**Palomar College – Program Review and Planning**

**Instructional Support and Other Units**

Includes: Instructional Services Office, Division Dean’s Offices, Occupational & Noncredit Administrative Office, Workforce and Community Development and Extended Education (Centers and Site Operations), KKSM, PCTV, Library, Telescope, Boehm Gallery, Academic Technology, Tutoring, Planetarium, Service Learning, etc.

**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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| #**InstSuppt&Other: Telescope Newspaper** |  |
| **Instructional Support Unit Reviewed (Each Unit is required to complete a Program Review)** | **03/11/2011** |

**STEP I. Describe Your Unit**

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| **I. A. Mission:**  |
| **To provide the college with a campus newspaper while educating our students in the field of print journalism.** |

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| **I. B. Personnel Assigned (Include names and titles):** |
| **Erin HIro, Adviser** |

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| **I. C. Current Operating Budget (Do not include permanent salaries):** |
| **$20,000** |

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| **I. D. Source(s) of Funding:** |
| **Loan from the district at the beginning of the school year that is paid back by the following summer. The Telescope newspaper earns about $20,000 in advertising revenue throughout the year that pays back the district loan. The loan allows the newspaper to avoid cash flow problems.** |

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| **I. E. Location of Office(s):** |
| **MD-228 -The Telescope newsroom** |

**STEP II. PLANNING**

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| **II. A. Discuss your unit’s alignment with the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf) **(http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)** |
| **The newspaper is a hands-on application of the theories and teachings of journalism. It allows our students to learning journalism by doing journalism. It teaches them how to report, write, edit, work with multimedia, take photos etc. The newspaper also serves the community by serving as a watchdog on publicly funded education and informing residents who their tax money is being spent.** |

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| **II. B. Discuss the planning assumptions that will guide your unit’s activities during this plan period. Your discussion should include expected demand, funding trends, pedagogical and technological trends, anticipated trends in student needs and/or demographics, advisory groups, etc.** |
| **Industry research tell us that students need to know how to report/write/do video and podcasts, etc. We are striving to stay on top of this technology trend and make our students web savvy but we need our equipment to keep up with us. They need cutting edge equipment and additional classes to help them learn those skills.** |

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| **II. C. Discuss any challenges your unit is facing. Include your response to these challenges.** |
| **Our biggest challenge is not having enough money to pay our instructional assistant money to help my students go beyond traditional computer skills. Students need to learn complex computer programs to help them be better reporters. We don’t have the faculty time or the adequate equipment to teach those specialized skills. We need someone with at least 20 hours a week to help in class and also be available in the newsroom lab so that we can keep it open longer for students.** |

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| **II. D. What are the strengths of your unit?** |
| **The newspaper has an excellent reputation because it builds a strong journalism foundation in its students. The students develop excellent writing, editing, photography and design skills. They also learn to work with others in a “real world” newsroom environment with deadlines, breaking news, etc. The program also allows students to travel to journalism conventions where they attend workshops, compete against other journalism students and network with potential future employers. They tend to win multiple awards for their work both at the competition and throughout the semester. Those awards not only empower them but look good on their resumes!** |

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| **II. E. What can your unit do better?** |
| **We can always improve our coverage of the school, produce better writing and more hard news stories. Beyond that, we need to improve our website, with more videos, audio features, pod casts, interactive maps, blogs, etc.** |

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| **II. F. List at least one major accomplishment that you’d like to share with the college community.** |
| **The Telescope has received a General Excellence Award for the last two years from the statewide Journalism Association of Community Colleges in addition to over 15-20 individual awards twice a semester. We placed second at the San Diego County Fair last year and bring in multiple awards from the San Diego Society of Professionals Journalists.** |

