

**Oakland Community College**

**Department of Communication Arts and Technology**

**Program Need Survey**

**Video Engineering Technician**

Oakland Community College is considering the development of a program to prepare technicians in the field of broadcast and non-broadcast television engineering. The purpose of this survey is to assess the demand for employment in this area, and the need for such a program.

As a professional in this field, your input to our planning is crucial. Please help us by filling out this survey form, and returning it to the address below:

**Oakland Community College  
Communication Arts & Technology  
27055 Orchard Lake Road  
Farmington Hills, MI. 48018 - 4995**

Thank you very much for your assistance.

## Program Need Survey

### Video Engineering Technician

1. The need for replacement employees in this occupation in the Metro Detroit area is:

- 1 0 - None
- 18 1 - Very Few
- 10 2 - N/A
- 47 3 - A Fair Number
- 7 4 - Very High
- 1 NO ANSWER

2. Is this employment area expanding to the extent that additional employees are needed in the Metro area?

- 2 0 - None
- 15 1 - Very Few
- 4 2 - N/A
- 52 3 - A Fair Number
- 9 4 - Very High
- NO ANSWER

3. What percent of the openings outlined in 1 & 2 above will be located in Oakland County?

- 3 0 - 0%
- 18 1 - 1 to 24%
- 21 2 - 25 to 49%
- 27 3 - 50 to 74%
- 3 4 - 75 to 100%
- 12 NO ANSWER

4. The national trend related to occupational outlook for this occupation can best be described as:

- 1 0 - No Growth
- 12 1 - Slow Growth
- 0 2 - Nonexistent
- 42 3 - Moderate Growth
- 26 4 - Rapid Growth
- 3 NO ANSWER

5. **Wage Incentive** - Average starting hourly wage range in Oakland County is:

- 0 0 - \$3.40 - \$4.50
- 8 1 - \$4.51 - \$6.00
- 28 2 - \$6.01 - \$8.00
- 22 3 - \$8.01 - \$10.00
- 19 4 - over 10.00
- 7 NO ANSWER

6. **Occupational Desirability** - Working conditions compared to other occupations requiring similar skills levels and/or amount of training.

- 0 0 - Low desirability
- 8 1 - Moderate desirability
- 30 2 - Comparable to other occupations of similar skill levels
- 31 3 - Well above average
- 6 4 - High desirability
- 3 NO ANSWER

7. **Advancement Opportunities** - The existence of higher level jobs for those who gain experience or further training.

- 0 0 - Very limited wage and position advancement
- 8 1 - Low
- 25 2 - Moderate
- 43 3 - Good
- 8 4 - Excellent

8. **Opportunities for Disadvantaged** - The accommodation of the handicapped or disadvantaged in the training program and the occupation.

- 7 0 - Cannot provide opportunities for such persons
- 41 1 - Limited opportunities
- 30 2 - Moderate accommodating
- 2 3 - Exceptionally favorable provisions
- 4 NO ANSWER

9. **Level of Training Required** - The appropriateness of 1-2 years of college level training for the occupation.

- 0 0 - High school or less is adequate for the job
- 10 1 - Bachelor's degree required
- 38 2 - Post high school or significant on-the-job training needed
- 34 3 - One to two years of college training required
- 2 NO ANSWER

10. **Adequacy of Available Training** - The level to which training is currently available in Southern Michigan. Consider high school programs, other college programs, apprenticeships, on-the-job training, and technical schools.

