October 16, 2013

TO: Manuel Cabral, Chancellor
    Leeward Community College

SUBJECT: Career & Technical Education Award

Leeward Community College is awarded $52,368 in 2012-13 Title I Career and Technical Education Carryover funds to support the titled project:

Upgrade the Digital Media BS109 Lab $52,368

The award period for the project is from July 1, 2013 to June 30, 2014 and the award number for the project is: LEE2012/13(2)-T1-14 and should be referenced on all future correspondence and reports. These funds must be expended and goods received by June 30, 2014. A completion report is due on October 10, 2014.

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

Sincerely,

Peter Quigley
Assoc. Vice President for Academic Affairs

Cc: M. Pecsok, VCAA
    M. Lane, VCAS
    R. Umehira, CTE Dean
    C. Lucas, FA
    L. Tsuhako, FA
    S. Robinson, Dir. of Academic Program
CARL D. PERKINS VOCATIONAL AND TECHNICAL EDUCATION ACT OF 2006
Perkins IV Intervention Strategy Proposal Form
(revised August 2013)

<table>
<thead>
<tr>
<th>Campus Priority Number: #1 of 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carryover Funds from 2012 - 2013</td>
</tr>
</tbody>
</table>

1. College: Leeward Community College
2. Strategy Title: Upgrade the Digital Media BS109 Lab (REVISED – 10-2-13)
3. Proposer’s Name: Christian Ganne  Email: ganne@hawaii.edu
5. Total Amount Requested: $52,368

6. Proposal meets the following requirement for uses of funds or permissible use of funds (see Appendix section on page 8 from UHCC College Plan Guidelines for FY 2013-14 (also describe how it meets this criterion):

This proposal meets the required and permissive uses of funds b1 and b3.

(b) REQUIREMENTS FOR USES OF FUNDS - Funds made available to eligible recipients under this part shall be used to support career and technical education programs that—

(1) strengthen the academic and career and technical skills of students participating in career and technical education programs, by strengthening the academic and career and technical education components of such programs through the integration of academics with career and technical education programs through a coherent sequence of courses, such as career and technical programs of study described in section 122(c) (1) (A), to ensure learning in—

(A) The core academic subjects (as defined in section 9101 of the Elementary and Secondary Education Act of 1965); and

(B) Career and technical education subjects;

(3) provide students with strong experience in and understanding of all aspects of an industry, which may include work-based learning experiences;

The Digital Media program meets the above criterion by providing Leeward CC students with the art and design training needed to explore and express ideas using leading-edge technology and skill-sets. Students receive integrated digital media training in one of four specializations: Character Animation, Digital Photography, Internet Publishing, and Motion Graphics. Students become life-long learners, developing the skills required for a vast array of digital media careers, including web design and development, multimedia production, digital video production, corporate communications, two-dimensional and three-dimensional animation and digital photography.

7. Brief Statement of identified problem area and reason for selection:
   a) Provide relevant program and/or college data to support the need to address this problem.
   b) Describe alignment of problem to one or more Perkins Performance Indicators, and as
appropriate, goals from the UHCC Strategic Plan, Achieving the Dream, and/or other UHCC projects. (See page 2 - 4 of Instructions from UHCC College Plan Guidelines for FY 2013-14).

c) Include narrative that is supported by data. Be brief and succinct.

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 2012 – 2013 2P1 55.00 goal, the constant decrease for the last 3 years needs to be addressed.

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).

8. Brief Strategy Description: (Be succinct)
   • Answer the question: What do you want to do based on information provided in item #7 above?
   • If this strategy is a continuation of a current strategy, indicate rationale for continuance.
   • Include supporting data i.e. effectiveness measures. Data on student needs, student impact (number served last year and anticipated number to be served in current year), and effectiveness must be provided below.
   • Evidence of industry support.

The DMED BS 109 lab computers are 6 years old. They need to be upgraded to meet industry standards 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 “Hawai‘i’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.

9. Calendar of Planned Activities: (add or delete rows as appropriate)
In chronological order, briefly describe the procedures/activities planned to achieve stated goal(s) or outcome(s)

<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>Fall 2013</td>
</tr>
<tr>
<td>Purchase the Adobe Creative Suite</td>
<td>Fall 2013</td>
</tr>
</tbody>
</table>

10. Effectiveness Measures: (Refer to the identified problem – item #7), and describe the anticipated quantitative outcomes expected from the implementation of the strategy. Where appropriate, indicate the effectiveness measures that will be reported after year one, year two, etc.) **State the effectiveness measures clearly and in assessable terms.** The outcomes stated here must be addressed later in the completion report. Confer with your IR office to ensure the appropriateness of the measurement of outcomes.
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.

11. Budget Summary

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Budget</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 computers unit price $2,875.00</td>
<td>$46,000</td>
<td>Hardware</td>
</tr>
<tr>
<td>16 Licenses for Adobe Creative Suite iCloud unit price $398.00</td>
<td>$6,368</td>
<td>Software</td>
</tr>
<tr>
<td>TOTAL COSTS</td>
<td>$52,368</td>
<td></td>
</tr>
</tbody>
</table>

12. Budget Elements:

- Equipment, whose description is an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds $5,000.

  The 16 computers are expected to last between 5 to 6 years. The unit price contains the extended warranty. 16 computers x $2,875 = $46,000

  16 Adobe Creative Suite iCloud licenses x $398 = $6,368
13. Indicate which Perkins requirements are covered by this proposal? (Check no more than three categories that best describe your proposal):

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td>X</td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>4. Conducting and disseminating national research and disseminating information on best practices that improve career and technical education programs, services, and activities</td>
</tr>
</tbody>
</table>
|   | 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 |
|   | 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 |

14. 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, Federal, State, and University requirements. I certify that this proposal has been reviewed by the fiscal office.

Proposer’s Signature: __________________________  Date: 10-2-13  
Christian Ganne