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| **Discipline: JOURNALISM** | **Date:** **9/28/2015** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review.)** |  |

**DEFINITION**

Program Review and Planning is the means by which faculty, staff, and/or administrators complete a self-evaluation of an academic discipline, program, or service.  The self-evaluation includes an analysis of both quantitative and qualitative data on how the academic discipline, program, or service is supporting the mission and strategic planning of Palomar College in meeting the educational and career interests of students.  Through the review of and reflection on key program elements, such as program data and student learning outcomes, Program Review and Planning defines the curriculum changes, staffing levels, activities, and/or strategies necessary to continue to improve the academic discipline, program, or service in support of student success.  The Program Review and Planning process also ensures short-term and long-term planning and identification of the resources necessary to implement identified goals and priorities.

**Purpose of Program Review and Planning:**

Program Review and Planning for Years 2 and 3 provides a “check-in” on the Year 1 Comprehensive PRP. The PRP documents the vision and planning for a program or discipline. It also provides information for the development of the College’s Strategic Plan goals and annual objectives, documents overarching themes/issues occurring across academic programs and instruction, identifies the needs for resource allocations, and identifies department needs for developing the annual Staffing Plan update.

[**Palomar College Mission**](http://www.palomar.edu/about/goals.aspx)

Our mission is to provide an engaging teaching and learning environment for students of diverse origins, experiences, needs, abilities, and goals. As a comprehensive community college, we support and encourage students who are pursuing transfer-readiness, general education, basic skills, career and technical training, aesthetic and cultural enrichment, and lifelong education. We are committed to helping our students achieve the learning outcomes necessary to contribute as individuals and global citizens living responsibly, effectively, and creatively in an interdependent and ever-changing world.

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| **List everyone who participated in completing this Program Review and Planning Document.**  **Professors Erin Hiro and Wendy Nelson** |

**STEP I. Evaluation of Program & SLOAC Data.** In this section, examine and analyze updated program data, the results of SLOACs, and other factors that could influence your program/discipline’s plans for the current year. Consider trends and any changes in the data as they relate to this year’s analysis.

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| 1. **Analysis of Program Data. Review and comment on any significant changes or noted concerns since last year’s PRP.**   **(For enrollment, WSCH, & FTEF data, use Fall term data only).**   * + [Enrollment, Enrollment Load, WSCH, and FTEF](https://sharepoint2.palomar.edu/sites/IRPA/SitePages/Productivity%20Metric%20Summary.aspx)   + [Course Success and Retention Rates](https://sharepoint2.palomar.edu/sites/IRPA/SitePages/Success%20and%20Retention.aspx)   + [Degrees and Certifications](https://sharepoint2.palomar.edu/sites/IRPA/SitePages/Degrees%20and%20Certifications.aspx)   Enrollment, Enrollment Load, WSCH and FTEF Enrollment: Journalism’s enrollment is down from 262 last year from 286 the year before. The highest enrollment of 306 came in 2011-12. Our Census load percentage is down also 57.21 percent, far beneath our high in 2011-12 of 85.47 percent. As always, we continue to aim to match the school census load of 82 percent. Enrollment has always been an issue for us and we have spent this fall looking at the causes. They are:  Lack of a cohesive marketing plan at the school level, forcing faculty to take it on without adequate money or staff  Lack of outreach with our local highs schools. The faculty has also been doing this on their own time, but could use school support to make better progress.  Counseling: Despite meeting with counselors, keeping in touch with our counseling liaison and attending all counseling invitations to meet with high school counselors, we have not been able to get the counseling department to funnel students our way. Anecdotal evidence suggests that even students who are firmly entrenched in our journalism classes are talked out of a journalism degree (which would lead to them being required to take more journalism classes) and talked into a University Studies degree (that leads them away from enrolling in more journalism classes.)  We are fighting these forces with the following enrollment plan:  Marketing: We have developed a logo, marketing material and a game plan to reach students on campus and in the community.  Outreach: We have cold called ALL local high schools with journalism programs and offered to come to campus to speak to the students to get them interested in Palomar College after they graduate. We also routinely send them information about our programs. We have made two visits so far and have three more scheduled.  Counseling: We are continuing to educate the counseling department on our programs, attending all of their invited events, and bringing up the University Studies issue to the Curriculum Committee for discussion.  WSCH /FTEF- WSCH for journalism is 827, which is a drop from 889 in 2013-14 and from 973 in 2011. FTEF is 2.8, which has been relatively consistent throughout the years. The WSCH/FTEF is 295 for the 2014-15 year and down from a high of 317 in 2010-11 and 2013-14. Course Success and Retention Rates- Although we struggle to get students into our classes, once we have them there, we are good at keeping them. Our success rate is 78 percent this year for Day classes and 68 overall, keeping in line with success rate campus wide. Degrees and Certificates. This is where General Studies is hurting us. We only transfer a handful most years and last year it was 1. |

