



## WRITTEN PLAN FOR MEDIA SERVICES

Genesis Career College has a written plan for its Media Services which is appropriate for the institution and includes the following elements:

- a. The scope and availability of the services: Each campus of Genesis Career College provides a media area available for student use during all operating hours of the school. Media resources available to students include: textbooks, reference books, periodicals, computer software, manuals, DVDs, as well as web-based resources.

Genesis provides televisions, DVD players and VCRs, and a student computer which is connected to the internet. These media areas are accessible to all students, faculty and staff members. This may vary slightly on each campus.

- b. Current and relevant educational materials: The compilation of current and relevant educational materials and equipment is available to help fulfill the institution's purposes and to support its educational programs. Reference materials include books, videos, periodicals, computer software, and DVDs. A student computer with internet access and software applications is provided.
- c. Staff person responsible for the implementation and coordination of media services is identified: The Campus Director on each campus is responsible for coordinating Media Services.
- d. Roles and responsibilities of the media services manager: These vary somewhat at each campus, but overall, include: maintaining the inventory of materials and equipment with direction from the Program Director; ordering items as needed, and projecting future needs for budget preparation.

Program Directors also inform the media services manager of future needs for budget preparation. Approval for purchases and/or budget requests for the media services are submitted to the Chief Executive Officer.

- e. Orientation for user groups: Students are introduced to media resources at the time of their initial tour of the facilities and again at the New Student Orientation. Students are encouraged to familiarize themselves with further information regarding media resources in the student handbook. The Employee manual introduces faculty and staff to media resources provided.
- f. Facilities and technical infrastructure essential for using media materials: Each campus of Genesis Career College has a designated area that provides access to most of the media equipment and supplies available for use by faculty, staff, and students. Other equipment and supplies (televisions, DVD players, computers with internet access, and other published materials) are maintained in classrooms and offices to maintain inventory control; however, these items are easily accessible to faculty and students through coordination with the Campus Coordinator or Program Director.

All campus locations provide computer workstations for student and faculty use. Workstation computers have Internet access for research purposes only. For easy access to pertinent industry information, some campuses have bookmarked appropriate web addresses to related websites. Internet access is somewhat limited at this time, through the establishment of a fire wall.

- g. Annual budgetary support for the services: The annual budget of the campus includes the planned purchase of media equipment and supplies. Recommendation for these purchases can be made by students, instructors, Program Directors, Campus Coordinators, and advisory committee members. Requests are processed through the Chief Executive Officer for review and approval. If any maintenance, replacements, or additions are needed the CEO will review the needs. Maintenance,



changes or additions are reviewed with respect to budgetary control and implemented accordingly in a timely fashion to support continuous education.

- h. Evaluation of the effectiveness of media services and utilization of the results to modify and improve media services: Media services are evaluated by advisory committee members. This feedback is used to make recommendations for purchase to the Chief Executive Officer.