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| **Discipline: Journalism** | **Date 02/03/2015**  |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review.)** |  **Add Date  (00/00/0000)** |

**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.  (ACCJC Standard I.B3; AB-1725, 10+1)

**Purpose of Program Review and Planning:**

Program Review and Planning for Years 2 and 3 provides a “check-in” on the Year 1 Comprehensive PRP. The PRP documents the vision and planning for a program or discipline. It also provides information for the development of the College’s Strategic Plan goals and annual objectives, documents overarching themes/issues occurring across academic programs and instruction, identifies the needs for resource allocations, and identifies department needs for developing the annual Staffing Plan update.

[**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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| **List everyone who participated in completing this Program Review and Planning Document.****Journalism Professor Erin Hiro and Communications Professor Wendy Nelson** |

**STEP I. Evaluation of Program & SLOAC Data.** In this section, examine and analyze updated program data, the results of SLOACs, and other factors that could influence your program/discipline’s plans for the current year. Consider trends and any changes in the data as they relate to this year’s analysis.

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| 1. **Analysis of Program Data. Review and comment on any significant changes or noted concerns since last year’s PRP.**

**(For enrollment, WSCH, & FTEF data, use Fall term data only).** * + Enrollment, Enrollment Load, WSCH, and FTEF (<http://www.palomar.edu/irp/PRP_WSCH_FTEF_Load.xlsx>) **(Use Fall term data only).**
	+ Course Success and Retention rates (<http://www.palomar.edu/irp/PRP_Success_Retention.xlsx>**). Note, this file is very large and there will be a delay both when you open the file and again when you initiate the first search.**
	+ Degrees and Certificates (<http://www.palomar.edu/irp/PRP_Degrees_Certs.xlsx>).

Enrollment: We are happy to report that enrollment and FTES has gone back up after a slight dip last year. That is due to a renewed effort in recruitment. Faculty has hosted open houses, given presentations to Palomar counselors and sent letters to every high school with a journalism program. We will continue these efforts to ensure that enrollments increase (or in this time of dropping enrollments) or remain steady during the next few years.Course Success and Retention: Just as with enrollment, course success and retention have returned to their rates of two years ago after taking a dip last year. Overall, course success and retention was at 69 percent after dipping to 65 percent last year. That trend stays true with day-time, face-to-face classes, reporting a 73 percent success rate over 66 percent last year. There were no night class numbers because we have consistently seen low-enrollment in night classes. We offered a night class this spring but had to cut it before the semester started. That is probably because students prefer to take online classes. We are still struggling to meet our goal of increasing retention in this area. Online success rates increased from 51 percent to 65 percent last year but dipped slightly to 62 percent this year. We will continue to add features to our online classes to make it as user-friendly and engaging as possible. Faculty just attended a conference that recommended group online work is especially effective in online retention. Those types of techniques will be used to work toward better online retention. We did not see a difference or significant change in success by gender. Success rates between the sexes were pretty even. We did notice that older students had a higher success rate through the years with no marked changes. As for race, we did not see a significant change in the success rates of each race over the last few years but did notice that when comparing the races, African Americans' success rates are lower than any other race (59 percent versus White 75 percent and Hispanic 66 percent.) The department should work on increasing the success rates for African American students.Degrees and Certificates: Six journalism degrees were awarded in the 2013-14 year, five degrees the previous year and two three years ago. We continue to encourage more students to actually get the AA degree instead of just transferring without it.We have also introduced the new Journalism Transfer Degree, which has had one student use it so far. We have also educated the counselors about journalism programs and hope this will help encourage more students to get their degrees before moving on. We also recently discovered that many of our journalism students are completing a University Studies degree in Communication. That degree is taking students away from our degrees and courses. We are going to look into this degree. |

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| 1. **SLOACs. Using the comprehensive SLOAC reports and faculty discussions as a guide, summarize your planned SLOAC activities for courses and programs for the current academic year. Link to SLOAC resources:** <http://www2.palomar.edu/pages/sloresources/programreview/>