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| 1. **SLOACs. Using the comprehensive SLOAC reports and faculty discussions as a guide, summarize your planned SLOAC activities for courses and programs for the current academic year. Link to SLOAC resources:** <http://www2.palomar.edu/pages/sloresources/programreview/>   Our SLOS goals are threefold:   1. Writing: That continues to be our strong point. We consistently see that 80 percent of our students achieve an 80 percent or higher on this goal. We need to continue this tradition by finding money for faculty to attend conferences and learn about new techniques in teaching writing. The other component is getting our request for a class size reduction that allows our writing classes to have the same 25 students as English classes do. Right now, we have 36 and a classroom built for 30. With extensive writing needed to continue this SLO, we need fewer students so we can work with them more. 2. Ethics: We continue to hit our marks for student comprehension on this goal as well. We will continue to find relevant current examples during the class to help emphasize the goal for the students. A variety of class speakers would help expand the information available in this area. This is a new goal for the faculty: Finding new guest speakers and asking them to concentrate on ethics as part of their talk. 3. Our third SLO is technology. This is where we are struggling but making progress. Through this process we have been given money for IPads to allow us to show the students how to use technology in journalism. We now have the facilities as well. The struggle is having enough support staff to maintain the equipment. We have part-timers trying to fill the void. To allow the students to use the technology in the way that matches the profession, we need more staff help. |

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| 1. **Other Relevant Data and Information.** 2. **Review other data and/or information that you included in last year’s assessment of your program (see Step II.C). (Examples of other data and factors include, but are not limited to: external accreditation requirements, State and Federal legislation, four-year institution directions, technology, equipment, budget, professional development opportunities). Describe other data and/or information that you have considered as part of the assessment of your program. If there is additional information you are using to assess your program this year, also describe that information here.**   Last year, we reported that Professor Erin Hiro visited with the director of the School of Journalism & Media Studies, at San Diego State University to learn about a new class on Online Reporting that exclusively used IPads to report, interview, record, edit and post news, photos, video, etc. As part of her sabbatical, she designed a similar course. In the Spring of 2014, Professors Hiro and Nelson met with the new dean of SDSU's journalism program and were told there is also a need for Social Media classes. Faculty worked with others from Graphics and Business to produce a Social Media Certificate and Social Media Content class for the Journalism Department. Those classes are being included in journalism course offerings when appropriate with challenging enrollments.   1. **Given this updated information, how are your current and future students impacted by your program and planning activities? Note: Analysis of data is based on both quantitative (e.g., numbers, rates, estimates, results from classroom surveys) and qualitative (e.g., advisory group minutes, observations, changes in legislation, focus groups, expert opinion) information.**   The first of the two classes designed to meet this need didn’t fill. The second is being offered this Spring. The department has been recruiting heavily for both of these classes and hopes to continue building the program when the enrollment numbers support it. We will also begin conducting yearly surveys with our current students to research their needs and desires for future programming. |

