

Los Angeles City College
Comprehensive Program Review 2008

Theater Arts Department

IX. Planning and Budgeting

b. Past Planning Goals

Year	Goal #	Description	Relation	Actions Relation	Outcome	Progress
2002	1	Recruitment	Aligns with Strategic Plan Priority # 1, 3, 5	Ongoing and continuous		limited progress
2006	1	Marketing of the Academy	Aligns with Strategic Plan Priority #	A theatre Academy website		N/A
2006	2	Preparing for Growth with Increased Staff	Aligns with Strategic Plan Priority #	Request through the Unit Plan proposals		N/A

e. New Planning Goals

Describe departmental planning goals for the next 6 years, explaining how they support the various college plans, including:

- *Strategic Priorities of the College's Strategic Plan:*
http://www.lacitycollege.edu/public/strategic_planning.htm#strategicplan
- *Educational Master Plan:*
<http://www.lacitycollege.edu/public/EduMasterPlan.pdf>
- *Technology Master Plan:*
http://www.lacitycollege.edu/resource/oac/IT_Plan_Draft03.pdf

New Planning Goals

Year	Goal #	Description	Relation	Outcome
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f. New Action Plans and Special Projects

Describe the specific action plans and special projects that will be undertaken during the next 6 years to achieve the goals described above. There should be at least one action plan for each goal listed, and there may be more than one action plan for a goal. Plans and projects may include curriculum and program development, establishment of new labs or facilities, outreach and recruitment efforts, public/private partnerships, etc. Include estimated costs and projected time lines for implementation. You can add as many New Action Plans and Special Projects as desired.

New Action Plans and Special Projects

Year	Goal #	Project #	Project Name	Planned Activities	Individuals Responsible	Expected Outcomes	Projected Costs*	Total Cost	Project Start Date	Project End Date
2008	#2	Developing Marketing Strategies	Transforming the Academy	Develop with a marketing consultant a strategy for exploding the Theatre Academy on to the minds of the community interested in the pursuit of programs with traditions of excellence in training and production; coordinate with faculty on marketing strategies,	Fred Fate, Leslie Ferreira, Jennifer Rountree, Al Rossi, Louie Piday, Jim Moody, Kevin	Establish liasons with drama teachers throughout the L.A and Orange County high schools, enhance Academy exposure on the Internet and in publications;	1. Faculty Requirements/Costs None 2. Staff Requirements/Costs Secretary	\$135,000/year	September 1, 2008	September 1, 2010

2008	#2	Developing Marketing Strategies	Transforming the Academy	establishing a coordinated VOICE that is consistently being shared with the theatre and theatre education community; establish various brochures for distribution; develop day-time productions and tours; develop the Academy's website to include access to credit and non-credit courses involving theatre and subjects dealing with Hollywood	Morrissey, Diane Sisko, and Eddie Bledsoe	establish public invited workshops and forums; strengthening of the Academy's affiliations with professional theatres and studios in L.A.	or Assistant to the Producer to assist with recruitments, scheduling, administration/organization, and communication/ \$55,000/yr, including benefits; Personnel Contract for Website specialist to enhance the quality of the Internet/ \$25,000 3. Equipment Requirements/Cost Multi-media presentation equipment for touring to high schools; 15 new notebook computers with	\$135,000/year	September 1, 2008	September 1, 2010
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2008	#2	Developing Marketing Strategies	Transforming the Academy	establishing a coordinated VOICE that is consistently being shared with the theatre and theatre education community; establish various brochures for distribution; develop day-time productions and tours; develop the Academy's website to include access to credit and non-credit courses involving theatre and subjects dealing with Hollywood	Morrissey, Diane Sisko, and Eddie Bledsoe	establish public invited workshops and forums; strengthening of the Academy's affiliations with professional theatres and studios in L.A.	wireless connectivity; digital video camera and software to develop mini-lectures and course content/ \$45,000 4. Facilities Requirements/Costs None 5. Other Requirements/Costs Supplies and printing related to communication and information presentation/ \$10,000	\$135,000/year	September 1, 2008	September 1, 2010
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2008	1	1 Developing Recruitment Strategies	Recruiting for the Academy of the Future	Renovate the Academy's website, transform the Theater Department and its Theatre Academy, develop competitive brochures for distribution, develop Internet courses, develop teams of faculty who initiate recruitment activities, develop recruiting schedules, organize reasonable yet challenging recruitment goals, participate in District-sponsored recruitment workshops, increase pursuit of special funding from grants interested in supportive innovative ideas toward educating the public in programs known for excellence in training/education and production	Fred Fate, Leslie Ferreira, Jennifer Rountree, Al Rossi, Louie Piday, Jim Moody, Kevin Morrissey, Diane Sisko, and Eddie Bledsoe	Establish liasons with drama teachers throughout the L.A and Orange County high schools, increase enrollment in all programs, including acting, technical theatre, and costuming, a number of Theatre courses are online and available for credit to students, a transformed Theatre Academy	1. Faculty Requirements/Costs 2. additional faculty, specializing in Internet development, the writing of Internet courses, providing workshops for faculty who will be teaching these theatre courses; release time for all faculty to conference on a regular basis, discussing issues and developments/ \$280,000/y r, including benefits 2. Staff Requirements/Costs Secretary or Assistant to the Producer	\$455,000/year	June 3, 2008	July 1, 2011
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2008	1	1 Developing Recruitment Strategies	Recruiting for the Academy of the Future	Renovate the Academy's website, transform the Theater Department and its Theatre Academy, develop competitive brochures for distribution, develop Internet courses, develop teams of faculty who initiate recruitment activities, develop recruiting schedules, organize reasonable yet challenging recruitment goals, participate in District-sponsored recruitment workshops, increase pursuit of special funding from grants interested in supportive innovative ideas toward educating the public in programs known for excellence in training/education and production	Fred Fate, Leslie Ferreira, Jennifer Rountree, Al Rossi, Louie Piday, Jim Moody, Kevin Morrissey, Diane Sisko, and Eddie Bledsoe	Establish liasons with drama teachers throughout the L.A and Orange County high schools, increase enrollment in all programs, including acting, technical theatre, and costuming, a number of Theatre courses are online and available for credit to students, a transformed Theatre Academy	camera and software to develop mini-lectures and course content/ \$45,000 4. Facilities Requirements/Costs Additional classroom space; renovate Bungalow X & Y/ \$40,000 5. Other Requirements/Costs Supplies related to communication and information presentation/ \$10,000 Total Cost \$455,000/year Project Start Date June 3, 2008 Project End date July 1, 2011	\$455,000/year	June 3, 2008	July 1, 2011
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**Projected Costs*

- 1. Faculty Requirements/Costs*
- 2. Staff Requirements/Costs*
- 3. Equipment Requirements/Cost*
- 4. Facilities Requirements/Costs*
- 5. Other Requirements/Costs*