The Journalism Department focuses on three main SLOs: Ethics, Newswriting and Technology. We spent the last two years teaching and reiterating all three SLOs. Students read and discussed ethical issues in current events, practiced news writing each week, and studied new technology that is changing the way journalism works. We assessed our SLOs again in the fall of 2014 and found that we are still meeting our goals for newswriting and ethics. We are striving to meet our goals in technology. We have been given both computers and some money to update our equipment to meet this technology need. A new class was offered to meet this need, but it did not make enrollment for Spring 2015. We hope to re-introduce it again soon. We plan to continue to introduce new technology in our current classes.     |

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| 1. **Other Relevant Data and Information.**
2. **Review other data and/or information that you included in last year’s assessment of your program (see Step II.C). (Examples of other data and factors include, but are not limited to: external accreditation requirements, State and Federal legislation, four-year institution directions, technology, equipment, budget, professional development opportunities). Describe other data and/or information that you have considered as part of the assessment of your program. If there is additional information you are using to assess your program this year, also describe that information here.**

Two years ago, Professor Erin Hiro visited with the director of the School of Journalism & Media Studies, at San Diego State University to learn about a new class on Online Reporting that exclusively used Ipads to report, interview, record, edit and post news, photos, video, etc. As part of her sabbatical, she designed a similar course. It was launched in Spring 2015. In the Spring of 2014, Professors Hiro and Nelson met with the new dean of SDSU's journalism program and was told there is also a need for Social Media classes. Faculty worked with others from Graphics and Business to produce a Social Media Certificate and Social Media Content class for the Journalism Department. 1. **Given this updated information, how are your current and future students impacted by your program and planning activities? Note: Analysis of data is based on both quantitative (e.g., numbers, rates, estimates, results from classroom surveys) and qualitative (e.g., advisory group minutes, observations, changes in legislation, focus groups, expert opinion) information.**

Students will benefit from the new online and social media classes on the horizon as well as from updated curriculum in the traditional journalism classes. |

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| 1. **Labor Market Data. For Career/Technical disciplines only, review and comment on any significant changes or concerns since last year’s PRP. (See Step II.D). This data is be found on the CA Employment Development website at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/)**. Go here and search on Labor Market Information for Educators and Trainers (http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=112). Click on summary data profile on right side of page to search by occupation. (Check other reliable industry or government sources on Labor Market Data websites that support findings and are relevant to Region Ten – San Diego/Imperial Counties. Include job projections and trends that may influence major curriculum revisions.)**

Journalists in California make roughtly $24 an hour and journalism jobs are projected to increase in number by 5 percent after dropping by 6.5 percent last year. That is good news for an industry that has been hit by big companies buying up newspapers and their high profit margins and then draining them of resources before selling them off. This shows that the trend is slowing and that more media companies -- with the need for writers and editors online as well as in print --- is growing. |

**STEP II. Progress on Previous Year’s Goals and Plans** (See ”Step III - Updated Goals and Plans” in your completed 2013-14 PRP at <http://www.palomar.edu/irp/PRPCollection.htm>).

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| **Discuss/Summarize progress on last year’s goals. Include** 1. **the impact on resources allocated and utilized;**
2. **any new developments or concerns that are affecting the program;**
3. **any new goals for the program; and**
4. **other information you would like to share.**