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| 1. **Labor Market Data. For Career/Technical disciplines only, review and comment on any significant changes or concerns since last year’s PRP. (See Step II.D). This data is be found on the CA Employment Development website at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/)**. Go here and search on Labor Market Information for Educators and Trainers (http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=112). Click on summary data profile on right side of page to search by occupation. (Check other reliable industry or government sources on Labor Market Data websites that support findings and are relevant to Region Ten – San Diego/Imperial Counties. Include job projections and trends that may influence major curriculum revisions.)**   Journalists in California make roughly $24 an hour and journalism jobs are projected to increase in number by 5.8 percent, adding 300 jobs from 2012 to 2022. That is good news for an industry that has been hit by big companies buying up newspapers and their high profit margins and then draining them of resources before selling them off. This shows that the trend is slowing and that more media companies -- with the need for writers and editors online as well as in print --- is growing. |

**STEP II. Progress on Previous Year’s Goals and Plans** (See ”Step III - Updated Goals and Plans” in your completed 2014-15 PRP at <http://www.palomar.edu/irp/PRPCollection.htm>).

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| **Discuss/Summarize progress on last year’s goals. Include**   1. **the impact on resources allocated and utilized;** 2. **any new developments or concerns that are affecting the program;** 3. **any new goals for the program; and** 4. **other information you would like to share.**   Goal 1: Get better, faster computers and IPads for technology training. Update: Goal was accomplished! The Journalism department received new Mac Computers for its new classrooms and 20 IPads. We also received an IPad charging cart to maintain the IPads. Journalism professors have been trained in the new technology and are ready to teach it when we have enough enrollments to add new technology classes. We hope to fill our first Social Media class this Spring.  Goal 2: Offer Online Journalism Course to students. Update: Goal was accomplished! We launched the new course in Spring 2015. We did not have enough enrollments and had to cancel the course but plan to bring it back next year with better recruitment.  Goal 3: Update Journalism Curriculum to reflect changing journalism landscape. Update: Goal was accomplished! Professor Erin Hiro used her sabbatical to take appropriate classes at SDSU. This knowledge helped with updating journalism curriculum as part of her sabbatical project. It was submitted and accepted in Fall 2014 and has been implemented ever since.  Goal 4: Implement new IPad technology: Goal accomplished. Background: The staff is currently using the technology in the classroom for reporting and video editing assignments. We integrated our new IPad cart and have installed all necessary applications. We have already started using them in our Journalism 210-215 classes and hope to use them in the new Journalism 130: Master Social Media class this spring.  Goal 5: Recruiting Faculty has worked very hard to keep enrollment numbers up in the face of enrollment decline school-wide. We have focused on reaching out to current students who are not journalism majors, reaching out to prospective students in the high schools and working with counselors at the high school and college levels. We continue to run our yearly Media Days to show off the media fields and we added a fall Open House this year. Lastly, we are establishing our alumni network through completing an alumni database.  NEW GOALS   * 1. Get Social Media And Online Journalism classes started (enough enrollment) and then grow them into integral parts of our journalism curriculum.   2. Establish a strong, continually updated alumni database that can help current and former students get jobs and get connected in this industry   3. Establish relationships with local high schools to recruit the next generation   4. Continue to build the staffs of the magazine and newspaper   5. Begin archiving the print edition of the campus newspaper, which has spanned over 69 years. If we could start the process of creating a searchable, digital database, then we could provide a valuable resource to Palomar students, staff and community at large. |

**STEP III. Resources Requested for FY 2015-16:** Now that you have completed Steps I and II, Step III requires you to identify all additional resources you will need to achieve goals, plans and strategies for Step II. First, identify all resource needs in each budget category. You may have up to five (5) requests per budget category. Provide a meaningful rationale for each request and how it links to your Goals, Plans, and Strategies. Resource requests to simply replace budget cuts from previous years will not be considered. Negotiated items should not be included in any resources requested. PLEASE NOTE THAT ALL FUNDING ALLOCATED BY IPC IS ONE-TIME AND MUST BE SPENT WITHIN THE DEFINED TIMELINE. Requests that support more than one discipline should be included on the “Academic Department Resource Requests” PRP form only. Click here for examples of [*Budget Category*](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)*.*

Prioritize within each category and then prioritize across categories in Step IV.

