

# Palomar College – Institutional Review and Planning Instructional Programs

## Purpose of Institutional 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.)

## Discipline: Journalism

Instructional Discipline Reviewed

2007-08

### 1. 3-year trend of quantitative data

	Fall 2004	Fall 2005	Fall 2006	Definitions
<b>Enrollment at Census</b>	113	140	86	<i>Self Explanatory</i>
<b>Census Enrollment Load %</b>	55.12%	56.97%	36.60%	Enrollment at Census Divided By Sum of Caps (aka "Seats")
<b>WSCH</b>	387	412	300	Weekly Student Contact Hours
<b>FTEs</b>	12.91	13.75	10.00	One Full-Time Equivalent Student = 30 WSCH
<b>Total FTEF</b>	1.20	1.60	1.20	Total Full-Time Equivalent Faculty
<b>WSCH/FTEF</b>	323	258	250	WSCH Generated per Full-Time Equivalent Faculty Member
<b>Full-time FTEF</b>	0.60	0.60	0.60	FTEF from Contract Faculty
<b>Hourly FTEF</b>	0.60	1.00	0.60	FTEF from Hourly Faculty
<b>Overload FTEF</b>	-	-	-	FTEF from Contract Faculty Overload
<b>Part-Time FTEF</b>	0.60	1.00	0.60	Hourly FTEF + Overload FTEF
<b>Part-Time FTEF %</b>	50.00%	62.50%	50.00%	Percent of Total FTEF Taught By Part-Time Faculty
<b>Retention Rate</b>	94.34%	93.50%	95.06%	Non-W Grades (A,B,C,CR,D,F,FW,NC) Divided By A,B,C,CR,D,F,FW,NC,W Grades
<b>Success Rate</b>	66.04%	65.04%	74.07%	A,B,C,CR Grades Divided By A,B,C,CR,D,F,FW,NC,W Grades
<b>Degrees Awarded</b>	-	6	2	Total number of Degrees awarded for the Full Academic Year
<b>Certificates Awarded:</b>	-	4	2	Total number of Certificates awarded for the Full Academic Year
- Under 18 Units	-	-	-	Total number of Certificates awarded for the Full Academic Year
- 18 or More Units	-	4	2	Total number of Certificates awarded for the Full Academic Year

### 2. Reflect upon and analyze the above 3-year trend data. Briefly discuss overall observations and any areas of concern or noteworthy trends.

The trend reflects an increase in the number of journalism students, which is expected considering that we have added more classes and continue to see a multitude of crashers. Students from Cal State San Marcos, as well as San Diego State University come to Palomar College to take journalism classes. They are particularly drawn to Journalism 101: Introduction to Newswriting, which is a requirement for not only upper division courses at Palomar but at many four-year colleges. Students have expressed frustration at not getting into the Journalism 101 classes. We already take up to 30 students, which is much too high for a writing class. Journalism professors struggle to keep up the caliber of grading required in a class that has 30 students writing every day. The total capacity for Journalism 101 was 24 students and we suggest it be lowered to that amount again. Students would receive better instruction and feedback from professors in a smaller class setting. We could accommodate the increase in journalism students by adding more classes. Anecdotal evidence suggests enrollment numbers will continue to increase in the

journalism program at Palomar College. In turn, that would increase the numbers of weekly contact hours, contact with faculty, total FTEF and number of certificates awarded. Our program was lucky enough to receive a new, full-time journalism professor last year, but we could also use professional part-timers to teach classes. With recent downsizing at local newspapers, qualified journalists should not be hard to find. Locating and hiring these professionals will only add to the quality and caliber of our journalism program. It is already the top in the county (even when compared to four-year schools). We have an impressive list of alumni who have gone on to work in newspapers, radio, broadcast and internet journalism locally and across the country. Adding additional classes and part-time faculty would continue on Palomar's path to success.

**3. Reflecting on the 3-year trend data, describe/discuss discipline planning related to the following:**

PLAN – 2007-08	Progress – 2008-09
<p><b>a. Curriculum, programs, certificates and degrees (consider changes due to CSU/UC transfer language updates, articulation, workforce and labor market projections, certificate or degree completions, etc.)</b></p> <p>We have already been in contact with SDSU's Dean to discuss curriculum changes that would better prepare our students for the transition to a four-year school. Her recommendations have already been included in our already-impressive curriculum. The Telescope newspaper offers students a hands-on approach to print journalism. Our next step is to improve our teaching of online journalism. Our professors are already receiving training in the latest online innovations and we have hired an online editor to improve The Telescope's Web site. We envision future semesters where more of the newspaper's staff's work will include online reporting, video uploads and blogging. We predict this is the future of print journalism so we want to make sure our students are on the forefront of these new technologies. We are already in the planning stages of adding both online newswriting courses as well as adding courses specific to online journalism. We feel strongly that a multimedia direction is essential to our students' career successes.</p>	
<p><b>b. Class scheduling (consider enrollment trends, growth, course rotation, comprehensiveness, etc.)</b></p> <p>We noticed much higher enrollment in our day time journalism classes. We routinely have to turn students away from our morning courses because we are out of physical seats in the classroom. The night classes tend to be less packed. We propose additional classes during the day or finding bigger classrooms. A third alternative is to add more online courses to our curriculum to allow for students with strict work schedules to still have the opportunity to take journalism classes at Palomar College.</p>	

