**Palomar College – Program Review and Planning Update**

**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 2**

**Academic Year 2013-14**

**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.).

**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.

[**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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| **InstSuppt&Other: Telescope Newspaper** | **1/22/2014** |
| **Instructional Support Unit Reviewed (Each Unit is required to complete a Program Review)** | **Please Add Date (00/00/2014)** |

**STEP I. Describe Your Unit**

| **I. A. Mission:** |
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| **The Telescope is the editorially independent student newspaper at Palomar College. Our mission is to serve as the watchdog for the campus and its students, staff, and taxpayers. We seek to publish news, sports, and feature stories, editorials and opinions relevant to the campus community while upholding the highest professional and ethical standards as outlined by the Society of Professional Journalists.** |

| **I. B. Personnel Assigned (Include names and titles):** |
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| **Journalism Professor Erin Hiro**  **Communication Professor Wendy Nelson** |

| **I. C. Current Operating Budget (Do not include permanent salaries):** |
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| **$16,000** |

| **I. D. Source(s) of Funding:** |
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| **Advertising and a yearly loan from the district.** |

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

**STEP II. PLANNING**

| **II. A. Discuss your unit’s alignment with the college’s** [**Strategic Plan 2016**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) **(http://www.palomar.edu/strategicplanning/PALOMAR\_STRATEGICPLAN2016.pdf)** |
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| **Our goal is always about the student and how to help them get the best education possible. Just like as outlined in the Strategic Plan, we are always studying our field and talking to professionals about what skills our students need. We are always trying to stay just ahead of the trends so that our program is the forerunner. We want to be the best program for our students. We also always strive to be a warm, inviting place to all students and also recruit those who may not have considered college as an option. Our focus will always remain firmly on what is best for our students.** |

| **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 group has warned us that we are no longer training reporters. We are training content providers. While the media changes, the need for information is greater than ever. We need to train students to fulfill that need. It was once true that subpar computers and a lack of a technology budget was manageable, because our field didn't demand our students know video editing as well as reporting. That is no longer the case. Now our students must know how to report, write, edit video, put together a podcast, create an interactive graphic, and more. To teach this, we need our new Online Journalism Course approved as well as a new Mac lab created with NEW computers powerful enough to run the new programs our students have to learn to compete in this field.** |

| **II. C. Discuss any challenges your unit is facing. Include your response to these challenges.** |
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| **Our challenges are twofold:**  **1. Teaching the ever-changing technology**  **2. Equipment powerful enough to run it**  **We hired lab assistants who are doing similar work at their professional jobs and our professors spend their sabbaticals, nights, and weekends keeping up-to-date. Now we need the equipment to support our staff.** |

| **II. D. What are the strengths of your unit?** |
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| **Passionate Professors willing to work hard.**  **Amazing students who work hard for the love of journalism as well as the grade.**  **A knowledgable support staff.**  **A supportive Dean and Chair.** |

| **II. E. What can your unit do better?** |
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| **We need to focus on technology and get our students trained in the latest programs. It will help them get jobs in a tough journalism job market.** |

| **II. F. List at least one major accomplishment that you’d like to share with the college community.** |
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| **The Journalism Department hosted the third Media Days last spring where industry experts from around the county came to Palomar. The Journalism department professors and staff had organized the first two virtually on our own. In the Fall of 2011, we joined forces with CSUSM and MiraCosta College and applied for a North County 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 just 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 themselves 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 already changing our curriculum to include more time working on technology. We need a classifed position to give our students more help and open newsroom hours.**  **Meanwhile, our students continue to win awards for their writing, photography and design. Our students were acknowledged twice in the North County Times and twice in the UT-San Diego for the awards they have one, including an article 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, which is published 20 times per year. Palomar’s new campus magazine IMPACT and The Telescope’s redesigned website www.the-telescope.com <http://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. IMPACT Magazine also won the Maggie Award from the Western Publishing Association and $1000 as part of the award.**  **In Spring 2011, Journalism students traveled to Sacramento to earn 13 statewide awards in photography, news writing, sports writing, design, video journalism, critical review, and others at the annual state convention of the nonprofit Journalism Association of Community Colleges. 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.**  **Heather Randall, Internship, U-T San Diego**  **Marissa Milloy, Internship, U-T San Diego**  **April Testerman, Internship, U-T San Diego**  **Carolyne Corellis, Internship, U-T San Diego**  **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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| **1. Improve our computer lab and secure funding for new Ipads.**  **2. Offer Online Journalism Course.**  **3. Launch first Telescope Ipad app.**  **4. Update Telescope curriculum to include latest technology trends in journalism.** |

**STEP III. Resources Requested for Academic Year 2013-2014: What resources will you need to accomplish your unit’s mission?**

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| **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.   \*Second, ALL your resource requests must be prioritized 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 five (5) budget categories, you would end up with 25 prioritized requests. IPC will not consider any requests that are not prioritized. Resource requests to simply replace budget cuts from previous years will not be considered.   PLEASE NOTE THAT ALL FUNDING ALLOCATED BY IPC IS ONE-TIME AND MUST BE SPENT WITHIN THE DEFINED TIMELINE.** |