\*Refer to Strategic Plan 2016 Objectives at http://www.palomar.edu/strategicplanning/StrategicPlan2016-Year2.pdf

**Budget category a. Equipment (acct 600010 and per unit cost is >$500). Enter requests on lines below. Click here for examples of equipment:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **a1.** |  | **600010** |  |  |  |  |
| **a2.** |  | **600010** |  |  |  |  |
| **a3.** |  | **600010** |  |  |  |  |
| **a4.** |  | **600010** |  |  |  |  |
| **a5.** |  | **600010** |  |  |  |  |

**Budget category b. Technology (acct 600010, examples: computers, data projectors, document readers). Enter requests on lines below. Click here for examples of technology:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
| --- | --- | --- | --- | --- | --- | --- |
| **b1.** | **Money for new IPad apps.** | **600010** | **1-5** | **2,3** | **While teaching the students how to use IPads for reporting, we often come across new apps and programs that will help in that effort. We need to make sure our students are exposed to advances as they come. We can’t predict now what they will be but we need to have a small amount of money dedicated to new apps that will inevitable arise through the year.** | **$200** |
| **b2.** |  | **600010** |  |  |  |  |
| **b3.** |  | **600010** |  |  |  |  |
| **b4.** |  | **600010** |  |  |  |  |
| **b5.** |  | **600010** |  |  |  |  |

**Budget category c. Supplies (acct 400010 and per unit cost is <$500). Enter requests on lines below. Click here for examples of supplies:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **c1.** | **Office supplies** | **400010** | **1-5** | **3** | **The Journalism Department needs supplies such as paper, pens, dry-erase markers, printer cartridges, etc. to run the program. These supplies are used in the classroom, behind the scenes and for recruiting.** | **$1,000** |
| **c2.** |  | **400010** |  |  |  |  |
| **c3.** |  | **400010** |  |  |  |  |
| **c4.** |  | **400010** |  |  |  |  |
| **c5.** |  | **400010** |  |  |  |  |

**Budget category d. Operating Expenses (acct 500010; examples: printing, maintenance agreements, software license) Enter requests on lines below. Click here for examples of operating expense:** [**Budget Category**](http://www.palomar.edu/irp/Document%20Library/PRP%20Budget%20Category.pdf)

| **Priority Number for Resource Requests** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already partially funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **d1.** | **Archiving of Campus Newspapers** | **500010** | **1-5** | **2,3** | **We need to get our 69 years of paper archives in searchable, digital form so they can benefit the students, campus, community and preserve the history of the college. The Telescope Newspaper is one of the most in-depth, historical documents on this campus. It needs to be accessible and available to all.** | **$10,000** |
| **d2.** |  | **500010** |  |  |  |  |
| **d3.** |  | **500010** |  |  |  |  |
| **d4.** |  | **500010** |  |  |  |  |
| **d5.** |  | **500010** |  |  |  |  |

**Budget category e. Travel Expenses for Faculty (acct 500010: faculty travel only)**

| **Priority Number for Resource Requests** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
| --- | --- | --- | --- | --- | --- | --- |
| **e1.** | **Faculty Travel** | **500010** | **1-5** | **2,3** | **There are many faculty conferences both locally and across the nation that would benefit faculty. We need to have some money available to send faculty to these conferences. It allows faculty to see the newest software, teaching theories, etc., which in turn, benefits students.** | **$2,000** |
| **e2.** |  | **500010** |  |  |  |  |
| **e3.** |  | **500010** |  |  |  |  |
| **e4.** |  | **500010** |  |  |  |  |
| **e5.** |  | **500010** |  |  |  |  |