Goal 1: Get better, faster computers and Ipads for technology training.Update: Goal was accomplished!The Journalism department received new Mac Computers for its new classrooms and 20 Ipads. Now we need an Ipad charging cart and computer to maintain the Ipads. Journalism professors have been trained in the new technology and are ready to teach it when we have enough enrollment to add new technology classes.Goal 2: Offer Online Journalism Course to students.Update: Goal was accomplished!We launched the new course in Spring 2015. We did not have enough enrollment and had to cancel the course but plan to bring it back this summer or fall.Goal 3: Update Journalism Curriculum to reflect changing journalism landscape.Update: Goal was accomplished!Professor Erin Hiro used her sabbatical to take appropriate classes at SDSU. This knowledge helped with updating journalism curriculum as part of her sabbatical project. It was submitted and accepted in Fall 2014.New GoalsGoal 1: Implement new Ipad technologyBackground: The staff is currently getting the technology ready to use in the classroom. We are waiting for extra money to purchase an Ipad laptop and cart that will help maintain the Ipads and their applications. Until then, students are already discussing and learning theories behind Ipad reporting.Goal 2: RecruitingFaculty has worked very hard to keep enrollment numbers up in the face of enrollment decline school-wide. The next step is to continue the recruiting process throughout the year by working with high schools and other counselors to get the word out about our programs.Goal 3: NetworkingBackground: Faculty knows the importance of networking and hopes to continue to meet and work with journalism professionals and academics locally and throughout the state. This is a time-consuming task but always provides valuable information to teaching faculty and vital contacts for students. Goal 4: InternshipsIt is essential that journalism students work on internships while in school. That experience is the only way that students can get a full-time job in this field. Faculty has always had a dedication to the cause of internships but hopes to find new internship opportunities for students at Palomar.Goal 5: ArchivingWe have 68 years of newspapers that chronicle the history of Palomar College. Many of Cerritos College's newspaper archives were destoryed by a flood. We don't want to lose Palomar's history. We need to digitize the newspaper to preserve the college's history and also to make it more accessible (and keyword searchable) for the pubilc. Faculty attended a workshop on the process. It is expensive but we hope to at least start archiving some of the paper and eventually get it all online. |

**STEP III. Resources Requested for FY 2014-15:** Now that you have completed Steps I and II, Step III requires you to identify all additional resources you will need to achieve goals, plans and strategies for Step II. 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. Resource requests to simply replace budget cuts from previous years will not be considered. Negotiated items should not be included in any resources requested. PLEASE NOTE THAT ALL FUNDING ALLOCATED BY IPC IS ONE-TIME AND MUST BE SPENT WITHIN THE DEFINED TIMELINE. Requests that support more than one discipline should be included on the “Academic Department Resource Requests” PRP form only. [*Click here for examples of each budget category.*](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

Prioritize within each category and then prioritize across categories in Step IV.

\*Refer to Strategic Plan 2016 Objectives at http://www.palomar.edu/strategicplanning/StrategicPlan2016-Year2.pdf

**Budget category a. Equipment (acct 600010 and 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)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **a1.**  |  |  |  |  |  |  |
| **a2.**  |  |  |  |  |  |  |
| **a3.**  |  |  |  |  |  |  |
| **a4.**  |  |  |  |  |  |  |
| **a5.** |  |  |  |  |  |  |

**Budget category b. Technology (acct 600010, examples: computers, data projectors, document readers). 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)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **b1.**  | **iPad Charging Cart with Mac laptop** | **600010** | **1** | **Goal 1 Objective 1.8** | **We need an Ipad cart to store our new Ipads for our students. The laptop computer is needed to maintain the iPads on the iPad cart.** | **$5,500** |
| **b2.**  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |
| **b5.** |  |  |  |  |  |  |

**Budget category c. Supplies (acct 400010 and per unit cost is <$500). Enter requests on lines below. Click here for examples of supplies:** [**http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf**](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **c1.**  |  |  |  |  |  |  |
| **c2.**  |  |  |  |  |  |  |
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| **c5.** |  |  |  |  |  |  |

**Budget category d. Operating Expenses (acct 500010; examples: printing, maintenance agreements, software license) Enter requests on lines below. Click here for examples of operating expense:** [**http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf**](http://www.palomar.edu/irp/2013CategoriesforPRPResourceRequests.pdf)

