



Skyline College

Program Review Update Report 2025 - 2026

SKY Dept - Digital Media and Design/ Film

Bianca Rowden-Quince

A handwritten signature in black ink, appearing to read "Bianca Rowden-Quince".

03/26/2026

SKY Instructional Program Review Update

Submitter Name:

Sam Sanchez

YEAR OF REVIEW:

2025 -2026

1. STUDENT LEARNING OUTCOMES

What notable conclusions were drawn from the assessment results? If available, note any differences in assessment results by key disaggregations (e.g. modality, learning communities, etc.). What have been the implications for the program? Specific questions to answer in your response:

i. What percentage of course SLOs have been assessed in the last three years?

Number of Course SLOs:

36

Percentage:

100

ii. Which course(s) were assessed in the last three years?

DMAD 431, 432, 475, 476, & 477 were assessed. DMAD 431, 432, 433, & 434 will launch in fall 2027. DMAD 481, 482, 483, & 484 are in process for approval by the Curriculum Committee.

2. CURRICULUM

Please indicate whether the following tasks have been completed:

Submitted a current assessment calendar with all active courses to the Office of Planning, Research, and Institutional Effectiveness

Yes

Updated the Improvement Platform with new and/or changed SLOs, after approval by the Curriculum Committee

Yes

Updated the program website with new and/or changed PSLOs after they are published in the College Catalog

Not Applicable

Reviewed, updated (as needed), and submitted degree and certificate maps to the Curriculum Committee

Yes

3. ADDITIONAL INFORMATION

Please note anything else that has not been captured above that is relevant to program accomplishments, challenges, and resource needs. Explain and document your response as needed.

NA

Goals & Resource Requests

Increase Access Through Curriculum Development

The DMAD Digital Filmmaking Program will be enhanced to include additional classes in Adobe After Effects and Adobe Premiere Pro. Three new certificates will be created: a 12 unit certificate of specialization in digital filmmaking; a 21 unit certificate of achievement in digital filmmaking; and a 15 unit certificate of specialization in video post-production.

Year Initiated

2023 - 2024

Goal Status

Inactive

Implementation Step(s) and Timelines

Start development on DMAD 479 Adobe Premiere Pro and DMAD 480 Adobe After Effects and present to the Curriculum Committee no later than Fall 2024.

Start development of the three new certificates. Timeline to be determined as per review schedules of respective committees and approval boards.

Mapping

- SKY Strategic Goals: (X - Highlight Selected)

- **Increased Student Enrollment:** Increase student enrollment by being responsive to communities we serve (X)

UPDATE

Goal Update Date

03/26/2026

Academic Year Updated

2025 - 2026

Goal Update

Completed

Goal Update Narrative

The Adobe application classes have been approved by the Curriculum Committee. We are awaiting approval on the Social Media classes.

UPDATE

Goal Update Date

11/14/2023

Academic Year Updated

2023 - 2024

Goal Update

On Schedule

Goal Update Narrative

New classes and certificates are in the planning and discussion stages. Once all parties agree, new classes will be created and brought to the Curriculum Committee and new certificates will be begin the approval process.

Continuing certificate development that had been postponed due to the pandemic.

Outreach

The new robust program will better serve the students; increase visibility for the college; and increase enrollment. Promotion to high school students as well as dual enrollment agreements will continue as on-going functions. Average enrollment 2020-2025 was 535 students. We are aiming for an average enrollment of 700 by 2028.

Year Initiated

3/26/2026

Goals & Resource Requests

2023 - 2024

Goal Status

Active

Implementation Step(s) and Timelines

Contact PRIE about enrollment and demographic data to better understand academic goals.

Mapping

- SKY Strategic Goals: (X - Highlight Selected)

- **Increased Student Enrollment:** Increase student enrollment by being responsive to communities we serve (X)

UPDATE

Goal Update Date

03/26/2026

Academic Year Updated

2025 - 2026

Goal Update

On Schedule

Goal Update Narrative

Two new certificate course tracks have been created. One course track focuses in digital media for social media. The other focuses on the Adobe applications used in digital media production. Current enrollment for 2024-2025 is 609 students.

Optional Tables & Graphs

Unduplicated Headcount by Term

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Summer	87	86	49	101	87
Fall	211	134	222	266	281
Spring	194	225	238	379	285
Total	471	429	483	690	604

UPDATE

Goal Update Date

04/15/2025

Academic Year Updated

2024 - 2025

Goal Update

On Schedule

Goal Update Narrative

Presentations; demonstrations; and workshops to high school students are ongoing. Partnerships in dual enrollment agreements are expanding.