



## MEMO

Date: November 7 2013

From: Dr. Bernard Polnariiev, Administrative Executive Officer for Academic Affairs

To: Professor James Richardson

Re: New Media Technology 2013-14 Periodic Program Review [PPR] at LaGuardia Community College

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On behalf of the division for Academic Affairs, please accept our congratulations on successfully meeting LaGuardia's standard for PPR excellence. We look forward to our continued collaboration on guiding and supporting you on implementing the submitted recommendations based on the evidence that you provided in your PPR. Below are thoughts, questions, considerations, and further suggestions based on your nine proposed recommendations highlighted in your 2013-14 New Media Technology PPR.

Your recommendations appear in-line with your PPR findings and will help strengthen the New Media Technology program. While all of the recommended actions will be valuable, please provide a timeline indicating which activities will be completed in the short-term (i.e., this academic year), versus the longer-range activities.

Curriculum: Expand on how you will update your curriculum to reflect 'industry shifts' – what information will you use to make such changes? Explain how you could update student assignments in various program courses to address both general education and programmatic learning outcomes. Such a change can also support your other recommended actions, including enhancing the 'transferability of the degree' and the 'internship opportunities.' The Center for Teaching and Learning will be a great partner in helping you revise appropriate class assignments. How else can CTL and also the Assessment Leadership Team [ALT] support the implementation of your recommendations? Note that the potential assessment changes should not have an impact on your current action steps.

The New Media Technology [NMT] program seems to be ideal for hybrid/ online instruction. Please expand on your proposal to "repurpose the New Media curriculum" for such pedagogy. Which courses do you think should be piloted online? When do you plan on conducting this investigation? How will you determine effectiveness as compared to the traditional instruction in your program? A mini-grant from CTL would have been ideal to help support your great work and actualizing the proposed revisions.

To strengthen the NMT program, please provide Academic Affairs with a plan of action to pull together a robust evaluation of the respective internships and or experiential learning opportunities. This plan should allow you to qualitatively and quantitatively demonstrate the value of the offered student learning experience – linking your internships to the discipline. The assessment should thus connect to one or more NMT programmatic competencies. It is worth considering the following questions: What are you trying to accomplish with your internships and how is this evaluated? How can you demonstrate and validate student learning outcomes due in part to the internship experience? A few possible tools are suggested such as developing program-specific rubrics, surveys, and or reflection-based assignments.

There may be established assessment tools in your field which would allow to more thoroughly ground your work. We suggest that you pilot such an experience and evaluation by spring I, 2014 and plan on expanding thereafter as feasible. We realize that a fuller development and implementation of such a critical endeavor will take a few years. Working together on a redesigned outcomes assessment of the student learning experience within the internship course will not only enhance your curricula, but also may allow us to use what you develop as a model for other programs and departments.

Furthermore, we fully agree with Professor Janet Esquirol from BMCC who conducted the external review of your PPR, and want to emphasize one of her key points that the NMT program “faculty must be on the cutting edge of this industry...in order to meet the mission [explicitly noted] in its own title.” Academic Affairs agrees and would like to partner with you to more fully explore the technological literacy competency and digital communication of our students.

It is essential that you work with your chairperson, Michael Rodriguez to update the 2013-14 Strategic Plan target 1.2.2 with the applied action steps as mentioned above and as recommended in the NMT PPR by February 1<sup>st</sup> and again by May 23, 2014 with final year one PPR implementation updates. Please respond to this official letter by November 21, 2013. Feel free to email [BPolnariev@lagcc.cuny.edu](mailto:BPolnariev@lagcc.cuny.edu) or call me @ 718-482-6196 should you have any questions.

Enthusiastically,

*Bernard Polnariev*

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c: Dr. Paul Arcario, Provost and Sr. Vice President for Academic Affairs  
Dr. Bret Eynon, Associate Dean for Academic Affairs  
Dr. Ann Feibel, Associate Dean for Academic Affairs  
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Mr. Michael Rodriguez, Humanities Chairperson