**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** **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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| **InstSuppt&Other: Telescope Newspaper** | **09/26/2012** |
| **Instructional Support Unit Reviewed (Each Unit is required to complete a Program Review)** | **Please Add Date (00/00/2012)** |

**STEP I. Describe Your Unit**

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

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

| **I. C. Current Operating Budget (Do not include permanent salaries):** |
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| **$15,000** |

| **I. D. Source(s) of Funding:** |
| --- |
| **Advertising secured by student ad manager. The district provides a loan at the beginning of the school year that is paid back by the following June, if not earlier. The Telescope newspaper always pays the district back in full and tries to save any extra money for equipment needs. The loan allows the newspaper to avoid cash flow problems.** |

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

**STEP II. PLANNING**

| **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 learn 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. It strives to inform students, faculty, staff and area residents on how their tax money is being spent.** |

| **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.** |
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| **Our advisory panel has told us that Palomar students need to know how to report/write/ and produce multimedia content when they leave our program. With the recession, journalism organizations cannot pay a high salary but still need journalists who can generate multimedia content. Our students are uniquely positioned to leave our program and earn a job at a top media organization such as the UT San Diego because they have the newer technology skills that more established journalists don't have. The journalism department has spent the first four weeks of the Fall 2012 semester revamping our entire curriculum to reflect those changes. We are keeping the standard journalism writing and reporting training but augmenting it with multimedia training to allow students to offer future employers a variety of skills. To meet that goal, we need funding for a new multimedia class, upgraded computer equipment and a permanent Instructional Assistant!** |

| **II. C. Discuss any challenges your unit is facing. Include your response to these challenges.** |
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| **Our biggest challenge is not having enough money to pay our instructional assistant money to help Palomar 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. Right now, we hire temporary employees if we have any extra money. What we need is a permanent classified position where a person can help the class and also be available in the newsroom lab so that we can keep it open longer for students.** |

| **II. D. What are the strengths of your unit?** |
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| **The newspaper has an excellent reputation because it builds a strong journalism foundation in its students. The students develop exceptional 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 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! Strong resumes lead to internships. The Telescope newspaper allows students to gain the experience needed to then win an internship at a local media outlet.** |

| **II. E. What can your unit do better?** |
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| **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.** |

| **II. F. List at least one major accomplishment that you’d like to share with the college community.** |
| --- |
| **The Journalism Department hosted the third Media Days this spring where industry experts from around the county came to Palomar. The Journalism department professors and staff had organized the first two on our own. In the Fall of 2011, we joined forces with CSUSM and MiraCosta College and applied for a North County Higher Education Alliance grant. We received the grant and were able to expand our Media Days event from two to four days. We also hosted speakers on all three campuses and expanded our topics from print journalism to journalism and mass communication. We were able to teach our students about the field, recruit new students and educate the community. Media Days was a great success and we plan to repeat it again in the Spring of 2013.**  **Academically, the department faculty and staff are always pushing ourselves to stay on the cutting edge of journalism training. We have secured a Perkins grant to attend more conventions for training this year. We also convened an advisory board meeting in the spring of 2012 to learn about what current reporters, photographers and editors are doing in the field and what skills they need to secure jobs. The overwhelming consensus was that journalism students need to be able to write, report and use technology to get the news out to their readers and viewers. Our program has always excelled at the first two and we are currently changing our curriculum to include more time working on technology. We need a permanent Lab Assistant so he/she can work with students in that area.**  **Meanwhile, our students continue to win awards for their writing, photography and design. Our students have been written up twice in the North County Times for the awards they have won, including an article in June where The Telescope won Best College Newspaper by the San Diego Chapter of the Society of Professional Journalists!**  **In Spring 2012, Palomar College’s journalism students earned 18 statewide awards for their campus newspaper, magazine and newspaper website at the annual state convention of the Journalism Association of Community Colleges (JACC). For the third year in a row, The Telescope received a state General Excellence Award for its campus newspaper. Palomar’s new campus magazine IMPACT and The Telescope’s redesigned website www.the-telescope.com also received General Excellence Awards. The student-run publications beat out about 45 other community college journalism departments across the state.**  **In Spring 2011, Journalism students traveled up to Sacramento to earn 13 statewide awards in photography, news writing, sports writing, design, video journalism, critical review, and others at the JACC state convention. For the second year in a row, The Telescope received a General Excellence Award for its campus newspaper. It also received first place for design, beating out 50 other community colleges and 600 students across the state.**  **Lastly, several of our students have secured internships or jobs because of the Journalism Department's solid network of media contacts.**  **David Leonard, Front Page Designer, Gannett Company**  **Kaity Bergquist, Internship, U-T San Diego**  **Colleen Peters, Internship, U-T San Diego**  **Deb Hellman, Intership, North County Times**  **Nick Shumante, Internship with marketing firm**  **Belinda Callin, Job with Tennis Pro website**  **Maggie Avants, Job with Patch.com**  **Mark Saunders, Freelancing with Patch.com**  **Shaun Kahmann, Freelancing with Patch.com**  **Matt Slagle, Internships with UT-San Diego, North County Times and KUSI** |