- 7 0 - Supply of trained personnel is adequate from current sources
- 18 1 - Available programs closely satisfy the need
- 48 2 - There is some training available but below adequate levels to meet need
- 3 3 - Very little need
- 0 4 - No training currently available
- 8 NO ANSWER

11. This program would benefit my organization most by:

(Circle all that apply)

- 54 a - Preservice for entry level employment
- 17 b - Retraining of the existing work force
- 30 c - Inservice training
- 19 d - Providing occupational advancement
- 2 NO ANSWER

12. Profession/Employer Acceptance - Will graduates of this training be accepted by employers and unions?

70 Yes

5 No

6 NO ANSWER

2 yes + NO

1 yes w/experience

13. Our organization is primarily devoted to:

Indicated only 1 answer

13 a. Broadcast tv 1

30 b. non broadcast tv 7

60 c. corporate tv 29

32 d. industrial tv 9

11 e. other 1

14. We employ about \_\_\_\_\_ people in tv/video production.

0, 0, 1, 1, 2, 2, 2, 2, 2, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 4, 4, 4, 5, 5, 5, 5, 5, 6, 6, 6, 6, 6

7, 7, 7, 7, 7, 7, 7, 8, 8, 9, 10, 10, 10, 10, 10, 10, [11, 12, 12, 13, 14]

15, 15, [18, 18, 19, 20, 20, 25], [30, 30, 30, 30, 35, 40,] [50, 60, 60]

[80, 80, 95, 100,] 140, 150, 200, 300

③ Don't employ, use Free lance only

③ NO ANSWER

#13e

e Educational T.V./Corporate TV, Broadcast T.V.

e dealer who sells. to a,b,c,d,e

e tape duplication

e audio visual in all areas

e audio visual in all area

e audio visual - Video Dealer w/in house Production service

e video systems engineering

e Government access

e. Electronical servicing/maintenance

e. Educational T.V.

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## RESPONSE ANALYSIS

### VIDEO ENGINEERING TECHNICIAN SURVEY

#### INTRODUCTION

During the Winter semester, 1988 a survey was conducted to determine need for a program to train Video Engineering Technicians. The results of that survey are reported here.

A total of 209 survey forms were mailed to individuals in companies believed to be active in the video production business in southeast Michigan. Ten forms were returned blank, with notes indicating the recipient was not engaged in the video business. Another five indicated the company had received duplicate mailings. This resulted in an actual surveyed population of 194. Of these, 84 usable survey forms were returned, for a response rate of 43.3 percent.

#### ANALYSIS OF RESPONSES

The actual number of responses to each item is tabulated on the sample survey form included with this report.

The first four items concerned employment potential for this field. For replacement employees, items 1, 64% of the respondents indicated either "a fair number" or "very high." Similarly, 73 percent chose the same two categories for additional employees. Responses to item three show that nearly half these positions will be located in Oakland County. On a national trend, about 80% of the respondents describe growth in this field as "moderate" or "rapid."

Item 5, stating wages, showed no positions less than \$4.50 per hour. The largest numbers of responses were in the \$6.00 - \$10.00 range, with over 20 percent of the responses indicating positions paying over \$10.00 per hour.

Video engineering technicians appear to be in a desirable occupation with good advancement opportunities. None of the responses were low desirability. Advancement opportunities were rated as good to excellent by 61 percent. Opportunities for the disadvantaged are not as optimistic, however. No opportunities, or limited opportunities were reported by 57 percent, and only 2 respondents cited conditions as exceptionally favorable.

Level of training required was clearly indicated to be beyond high school, but less than a bachelor's degree. Forty percent of the responses listed one or two years of college as necessary, while another 45 percent identified post-high school or significant on-the-job experience. This level of training is appropriate in a community college setting.

Apparently there is a need for additional training programs for video technicians. Only seven respondents (8%) felt that the supply of trained personnel is adequate. The largest single choice in item 10 was "some training available but below adequate levels..." which was chosen by 57%. Another 21% felt that "available programs closely satisfy the need."

## RESPONSE ANALYSIS

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Most organizations see this type of training as providing new entry level employees (64%). Retraining or inservice training would also make use of it though, as those choices were selected by 44 percent. Some 23 percent see value in it in providing occupational advancement. These responses will total above 100%, as the question asked for "all that apply."

General acceptance of graduates by unions and employers was affirmative for 83% of the people surveyed. Three people attached qualifications to a "yes" answer, and only 5 stated "no."

