**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2012-13**

**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: Communications** | **09/28/2012** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2012)** |

**STEP I. ANALYSIS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2011 data are as of 1/31/2012 |   |
|   |   | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Fall 2011** | **Definitions** |
| **Enrollment at Census** | 335 | 320 | 296 | 248 | *Self Explanatory* |
| **Census Enrollment Load %** | 92.54% | 107.38% | 104.59% | 95.38% | Enrollment at Census Divided By Sum of Caps (aka "Seats") |
| **WSCH** | 1,051 | 1,010 | 929 | 895 | Weekly Student Contact Hours |
| **FTES** | 35.02 | 33.67 | 30.97 | 29.82 | One Full-Time Equivalent Student = 30 WSCH |
| **Total FTEF** | 1.80 | 1.60 | 1.60 | 1.40 | Total Full-Time Equivalent Faculty |
| **WSCH/FTEF** | 584 | 631 | 581 | 639 | WSCH Generated per Full-Time Equivalent Faculty Member |
| **Full-time FTEF** | 1.00 | 0.40 | 1.00 | 1.00 | FTEF from Contract Faculty |
| **Hourly FTEF** | 0.20 | 0.80 | 0.20 | 0.20 | FTEF from Hourly Faculty |
| **Overload FTEF** | 0.60 | 0.40 | 0.40 | 0.20 | FTEF from Contract Faculty Overload |
| **Part-Time FTEF** | 0.80 | 1.20 | 0.60 | 0.40 | Hourly FTEF + Overload FTEF |
| **Part-Time/(Total FTEF) %** | 44.44% | 75.00% | 37.50% | 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** | 95.43% | 97.11% | 97.03% | 96.77% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 66.21% | 80.17% | 71.78% | 64.52% | 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** | 87.50% | 88.52% | 97.50% | 84.00% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 48.96% | 45.90% | 62.50% | 68.00% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| **Degrees Awarded** |  - |  - |  - | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2011-12) |
| **Certificates Awarded:** | 1 | 1 |  - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- Under 18 Units** | 1 | 1 |  - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- 18 or More Units** |  - |  - |  - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |

| **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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|  **It is clear from the above numbers that the communication discipline within the Media Studies Department has been at full and over capacity for the years cited. Enrollment decreased during the last three years due to budget cuts and class cancellations. The classes that remain are full to capacity each semester with waiting lists. High enrollments over 100% indicate that instructors are enrolling a significant number of crashers. This shows that there is a need for more sections. Adjunct instructors carry an average of 30-40% FTEF. These numbers changed due to sabbatical leaves in 2009. The high enrollments – above 90% for all cited years and over 100% for two years – are indicating the magnitude of the enrollment pressure felt by this student group. Retention rates are all above 90% and the average for success rates is about 70%. The retention rate for online classes is about at 90%. The success rate for online students has increased over the last two years and is almost at 70%.**  |

| **I. B. Please summarize the findings of Course AND Program SLO assessments conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I. B 1. All of the communication courses have SLOS in the outcomes database and all SLOs have been assessed. In all of the courses the criterion were met for the course SLOs. For the Communication 100 courses students learned and showed an understaning of bias in the news and the role media play in our democracy. In the Communication 105 courses students were able to identify and describe common stereotypes in the media. In the public relations courses, students were able to analyze information and write an effective news release.** **I B 2. The program outcome for Public Relations was: Use and evaluate technologies that enhance the communication process. The assesment method was the creation of portfolio media kit. 90% of the students created the multimedia press / media kit.**  |

| **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>) |
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| **I.C.1 Please reflect upon the Course SLO findings in Box B (above) beginning on the next line.****The students in the communication courses are learning the identified course outcomes. Prerequisites were an area of discussion for the public relations class because it was discovered that students taking JOUR 101 prior to the course scored higher on the writing assignments. It was also discussed and noted that providing students with rubrics helped them perform better.** **I.C.2 And, please reflect upon the Program SLO findings in Box B beginning on the next line.****The program outcome for public relations was assessed last year. The assessment method used a portfolio approach. Students did well on the assessment but lacked some skills in multmedia production including audio and video. Public relations professionals are being asked to create more audio and video content - so this area will be emphasized more in the course. In addition, a new multimedia journalism course is being created to also help with these skills.** |

| **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.** |
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| **According to the labor market information, jobs for the public relations industry are on the rise and will continue to rise in the future. When the budget improves we will add additional sections of our Public Relations class . Every time we offer this class the enrollment is high and many students want to take it when it is not offered.** |

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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.)** |
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| **The SB1140 transfer degrees will affect our communication courses. Both the communication and journalism transfer degrees are complete. The COMM 100 course is included in the Communication Transfer degree and Journalism Transfer degree. Communication 105 is also offered as part of the Journalism transfer degree. There will be an incresed demand for the Communication 100 and 105 courses.** **We will continue to assess our courses and add new SLOs this year. We also want to evaluate the Publc Relations Certificate and consider adding additional courses.** |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
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| **Our enrollment numbers are high. We know from the number of students on our waitlists and those crashing our classes that there is a demand for more sections. Communication 100 and Communication 105 have had high enrollments for many years. However, Communication 104, our public relations course, is also filling each semester it is offered. Because of this demand, we would like to offer it every semester, not only in the fall. We would also like to offer sections of all three courses at our new education centers.** |

| **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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| **None at this time.** |

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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.**  |  |  |  |  |  |  |  |
| **a2.**  |  |  |  |  |  |  |  |
| **a3.**  |  |  |  |  |  |  |  |
| **a4.**  |  |  |  |  |  |  |  |
| **a5.**  |  |  |  |  |  |  |  |

| **b. Technology (computers, data projectors, document readers, 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?** |
| **b1.**  |  |  |  |  |  |  |  |
| **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.**  | **Media Education Foundation****1) Latinos Beyond Reel****2) The Crisis of Whiteness****3) Sext Up Kids****4) New releases** | **1** | **2.7** | **Because our classes focus on the media - we need to continually update our media / DVD library to help illustrate current issues and concepts. This is especially important for our online classes.** | **$1500** | **on-going** |  |
| **c2.**  |  |  |  |  |  |  |  |
| **c3.**  |  |  |  |  |  |  |  |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

|  **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.**  |  |  |  |  |  |  |  |
| **d2.**  |  |  |  |  |  |  |  |
| **d3.**  |  |  |  |  |  |  |  |
| **d4.**  |  |  |  |  |  |  |  |
| **d5.**  |  |  |  |  |  |  |  |

|  **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.*** |
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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?** |
| **f1.**  |  |  |  |  |  |  |  |
| **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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| **We need a commitment from the college that classrooms will be available for our communication classes. When the Humanities building is completed we will have our own classroom. However, at this time we do not have any priority classrooms. We have been using a division room in the MD building, but it is small and can only fit 35 students. We really need a lecture room with at least 40 seats.** |

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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 Communication program continues to attract new students. Many times our students take one class and then go on to take all of the courses we offer. Our program was represented at our Media Days event. We added a panel of public relations professionals to our lineup this year. Other speakers talked to our students about jobs in journalism, magazine, photography, film and multimedia. Many of our students have transferred to 4-year colleges and many are currently working in the industry.** |

| **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.** |
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| **NA** |

| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Wendy Nelson*Name*** | ***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 September 14, 2012**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by September 28, 2012**
* **Email an electronic copy to** **jdecker@palomar.edu** **by September 28, 2012**