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| **II. G. What are your goals for the next year? Include your method of assessment and a timeline for each goal.** |
| **Telescope Goals Spring 2011:**1. To produce the best newspaper possible
	1. This is always the main goal. We are doing a good job already but we can always do better. We need to see the following consistently in the newspaper
		1. Hard-hitting news stories
		2. Investigative pieces
		3. Human interest stories
		4. Thought-provoking opinion pieces
		5. Great photographs
		6. Informative graphics/maps
		7. Interesting, engaging design
		8. More advertising
	2. Assessment is based on future awards we will win as well as feedback from industry experts who routinely critique our newspaper.
	3. Goal deadline: Throughout the year.
2. To overhaul our website [www.the-telescope.com](http://www.the-telescope.com)
	1. We need to change website providers so while we are in transition, it seems like a good time to revamp the website. We have a student who has offered to redesign the website and make it user friendly for the revolving door of student editor who will be maintaining it through the years. But we need money to make that happened.
	2. Assessment will be based on feedback from our student staff, industry experts and how we fare at future awards programs.
	3. Deadline: We would like to get the new website up and running by August 2011.
3. To increase the media on our website
	1. One we get a new website going we need to continually put good material on there to draw viewers onto our website. We are already seeing increased viewer traffic but we need to keep up that momentum. Here are the items we need to see more of
		1. Breaking stories
		2. Photo slideshows
		3. Audio stories
		4. Podcasts
		5. Webcasts
		6. Videos
		7. Blogs
		8. Interactive graphics
	2. Assessment will be based on comparing our website now with our website in Spring 2012
	3. Deadline: Spring 2012
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**STEP III. RESOURCES: What resources will you need to accomplish your unit’s mission?**

**a. Equipment (per unit cost is >$500) *Enter requests on lines below.***

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| **Resource** | **Describe** **Resource** **Requested** | **Priority** | **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 unit’s mission and goals, an analysis of appropriate data, planning assumptions and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Funding Source: G=General FundR=Restricted (Be specific) D=Designated(Be specific)** |
| **a1.**  | None |  |  |  |  |  |  |
| **a2.**  |  |  |  |  |  |  |  |
| **a3.**  |  |  |  |  |  |  |  |
| **a4.**  |  |  |  |  |  |  |  |
| **a5.**  |  |  |  |  |  |  |  |

**b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.***

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| **b1.**  | None |  |  |  |  |  |  |
| **b2.**  |  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |  |
| **b5.**  |  |  |  |  |  |  |  |

**c. Budget for 4000s (per unit cost is <$500)(supplies) *Enter requests on lines below.***

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| **c1.**  |  |  |  |  |  |  |  |
| **c2.**  |  |  |  |  |  |  |  |
| **c3.**  |  |  |  |  |  |  |  |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

**d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.***

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| **d1.**  |  **Printer Service agreement** | **5** | **2** | **We need to pay for the ongoing maintenance of our coming printer** | **$300** | **Ongoing** | **G** |
| **d2.**  |  **Comet Copy** | **4** | **2**  | **We need money for the usual office/classroom printing costs** | **$600** | **Ongoing** | **G** |
| **d3.**  |  **Mailing** | **2** | **2** | **The newspaper mails out editions, bills, contest entries, etc. as part of maintaining its remarkable reputation.** | **$150** |  **Ongoing** | **G** |
| **d4.**  |  **Binding** | **1**  | **2**  | **We bind the newspapers each year to add to our 50+ year archives that preserves the history of this college.** | **$200**  | **Ongoing** | **G** |
| **d5.**  |  **JACC** | **3**  | **2**  | **We are a member of this organization that helps keep us current in the field and also provides beneficial conferences to our students and faculty. We need help paying the cost of membership dues and entry fees.** |  **$1,000** |  **Ongoing**  | **G** |

**e. Classified staff position (contract) *Enter requests on lines below.***

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| **e1.**  |  |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

**f. Classified staff position (temporary or student workers) *Enter requests on lines below.***

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| **f1.**  |  |  |  |  |  |  |  |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

**Please identify faculty and staff who participated in the development of the plan for this department:**

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| **Erin Hiro, Journalism Professor*Name*** | **Wendy Nelson, Communication Professor** |  ***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**