**a. Equipment (600010) (per unit cost is >$500) *Enter requests on lines below. Click here for examples of equipment:*** [***http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf***](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Resource Category** | **Describe**  **Resource**  **Requested** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Goal Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) | **\* Priority Number for all Resource Request categories** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the College’s Strategic Plan.**  **(If this resource is already funded in part or full, name the source and describe why the source is not sufficient for future funding.** | **Amount of Funding Requested (include tax, shipping, etc.)** |
| --- | --- | --- | --- | --- | --- | --- |
| **a1.** | **None** |  |  |  |  |  |
| **a2.** |  |  |  |  |  |  |
| **a3.** |  |  |  |  |  |  |
| **a4.** |  |  |  |  |  |  |
| **a5.** |  |  |  |  |  |  |
| **b. Technology (600010) (computers, data projectors, document readers, etc.) Enter requests on lines below.   *Click here for examples of Technology:*** [***http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf***](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf) | | | | | | |
| **Resource Category** | **Describe**  **Resource**  **Requested** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Goal Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) | **\* Priority Number for all Resource Request categories** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the College’s Strategic Plan.**  **(If this resource is already funded in part or full, name the source and describe why the source is not sufficient for future funding.** | **Amount of Funding Requested (include tax, shipping, etc.)** |
| **b1.** | **Ipads** | **1** | **1.8** | **1** | **We need at least 10 Ipads to teach Ipad design and reporting to The Telescope staff.** | **$5,000** |
| **b2.** |  |  |  |  |  |  |
| **b3.** |  |  |  |  |  |  |
| **b4.** |  |  |  |  |  |  |
| **b5.** |  |  |  |  |  |  |

| **c. Funds for Supplies (400010) (per unit cost is <$500 supplies) *Enter requests on lines below.   Click here for examples of Supplies:*** [***http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf***](%20%20%20http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf) | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource Category** | **Describe**  **Resource**  **Requested** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Goal Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) | **\* Priority Number for all Resource Request categories** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the College’s Strategic Plan.**  **(If this resource is already funded in part or full, name the source and describe why the source is not sufficient for future funding.** | **Amount of Funding Requested (include tax, shipping, etc.)** |
| **c1.** | **None** |  |  |  |  |  |
| **c2.** |  |  |  |  |  |  |
| **c3.** |  |  |  |  |  |  |
| **c4.** |  |  |  |  |  |  |
| **c5.** |  |  |  |  |  |  |

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| **d. Funds for Operating Expenses (500010) (printing, travel, maintenance agreements, software license, etc.) *Enter requests on lines below.   Click here for examples of Operating Expenses:*** [***http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf***](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf) | | | | | | | | |
| **Resource Category** | **Describe**  **Resource**  **Requested** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Goal Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) | **\* Priority Number for all Resource Request categories** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the College’s Strategic Plan.**  **(If this resource is already funded in part or full, name the source and describe why the source is not sufficient for future funding.** | **Amount of Funding Requested (include tax, shipping, etc.)** |
| **d1.** | **Assigning Programs such as Camayak** | **12** | **1** | **2** | **This program allows the assigning process to go paperless and helps students keep track of their reporting, writing and editing assignments. It also helps with the copy flow for the campus newspaper and magazine.** | **$1,200** |
| **d2.** |  |  |  |  |  |  |
| **d3.** |  |  |  |  |  |  |
| **d4.** |  |  |  |  |  |  |
| **d5.** |  |  |  |  |  |  |

| **e. Funds for temporary or student workers (230010/240010) Enter requests on lines below** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource Category** | **Describe**  **Resource**  **Requested** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Goal Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) | **\* Priority Number for all Resource Request categories** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the College’s Strategic Plan.**  **(If this resource is already funded in part or full, name the source and describe why the source is not sufficient for future funding.** | **Amount of Funding Requested (include benefits)** |
| **e1.** |  |  |  |  |  |  |
| **e2.** |  |  |  |  |  |  |
| **e3.** |  |  |  |  |  |  |
| **e4.** |  |  |  |  |  |  |
| **e5.** |  |  |  |  |  |  |

**STEP IV: Classified and administrative (contract) positions requests for academic year 2014-2015**

**Enter requests on lines below. These requests will be used by IPC to develop its annual Staffing Plan priorities.**

| **Resource Category** | **Describe**  **Resource**  **Requested** | **Discipline goal addressed by this resource** | [**Strategic Plan 2016 Goal Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf) | **Priority Number for Position Requests in Step IV Only** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the College’s Strategic Plan.**  **(If this resource is already funded in part or full, name the source and describe why the source is not sufficient for future funding.** | **Amount of Funding Requested (include benefits)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1.** |  |  |  |  |  |  |
| **2.** |  |  |  |  |  |  |
| **3.** |  |  |  |  |  |  |
| **4.** |  |  |  |  |  |  |
| **5.** |  |  |  |  |  |  |

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| **Department Chair/Designee: Pat Hahn** | |
| **Please identify faculty and staff who participated in the development of the plan for this department:**  **Professor Erin Hiro (on sabbatical S-14) and Professor Wendy Nelson** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**