**Budget category f. Short-term hourly (temporary and student worker). Enter requests on lines below.**

| **Priority Number for Resource Requests** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
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| **f1.** |  | **230010** |  |  |  |  |
| **f2.** |  | **230010** |  |  |  |  |
| **f3.** |  | **230010** |  |  |  |  |
| **f4.** |  | **230010** |  |  |  |  |
| **f5.** |  | **230010** |  |  |  |  |

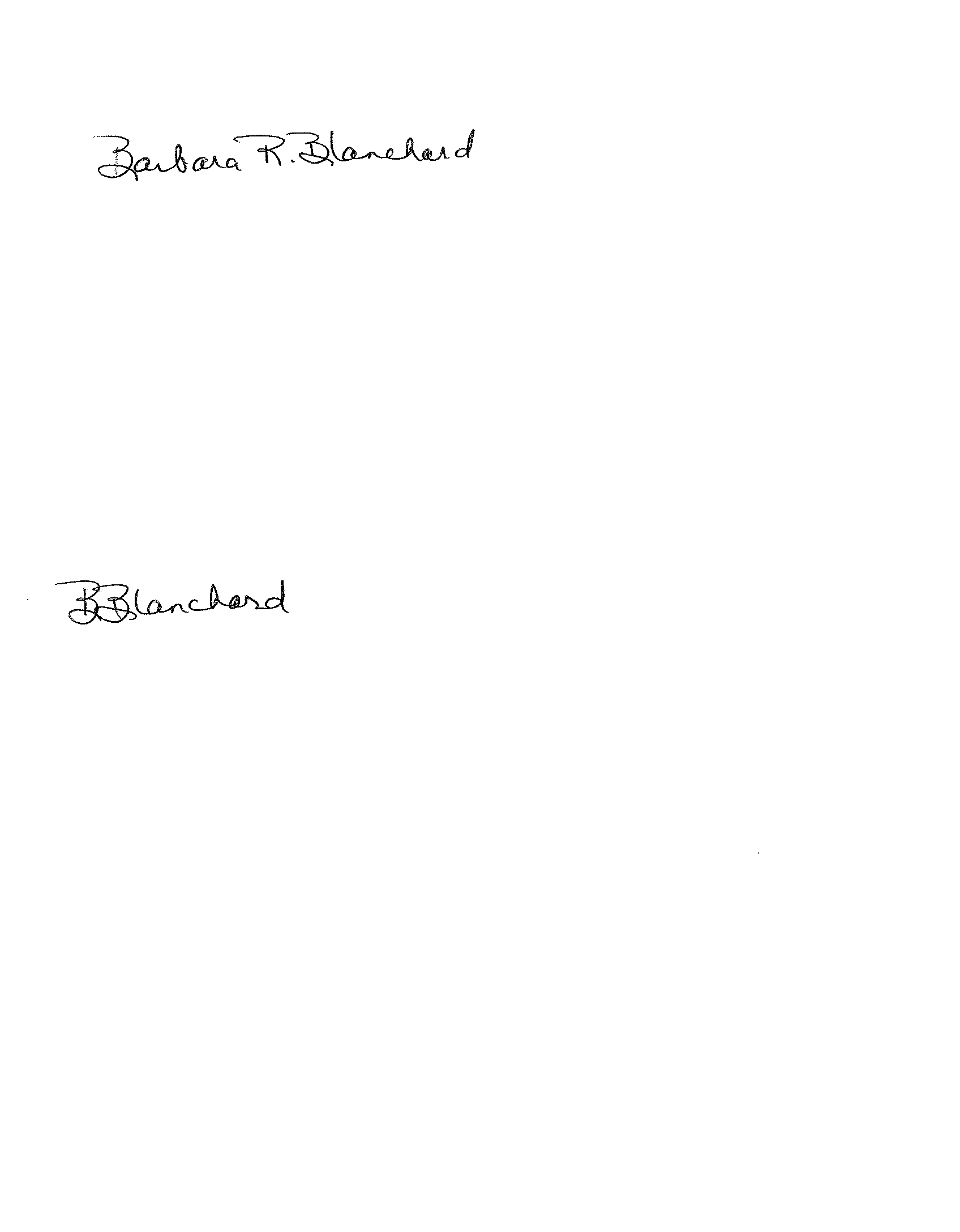
**STEP IV. Prioritize Resource Requests.** Now that you have completed Step III, prioritize all of your resource requests as one group; not prioritized within each budget category. This means you could have your #1 priority in technology, your #2 priority in short-term hourly, and your #3 priority in equipment, etc. If you actually have five (5) requests in each of the six (6) budget categories, you would end up with 30 prioritized requests**. IPC will not consider requests that are not prioritized.** Note that all funding allocated by IPC is one-time and must be spent within the defined timeline.