| **II. G. What are your goals for the next year? Include your method of assessment and a timeline for each goal.** |
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| **Goal: Increase the readership of The Telescope newspaper and its website www.the-telescope.com.**  **We plan to accomplish this by:**  **Reassessing our distribution plans**  **Advertising the website via email blasts and social media**  **Having each staff member distribute the paper in their classes**  **Marketing the newspaper to other departments**  **Timeline: One year**  **Method of Assessment: Look at website hits, and track number of newspapers taken off the racks. Compare with past years.**  **Goal 2: Building the staff**  **Recruit new students in Palomar classes**  **Recruit new students at local high schools**  **Work with existing students to make sure they don't feel lost in the class**  **Timeline: Each semester**  **Method of Assessment: Compare at enrollment numbers, document outreach tactics.**  **Goal 3: Improving the content of the newspaper and website**  **Adding more class discussion about content**  **Inviting professional journalists to come in and critique our content**  **Building our staff so we have more bodies able to help produce content**  **Finding funding to add more hours for our Teaching Assistant to work on the issue**  **Timeline: One year**  **Method of Assessment: Invite professional journalists into the classroom to critique the newspaper, compare awards won by students in various contests.** |

**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.*** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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 Fund R=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.*** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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 Fund R=Restricted (Be specific)  D=Designated(Be specific)** |
| **b1.** | **None** |  |  |  |  |  |  |
| **b2.** |  |  |  |  |  |  |  |
| **b3.** |  |  |  |  |  |  |  |
| **b4.** |  |  |  |  |  |  |  |
| **b5.** |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500)(supplies) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 Fund R=Restricted (Be specific)  D=Designated(Be specific)** |
| **c1.** | **None** |  | |  | |  | |  | |  | |  | |
| **c2.** |  |  | |  | |  | |  | |  | |  | |
| **c3.** |  |  | |  | |  | |  | |  | |  | |
| **c4** |  |  | |  | |  | |  | |  | |  | |
| **c5.** |  |  | |  | |  | |  | |  | |  | |

| **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 Fund R=Restricted (Be specific)  D=Designated(Be specific)** | |
| **d1.** | **Binding** | **1** | | **2** | | **We bind the newspapers each year to add to our 60+ year archives that preserves the history of this college.** | | **$200** | | **Ongoing** | | **G** | |
| **d2.** | **JACC** | **2** | | **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** | |
| **d3.** |  |  | |  | |  | |  | |  | |  | |
| **d4.** |  |  | |  | |  | |  | |  | |  | |
| **d5.** |  |  | |  | |  | |  | |  | |  | |

| **e. Classified staff position (contract) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 Fund R=Restricted (Be specific)  D=Designated(Be specific)** |
| **e1.** | **Instructional Assistant** | **1** | | **2** | | **This position would allow the student journalists to work with a professional journalist who could teach them the latest technology skills as part of the newspaper curriculum. This position would also allow for maintaining newspaper archives and website and keeping the newsroom open longer for breaking news.** | | **$10,000** | | **On-going** | | **G** | |
| **e2.** |  |  | |  | |  | |  | |  | |  | |
| **e3.** |  |  | |  | |  | |  | |  | |  | |
| **e4.** |  |  | |  | |  | |  | |  | |  | |
| **e5.** |  |  | |  | |  | |  | |  | |  | |

| **f. Classified staff position (temporary or student workers) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 Fund R=Restricted (Be specific)  D=Designated(Be specific)** |
| **f1.** |  |  | |  | |  | |  | |  | |  | |
| **f2.** |  |  | |  | |  | |  | |  | |  | |
| **f3.** |  |  | |  | |  | |  | |  | |  | |
| **f4.** |  |  | |  | |  | |  | |  | |  | |
| **f5.** |  |  | |  | |  | |  | |  | |  | |

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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, Journalism Professor *Name*** | ***Name*** |

|  |  |  |
| --- | --- | --- |
| ***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**](mailto:jdecker@palomar.edu) **by September 28, 2012**