Although it was not intended to concentrate on broadcast television, 13 respondents indicated this area for their organizations. The focus of the surveyed population was the non-broadcast, corporate or industrial TV field. Evidence that the mailings found their audience can be seen in the heavy response pattern in item 13. Corporate TV was by far the most common response, with nearly half the respondents selecting more than one category.

The size of responding organizations varied tremendously, from a low of 0 employees in video production, to a high of 300. The range of number of video employees can be seen in TABLE 1. About half the reporting organizations employ seven people or less, and about half have eight or more employees. In total, the 78 companies answering this item would appear to employ 1,963 people in video production.

TABLE 1

### SIZE OF REPORTING VIDEO PRODUCTION STAFF

NUMBER OF VIDEO EMPLOYEES	NUMBER OF ORGZNIZATIONS REPORTING
0	2
1	3
2	5
3	9
4	3
5	5
6	5
7	7
8	2
9	1
10	6
11-15	7
16-25	6
26-40	6
41-60	3
61-100	4
100-200	3
200-300	1

## RESPONSE ANALYSIS

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### CONCLUSION

The survey shows a need for additional trained video engineering technicians. The college should consider development of a program utilizing both the Electronics program (A.H.) and the Communication Arts Technology program (O.R.) as a base. The current advisory committee for the CAT program should be consulted before any further action is taken however. There also exists the possibility of a cooperative approach to this program, in conjunction with the Specs Howard Broadcast School in Southfield. Specs Howard, Vice President Kernan raised this possibility at a meeting with Dean Yeramian some months ago.

May 1988  
David Doidge

ASSESSMENT OF NEEDS ASSESSMENTS  
FEASIBILITY STUDY

	QAT	LOT	ECMT	VET
1. FACULTY AVAILABLE	M	M	M	M
2. SUPPORT STAFF AVAILABLE	M	M	M	M
3. FACILITIES AVAILABLE	M	M	M	M
4. INTERNAL SUPPORT	P	M	M	M
5. EXTERNAL SUPPORT	P	M	M	M
6. LEGAL RESTRICTIONS	M	M	M	M
7. EXTERNAL FUNDING	M	M	M	M
8. COST/FTE	M	M (M)	M	M
9. CAPITAL AMORTIZATION	I	M (M)	M	M
10. SUPPORT \$/FTE	M	M (M)	M	M
11. FACILITIES COSTS	M	M	M	M
12. CAPITAL INVESTMENT	P	E	E	M
13. SUPPLY COSTS	M	M (M)	M	M
14. PROGRAM DEVELOPMENT COSTS	M	M	M	M
15. PROMOTIONAL COSTS	M	M	M	M
16. INCOME/FTE	M	M (M)	M	M
17. ADDITIONAL REV/FTE	M	M	M	M
18. BREAK-EVEN	M	M	M	M

E=EXPLICIT  
P=PARTIAL  
I=IMPLICIT  
M=MISSING



ASSESSMENT OF NEEDS ASSESSMENTS  
PROGRAM NEEDS CRITERIA

	QAT	LOT	ECMT	VET
1. REPLACEMENT EMPLOYEES	M	I	E	E
2. ADDITIONAL EMPLOYEES	E	E	E	E
3. % OPENINGS OAK. COUNTY	P	M	M	P
4. NATIONAL GROWTH TREND	P	P	E	P
5. AVG. STRATING HR. WAGE	E	P	E	E
6. OCCUPATIONAL DESIRABILITY	I	E	I	P
7. ADVANCEMENT OPPORTUNITIES	I	E	P	P
8. OPPORTUNITIES FOR DISADVANTAGED	M	E	M	E
9. LEVEL OF TRAINING REQUIRED	E	I	I	E
10. ADEQUACY OF AVAILABLE TRAINING	I	E	M	P
11. PROGRAM PURPOSE	M	M (M)	E	E
12. SPECIFIC VS. GENERALIZED	I	E	P	P
13. PROF/EMP ACCEPTANCE	E	E	I	I
14. SOCIAL UTILITY	I	M (M)	I	I

E=EXPLICIT  
P=PARTIAL  
I=IMPLICIT  
M=MISSING