Music Technology-FH Bruce & Eric - Music Technology

21-22 Annual Progress Report
Recommended actions for improvement identified in the 5-Year Self-Study.

B. FTES - Enrollment Trends

We will continue to help increase FTES enrollment in Music Technology through marketing and outreach initiatives to local high schools and using social media channels. In addition, we will proactively reach out and offer one-on-one support to students at risk of failing or dropping. MTEC faculty have deployed various marketing campaigns on their own over the years, and we look forward to collaborating with the Foothill Marketing office to expand our advertising campaigns.

E. Enrollment by Student Demographic

   1. Enrollment by Gender

Of Foothill's 52 percent female student population, MTEC has averaged 19 percent of that population since 2014. Music technology is a male-dominated industry. Nationwide, higher-education statistics confirm very few women enter music technology programs. The University of Colorado, for example, typically has six women or less who apply for its Recording Arts Program each year out of 50-75 applicants. MTEC is aware of this gender-related disparity and deploys ongoing marketing efforts to reach female students. This includes collaborating with Women's Audio Mission, which provides training, work experience, career counseling, and job placement to over 2,000 women/girls annually in music technology.

Actions taken and progress made in accomplishing the improvement.

B. FTES - Enrollment Trends

We have continued our attempts to increase FTES enrollment in Music Technology through marketing and outreach initiatives to local high schools and using social media channels. Our social media presence has continued to grow as evidenced by an increase in followers on Twitter, Instagram, and Facebook, and additional YouTube video views.

In addition, we have proactively reached out and offered one-on-one support to students to reduce the number of students dropping or failing courses.

E. Enrollment by Student Demographic

   1. Enrollment by Gender

We have continued to collaborate with Women's Audio Mission to attract more women to our program. It appears anecdotally that this is having a positive impact. For example, enrollment in MTEC51A for Winter 2022 is currently 50% female!

Evidence used to evaluate progress.

(ex: What data are you using to make your progress judgment?)

B. FTES - Enrollment Trends

Our social media presence has continued to grow as evidenced by an increase in followers on Twitter, Instagram, and Facebook. In addition, YouTube views have continued to increase.

Anecdotally, the number of students dropping or failing courses seems to have improved.

E. Enrollment by Student Demographic

   1. Enrollment by Gender

We've only been able to anecdotally compare enrollment numbers for females. The numbers seem to be trending upwards substantially.

FOOTHILL-DE ANZA
Community College District

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New trends, policies, or state initiatives that have impacted your actions for improvement.

B. FTES - Enrollment Trends

Two trends impacting our program enrollment are the continuing decline of students attending community college, and the massive enrollment instability resulting from COVID-19.

E. Enrollment by Student Demographic

   1. Enrollment by Gender

Actions needed/designed to address the area of work/improvement for new trends, policies, or state initiatives.

B. FTES - Enrollment Trends

We have not yet had the opportunity to collaborate with the Foothill Marketing office to expand our advertising campaign. We hope to enhance this collaboration as we gradually return to post-COVID status.

E. Enrollment by Student Demographic

   1. Enrollment by Gender

Due to the COVID-19 situation we were unable to increase outreach efforts to local high schools. We hope to increase these efforts as COVID restrictions subside.

This form is completed and ready for acceptance.

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Community College District

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Administrator's Name:

Date:

Comments: