**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2010-11**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **Discipline: Journalism** | **03/11/2011** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2011)** |

**STEP I. ANALYSIS**

|  |  |  |  |  |  |  |  |
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|   |   |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2010 data are as of 1/30/2011 |   |
|   |   | **Fall 2007** | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Definitions** |
| **Enrollment at Census** | 116 | 127 | 135 | 126 | *Self Explanatory* |
| **Census Enrollment Load %** | 55.61% | 57.27% | 70.53% | 65.63% | Enrollment at Census Divided By Sum of Caps (aka "Seats") |
| **WSCH** | 394 | 436 | 486 | 421 | Weekly Student Contact Hours |
| **FTES** | 13.12 | 14.55 | 16.21 | 14.05 | One Full-Time Equivalent Student = 30 WSCH |
| **Total FTEF** | 1.60 | 1.40 | 1.39 | 1.40 | Total Full-Time Equivalent Faculty |
| **WSCH/FTEF** | 246 | 312 | 350 | 301 | WSCH Generated per Full-Time Equivalent Faculty Member |
| **Full-time FTEF** | 1.00 | 1.00 | 0.60 | 1.00 | FTEF from Contract Faculty |
| **Hourly FTEF** | 0.60 | 0.20 | 0.79 | 0.40 | FTEF from Hourly Faculty |
| **Overload FTEF** | - | 0.20 | - | - | FTEF from Contract Faculty Overload |
| **Part-Time FTEF** | 0.60 | 0.40 | 0.79 | 0.40 | Hourly FTEF + Overload FTEF |
| **Part-Time/(Total FTEF) %** | 37.50% | 28.57% | 56.76% | 28.57% | Percent of Total FTEF Taught By Part-Time Faculty |
| Student Achievement: **Non Distance Education Courses** |   |   | Those NOT taught via Distance Ed (see below) methods of instruction |
|  **● Retention Rate** | 87.85% | 97.48% | 96.83% | 93.83% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 68.22% | 67.23% | 61.90% | 70.37% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| Student Achievement: **Distance Education Courses** |   |   | Those taught via Internet, TV or non line-of-sight interactive methods |
|  **● Retention Rate** | - | - | - | 93.55% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | - | - | - | 38.71% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| **Degrees Awarded** | 1 | 1 | 1 | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2010-11) |
| **Certificates Awarded:** |  - | 1 | 1 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2010-11) |
| **- Under 18 Units** |  - |  - |  - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2010-11) |
| **- 18 or More Units** |  - | 1 | 1 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2010-11) |

| **I. A. Reflect upon and provide an analysis of the four years of data above (for a sample analysis see** <http://www.palomar.edu/irp/11PRYear1/sampleforIA.pdf>) |
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| **Enrollment has held steady in journalism over the past four years despite the fact that the field of journalism has gone through "a dark period" of lay-offs and downsizing, according to what San Diego Union-Tribune Multimedia Editor Robert York told Palomar students March 8. He added that the U-T was an example of a nationwide trend of massive cuts but has now bounced back and is hiring young journalists. That is good news for our program. We were already holding steady during this dark time, keeping enrollment at 126 in Fall 2010, which is up slightly from 116 in Fall 2007. Enrollment did drop slightly from last year but the journalism department responded by increasing its recruitment. For the students in the program, the retention rate has remained strong at 93. 9 percent in 2010, which is up from 87.9 percent in Fall 2007. Our success rate has steadily increased over the last four years, starting at 68 percent in 2007 and coming in at 70 percent in 2010. We have just launched our first online class so our Distance Education program so don't have anything to compare but we feel good about our 94 percent retention rate! On the full-time faculty side, we only have one, so the drop in 2009 was when that professor when on maternity leave. While we could always use another full time faculty member, what concerns the department is the lack of journalism classes. There are so many classes that are requested by our students. Students say they want more sections of Journalism 101. They also request specialized classes, such as Investigative Journalism, Advanced Reporting and Writing, Multimedia Journalism and others. When we get those classes, we have a long list of qualified, willing, exceptional people who would like to teach them. We have been forced to cut so many extra classes that we have nothing to offer our students or these adjunct faculty. This is evident in the statistics. In Fall 2007, we had 38 percent of our course taught by part time faculty and that number increased to 58 percent in 2009 but dropped to 29 percent in Fall 2010. If our department could bring back its core classes (we cut Journalism 101 by two per year in 2008-2009) that would allow us to bring back adjunct faculty and get more students ready for journalism's renaissance!**  |

| **I. B. Please summarize the findings of a Course or Program SLO assessment conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **The Course SLO for journalism is for each student to be able to write a hard news story. We assessed this SLO by giving each student information and asking them to write a hard news, journalistic story at the beginning of the semester and again at the end of the semester. To pass the course, they need to be able to adequately take that raw information and put it into a correct, news story form, complete with grammar, AP Style, proper form, lead, etc. We made the measurement 80 percent, which is the guide most four-year schools provide for the class to be used for transferring. We found that a majority of the students who are still participating in the course (i.e. completing their assignments and participating in lecture) are able to complete this course. Those who fail to achieve our course SLO are those who stop participating (usually half way through the semester.)**  |

| **I. C. Reflect upon the SLO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**  **(For examples of such analysis, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
| --- |
| **Since we found that those who fail to meet our Course SLOs are those who stop participating we decided to see if we could help bring them back. Last semester, the journalism department began contacting these students who do not withdraw but stop participating to see how we can help them succeed. While most said their failure stemmed from personal issues apart from school, we did find that a few felt overwhelmed and responded to our reaching out. They were willing to work with the faculty one-on-one to catch up. Now, the faculty reiterates our commitment to helping students learn and emphasizes on the syllabus the department's willingness to help our students succeed.**  |

| **I. D. For Career Technical disciplines only, please provide a brief summary of the labor market outlook. This data can be found at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/) **Please include job projections and trends that may influence major curriculum revisions.** |
| --- |
| **According to the state's Employment Development Department, the profile of jobs for Reporters and Correspondents in San Diego County is looking good. There are 672 newspaper, book or publishing companies in the county alone, and 150 radio, television and cable jobs. The state reports another 279 employers in this field. In the next 10 years, the state estimates there will be about 500 new openings within the county along with 1,700 in the state. That bodes well for our future journalists. For salary, the state reports the median income is $20 an hour. Journalism has never been a high-paying job because and the statistics support that. We tell our students that people who do this job do so because of a passion for writing and for helping the community. Our students understand that the media is CRUCIAL to democracy and maintaining a free society.** |

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| **STEP II. PLANNING****Reflecting on the 4-year trend data, the SLO assessment results, and the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**, describe/discuss the discipline planning related to the following: (For sample reflections, see** <http://www.palomar.edu/irp/11PRYear1/samplesforII.pdf>) |

| **II. A. Curriculum, programs, certificates and degrees (consider changes due to Title 5 or other regulations, CSU/UC transfer language updates, articulation updates, student retention or success rates, workforce and labor market projections, certificate or degree completions, etc.)** |
| --- |
|  **With the journalism industry rebounding and our student numbers holding steady, the journalism department needs to add to its curriculum. Currently, with class cuts and budget woes, we have only been able to offer core courses on news writing and producing the newspaper. While we are winning awards for that work, the journalism department will not rest on its laurels. We brought in media experts from all over the county for Media Days on March 8-9. What they told us is that we need to be continually evolving and teaching the newest technology. The journalists told us that they are looking for new journalists who have the latest multimedia training. And students tell us that they will stick around longer if we can offer specific courses that prepare them for this new kind of journalism. We have a great core group of classes but we need to expand to keep our current students, satisfy the job market and to lure in new students. Our program is already one of (if not the best) programs in the county and we need to stay that way.**  |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
| --- |
| **To meet industry needs and students' wants we must offer courses on specific kinds of journalism. Our industry experts tell us they want reporters who understand and utilize social media for reporting. We need a class that teaches multimedia journalism, including how to break new via Twitter and Facebook and how to use it to gain new readership. We also need a feature writing class to meet the needs of the magazine industry and for students, since many want to work in that specific field. We also have a lot of students who are interested in investigative journalism, public affairs reporting and sports writing. All of these courses would help our students learn vialble skills that will get them a job in journalism.** |

| **II. C. Faculty (Briefly discuss the faculty hiring needs for this discipline. This discussion does not replace the requirement to submit a Rationale Form for Faculty Hiring to IPC.)** |
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| **We need help in two ways:****1. We need to add back sections of Journalism 101 and to create new courses so that we can give our students specialized training in skills such as multimedia journalism, sports writing and investigative journalism.****2. We need a part-time Teaching Assistant who can help help those students practice those newly acquired, technological skills in a lab and for campus publications such as The Telescope newspaper and Impact Magazine.** |

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| **STEP III. RESOURCE REQUESTS FOR DISCIPLINE:**  |
| **III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SLO assessment results in Step I and/or to any other evidence not apparent in the data or SLO Assessment** results. NOTE: Do **NOT** include Resource Requests that duplicate requests from other disciplines In your department. Place requests common to two or more disciplines on the form: ACADEMIC DEPARTMENT RESOURCE REQUESTS. |

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **a1.**  | **Toner cartridges** | **1** | **2** | **This is an ongoing cost for us. We need the cartridges to print out newspaper pages but they are expensive. We go through at least two a semester at $150 each.** | **$600** | **On-going** | **Yes by advertising revenue but we are worried that might drop with the ongoing recession. Other schools are seeing drops and we want to continue to pay for the entire cost of the printing. Taking these costs off the newspaper and back to the department would help and seems fitting.** |
| **a2.**  | **Flip video cameras** | **2** | **2** | **To improve our students multimedia skills, we have learned that smaller, handheld video cameras that plug into laptops are an effective way to get video onto the web instantly. This is a skill industry experts say our students need to have.** | **$600 for three** | **One-time** | **No** |
| **a3.**  |  |  |  |  |  |  |  |
| **a4.**  |  |  |  |  |  |  |  |
| **a5.**  |  |  |  |  |  |  |  |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **b1.**  | **Laptops (4)** | **1** | **2** | **We received a grant to buy laptops this fiscal year but we could only afford PC laptops. Journalisms use Apple products because of the design programs. We really need Mac laptops for students to use to practice backpack journalism. The industry is demanding that students know now to report, write, take picture, edit video and post it all online from the field. We need Apple laptops to do so.** | **$6,000** | **One-time** | **No** |
| **b2.**  |  |  |  | **.**  |  |  |  |
| **b3.**  |  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |  |
| **b5.**  |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500 supplies) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **c1.**  | **Handheld microphones (3)** | **4** | **2** | **We need hand held microphones to go with our video cameras for webcasts, video reporting and other multimedia endeavors** | **$150 each or total of $450** | **One-time** | **No** |
| **c2.**  | **Small copy machine** | **5** | **2** | **The department needs a small copier for quick copying during class and newspaper production. The dept. copier is across campus. We had two hand-me-downs and both broke within a year and are too old to be fixed.** | **$200** | **One-time** | **No** |
| **c3.**  | **Tripods** | **3** | **2** | **Industry experts tell us we need to train our students to be multimedia savvy. We have a few video cameras that need tripods to produce higher quality video. My students keep complaining that they can't take quality video with a shaky hand.** | **$300** | **One-time** | **No** |
| **c4** | **Printer paper** | **2** | **2** | **This is another ongoing operational expensive of the newsroom** | **$200** | **On-going** | **Yes by advertising revenue but we are worried that might drop with the ongoing recession. Other schools are seeing drops and we want to continue to pay for the entire cost of the printing. Taking these costs off the newspaper and back to the department would help and seems fitting.** |
| **c5.**  | **Assignment sheets** | **1** | **2** | **This is an ongoing expense of the newsroom to print out tri-copy sheets for story assignments.** | **$300** | **On-going** | **Yes by advertising revenue but we are worried that might drop with the ongoing recession. Other schools are seeing drops and we want to continue to pay for the entire cost of the printing. Taking these costs off the newspaper and back to the department would help and seems fitting.** |

|  **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **d1.**  | **MCT Wire Service** | **1** | **2** | **This wire service provides national news for journalism students to use in the newspaper. This follows the model that professional newspaper in incorporating wire stories into their content.**  | **$1000** | **On-going** | **Paid by The Telescope but we are worried about the unpredictabiilty of advertising dollars, which need to pay for printing first.** |
| **d2.**  | **Archiving**  | **3** | **2** |  **We need to get our 50 years of paper archives in digital form so they can benefit the students, campus, community and preserve the history of the college.**  | **$6,000** | **One-time** | **No** |
| **d3.**  | **Website overhaul** | **2** | **2** | **We need to pay someone to overhaul our website www.the-telescope.com so that it can go on the school’s server and be easily maintained by students.**  | **$2,000** | **One-time** | **No** |
| **d4.**  | **Magazine printing** | **4** | **2** | **The new magazine is launching this semester. Printing is costly for the magazine so while we were able to secure grants for the start, we need money to sustain it each semester. It provides real experiences for our magazine students.** | **$10,000** | **On-going** | **No** |
| **d5.**  | **Faculty Travel (2 people)** | **5** | **2** | **Our faculty needs to travel for conferences that help them keep abreast of the latest advances in the industry. They also travel with students to let the students compete and learn at statewide competitions. We need money to allow faculty to afford these exciting opportunities.** | **$2,000** | **On-going** | **We have been using co-curicular money to pay for faculty travel but it means fewer students can accompany us.** |

|  **e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **e1.**  |  |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

| **f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **f1.**  | **A part-time instructional assistant working 20 hours per week** | **1** | **2** | **We need a part-time instructional assistant who specializes in multimedia and can teach the students the ever-evolving programs that are needed to be a journalist these days. Those include audio and video projects as well as programs that help with investigative journalism.**  | **$10,000** | **On-going** | **No** |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

| **III. B. Are there other resources (including data) that you need to complete your discipline review and planning?** |
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| **No** |

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| **STEP IV. SHARE YOUR ACCOMPLISHMENTS (AKA Brag, Toot your horn) Please include at least one discipline accomplishment that you’d like to share with the college community.** |
| **The Journalism Department just hosted the second Media Days where industry experts from around the county came to Palomar to share their knowledge, passion and expertise with journalism students. We are making a name for ourselves as THE place to get journalism training. We keep seeing students who tell us they come to Palomar because they hear we are the best place to get hands-on journalism training in this county. We plan to keep proving them right.****When we moved into our new class room, we put up all of our plaques and awards. We filled up an entire wall and still have two boxes of awards left over. We consistantly win awards in news writing, reporting, photography and design against two-year schools around the state and even four-year schools in this county.**  |

| **STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.** |
| --- |
| **N/A** |

| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
| --- |
| **Thank you to the district for your consideration and support!** |

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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Erin Hiro, Journalism Professor*Name*** | **Wendy Nelson, Communications Professor*Name*** | ***Name*** |

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| --- | --- | --- |
| ***Name*** | ***Name*** | ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than March 11**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by March 18**
* **Email an electronic copy to** **jdecker@palomar.edu** **by March 18**