| **Priority Number for all Resource Requests in Step III** | **Resource Item Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, benefits, etc.)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1.** | **Archiving of Campus Newspapers** | **500010** | **1-5** | **2,3** | **We need to get our 69 years of paper archives in searchable, digital form so they can benefit the students, campus, and community and preserve the history of the college. The Telescope Newspaper is one of the most in-depth, historical documents on this campus. It needs to be accessible and available to all.** | **$10,000** |
| **2.** | **Faculty Travel** | **500010** | **1-5** | **2,3** | **There are many faculty conferences both locally and across the nation that would benefit faculty. We need to have some money available to send faculty to these conferences. It allows faculty to see the newest software, teaching theories, etc., which in turn, benefits students.** | **$2,000** |
| **3.** | **Money for new IPad apps.** | **600010** | **1-5** | **2,3** | **While teaching the students how to use IPads for reporting, we often come across new apps and programs that will help in that effort. We need to make sure our students are exposed to advances as they come. We can’t predict now what they will be but we need to have a small amount of money dedicated to new apps that will inevitable arise through the year.** | **$200** |
| **4.** | **Office Supplies** | **400010** | **1-5** | **3** | **The Journalism Department needs supplies such as paper, pens, dry-erase markers, printer cartridges, etc. to run the program. These supplies are used in the classroom, behind the scenes and for recruiting.** | **$1,000** |
| **5.** |  |  |  |  |  |  |
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**STEP V. Contract Position Requests.** Prioritize all contract positions you feel are needed to achieve goals, plans and strategies identified in Step II. Include all requests for Classified, CAST, and Administrator positions that either replace a vacancy due to retirements, resignations, lateral transfers, etc., or any new positions. You may request up to ten (10) positions and they must be prioritized to be considered by IPC. Please note that only these position requests will be prioritized by IPC when developing the annual Staffing Plan for Instruction.   (Do not include faculty positions.)

| **Priority Number for Contract Position Requests** | **Position Title/Category**  **Requested** | **Fund Category** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide a detailed rationale for the each position. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If position is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1.** | **ISA-3 80%** | **212210** | **1-5** | **Goal 1.4, 1.6, 2 and 3.1** | **We need a full-time, classified staff member to manage the journalism's three classrooms and multiple types of equipment. The journalism department simply cannot continue to be a leader in new reporting technology and techniques without adequate support staff. If we want to keep our reputation as the best in the county -- and keep winning the awards --- then we need more staff resources.**  **Duties would include:**   * **Training students in newest technology** * **Maintaining new IPad, other equipment** * **Providing support for new online journalism and social media courses** * **Building partnerships with the community by helping with outreach** * **Helping organize new journalism advisory council** * **Provide more open lab hours allowing students more access to equipment and providing a better sense of community at Palomar.** | **$84,437.16** |
| **2.** |  |  |  |  |  |  |
| **3.** |  |  |  |  |  |  |
| **4.** |  |  |  |  |  |  |
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| **10.** |  |  |  |  |  |  |

**Department Chair/Designee Signature Date**



**Division Dean Signature Date**