

	COMPREHENSIVE ACADEMIC AFFAIRS PROGRAM REVIEW	
	EXECUTIVE SUMMARY	
	2021-2022	

Complete Program Title Entertainment Technology	
Program Director/Coordinator Jane R. Frazier	
Division Arts & Humanities	Division Chair Robert Young
Type of Program	
Transfer Degree: ☐ Associate of Arts (A.A.) ☐ Associate of Arts in Teaching (A.A.T.) ☐ Associate of Fine Arts (A.F.A.) ☐ Associate of Science (A.S.) ☐ Associate of Science in Engineering (A.S.E.)	Career Degree: ☒ Associate of Applied Science (A.A.S.) Certificate: ☐ Directed Technology Certificate ☐ New Certificate Program within an Existing Degree Area ☐ New Stand Alone Certificate

Please provide the following information about the program based on the results of the Program Review. Use a bulleted format and do not exceed one page (front and back).

1. Synopses of the significant findings

- Enrollment demographics reflect both the industry and the County – predominantly white males.
- Enrollment decreased during the pandemic.
- Difficulty finding sufficient local co-op opportunities.
- Students will need more software and hardware training as Live Events are trending toward hybrid formats.
- Assessment has been difficult due to low enrollment and cancellation of some courses.

2. Strengths of the program

- Hands-on learning with high-end technology.
- Career-driven program that leads directly into the workforce after graduation.

3. Weaknesses of the program

- Low enrollment that could lead to discontinuation of the program.
- Difficulty accessing high-end co-op opportunities such as Disney/Cirque du Soleil, especially out-of-county.

4. Plans for Improvement including timeline

- Recalibrate assessment beginning in fall 2022.
- Increase enrollment by at least 25%, or be able to recruit at least 10 students into the

program every year over the next five years.

- Increase marketing initiatives in geographic areas that don't offer the program and use alumni to help recruit from county high schools (beginning in Fall 2022).
- Investigate whether or not to make the ENTEC 101 course a General Education course (2022-2023 academic year).
- Investigate advantages/disadvantages of Prince George's Community College's program where Entertainment Technology is a concentration under the General Studies Associate of Arts (A.A.) degree rather than a stand-alone program (2022-2023 academic year).

5. **Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished**

- NA/This was the first 5-year program review.

6. **Budget/position requests**

- No new requests.

Signatures

<u>Jane R. Frazier</u> Program Director/Coordinator	<u>May 17, 2022</u> Date
<u>Robert W. Young</u> Division Chair	<u>May 17, 2022</u> Date
<u>Melody L. Moore, Ph.D.</u> Associate Vice President for Program Development and Partnerships	<u>May 19, 2022</u> Date