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already partially funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, etc.)** |
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| **d1.**  | **Archiving of Campus Newspapers** | **500010** | **1-5** | **2, 3** |  **We need to get our 68 years of paper archives in searchable, digital form so they can benefit the students, campus, community and preserve the history of the college. The Telescope Newspaper is one of the most indepth, historical documents on this campus. It needs to be accessible and available to all.**  | **$10,000** |
| **d2.**  |  |  |  |  |  |  |
| **d3.**  |  |  |  |  |  |  |
| **d4.**  |  |  |  |  |  |  |
| **d5.** |  |  |  |  |  |  |

**Budget category e. Travel Expenses for Faculty (acct 500010: faculty travel only)**

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
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| **e1.**  |  |  |  |  |  |  |
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**Budget category f. Short-term hourly (temporary and student worker). Enter requests on lines below.**

| **Priority Number for Resource Requests**  | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits if applicable)** |
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| **f1.**  |  |  |  |  |  |  |
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 **STEP IV. Prioritize Resource Requests.** Now that you have completed Step III, prioritize all of your resource requests 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 six (6) budget categories, you would end up with 30 prioritized requests**. IPC will not consider requests that are not prioritized.** Note that all funding allocated by IPC is one-time and must be spent within the defined timeline.

| **Priority Number for all Resource Requests in Step III** | **Resource Item Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide ~~a~~ detailed rationale for each item. Refer to your goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If item is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include tax, shipping, benefits, etc.)** |
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| **1.**  | **Archiving of campus newspapers** | **500010** | **1-5** | **2, 3** | **We need to get our 68 years of paper archives in searchable, digital form so they can benefit the students, campus, community and preserve the history of the college. The Telescope Newspaper is one of the most indepth, historical documents on this campus. It needs to be accessible and available to all.**  | **$10,000** |
| **2.**  | **iPad Charging Cart with Mac laptop** | **600010** | **1** | **Goal 1 Objective 1.8** | **We need an Ipad cart to store our new Ipads for our students. The laptop computer is needed to maintain the iPads on the iPad cart.** | **$5,500** |
| **3.**  |  |  |  |  |  |  |
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**STEP V. Contract Position Requests.** Prioritize all contract positions you feel are needed to achieve goals, plans and strategies identified in Step II. Include all requests for Classified, CAST, and Administrator positions that either replace a vacancy due to retirements, resignations, lateral transfers, etc., or any new positions. You may request up to ten (10) positions and they must be prioritized to be considered by IPC. Please note that only these position requests will be prioritized by IPC when developing the annual Staffing Plan for Instruction.   (Do not include faculty positions.)

| **Priority Number for Contract Position Requests**  | **Position Title/Category****Requested**  | **Fund Category** | **Discipline goal addressed by this resource**  | [**Strategic Plan 2016 Objective Addressed by this Resource**](http://www.palomar.edu/strategicplanning/PALOMAR_STRATEGICPLAN2016.pdf)**\*** | **Provide a detailed rationale for the each position. The rationale should refer to your discipline’s goals, plans, analysis of data, SLOACs, and the Strategic Plan. (If position is already funded, name the source and describe why it is not sufficient for future funding.)** | **Amount of Funding Requested (include benefits)** |
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| **1.**  | **ISA-3 100%** | **212210** | **1-5** | **1** | **We need a full-time, classified staff member to manage the journalism's three classrooms and multiple types of equipment.** |  **$ 82,662.64**  |
| **2.**  | **ISA-1 80%** | **212210** | **1-5** | **3** | **With the new building and three dedicated Journalism classrooms, the department desperately needs a 10-month permanent/contract employee to manage the labs and ensure that the students are safe.** |  **$ 45,046.48**  |
| **3.**  |  |  |  |  |  |  |
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| **10.** |  |  |  |  |  |  |

 **Department Chair/Designee Signature Date**

 **Division Dean Signature Date**