and local flexibility in providing services and activities designed to develop, implement and improve career and technical education, including tech prep education

- [ ] 4. Conducting and disseminating national research and disseminating information on best practices that improve career and technical education programs, services, and activities

- [ ] 5. Providing technical assistance that –
  - (a) Promotes leadership initial preparation, and professional development at the State and local levels; and
  - (b) Improves the quality of career and technical education teachers, faculty, administrators and counselors

- [ ] 6. Supporting partnerships among secondary schools, postsecondary institutions, baccalaureate degree granting institutions, area career and technical education schools, local workforce investment boards, business and industry, and intermediaries

- [x] 7. Providing individuals with opportunities throughout their lifetimes to develop, in conjunction with other education and training programs, the knowledge and skills needed to keep the United States competitive
11. Certifications:

I certify that this proposal, budget, and certifications are accurate and complete and that this project will be conducted in accordance to Perkins policies and Federal, State, and University regulations and requirements.

I also certify that I have consulted with the appropriate Institutional Research, Business Office and Human Resources Office personnel and that they have reviewed all budgets and resource commitments and have found that they comply with Perkins, Federal, State, and University requirements and policies.

Proposer’s Signature: ___________________________ Date: Sept 27, 2013
Print name: Christian Ganne