**4. Discuss/identify the resources necessary to successfully implement the planning described:**

PLAN – 2007-08	Progress – 2008-09
<p><b>a. Equipment/Technology – block grant funds, VTEA, other resources, etc.</b></p> <p>The Telescope needs the following technology:</p> <ul style="list-style-type: none"> <li>■ 5 more Mac computers at a cost of \$2,000 each.</li> <li>■ We also need the newest editions of programs such as Quark at a cost of \$299.</li> <li>■ We need new four new video cameras at a cost of \$1,000 each.</li> <li>■ We need video editing software at a cost of \$400.</li> <li>■ We need memory upgrade at a cost of \$50 each (roughly 5 computers).</li> </ul>	
<p><b>b. Budget – budget development process, one-time funds, grants, etc.</b></p> <p>The journalism department needs 5 percent increase to its budget. The extra money will allow us to invest in new technology. It is essential to have both elements in order to proceed with our online journalism curriculum.</p>	
<p><b>c. Facilities – schedule maintenance needs, additional classrooms/labs due to growth, remodeling, etc.</b></p> <p>Like many of Palomar’s programs, the major campus renovation has left the journalism department and The Telescope newsroom homeless. The Telescope newsroom was moved last year into the Chemistry building and we are scheduled to be moved again this summer. We were fortunate enough this school year to be given a large facility that is able to handle our staff of 10 editors and 25 writers. But we worry our next move may not allow us to enjoy the same size facility. One of our goals for The Telescope was to increase the diversity and size of our writing staff. That is a goal we have been able to obtain this year largely because we have a large classroom that invites writers to come in and stay. Although we don’t have enough computers for all of them, they still seem to feel right at home working at our conference table. It is crucial for the newspaper’s success that we have an equally as open environment next year. We know that ultimately, we will enjoy a brand new facility in the in 2012, we feel it is imperative that we have adequate facilities for the students who are here now.</p> <p>We suggest The Telescope be moved to the computer lab in the Student Union building. The newspaper was originally supposed to be in the Student Union building but was left out at the last minute. The current computer lab seems largely unused and moving The Telescope into that building would put the newspaper where it should be, right in the middle of campus. It would also solve our problem of temporary homelessness.</p>	

<p><b>d. Faculty position(s) – faculty priority process and projected full-time needs for 1 – 3 years</b></p> <p>With the number of students who are crashing journalism courses, we could use a full-time professor who specializes in magazine journalism. Palomar College does not have a campus magazine and is in serious need of one. That position would open more journalism opportunities for students.</p>	
<p><b>e. Staff position(s) – changes in instructional or support needs due to program growth, new technology, etc.</b></p> <p>As our journalism program continues to grow and expand its curriculum, it is imperative that we employ a new full-time instructional assistant. He/she could provide The Telescope with training in computer software, troubleshoot computer problems and provide ongoing technical support during the days. We often run into computer problems and Palomar’s IT department doesn’t have the time or the knowledge of our particular programs. We need someone who specializes in the journalism-related programs to help our students continue to put out the newspaper.</p>	
<p><b>f. Other</b></p>	

**5. Discuss one discipline goal linked to Palomar’s Strategic Plan 2009 and how it will support the success of students.**

We seek to improve our student retention and success rate to exceed college averages. We are already looking at ways to improve accessibility to journalism course through additional classes, day-time scheduling and introducing online versions. We were able to achieve our goal this year of adding a full-time faculty to the journalism department so now we will focus on adding a full-time instructional assistant who could help us launch our online journalism curriculum. Among our goals it to continue improving the newspaper while also adding courses necessary to launch and publish a college magazine.

**6. Student Learning Outcome progress:**

**a. Describe a learning outcome at the course or program level and the assessment used to measure student learning of that outcome.**

**Learning Outcome Goal:** Prepare a professional portfolio of published clips in preparation for earning an internship and eventually a job in the professional journalism world.

**Assignment:** Journalism students must take a series of courses that allow them to write for The Telescope newspaper. In each of these courses, whether a 1-unit lab or an upper level editing class, all students must produce a portfolio of all of their published work. They turn that portfolio --- called a Stringbook --- into the professor twice a semester.

**Evaluation:** The professor in turn grades the Stringbooks and suggests what stories or changes in their writing will make the portfolio stronger. Each semester, the students continue adding work and stories to that portfolio. By the time they graduate, they have an impressive array of published stories that students take with them to job interviews. Since journalism jobs require examples of published work, the Stringbook is an effective tool to get our students from the classroom into the working world.

**b. Discuss a learning outcome that is observable yet difficult to measure.**

It is difficult to assess how well students learn because they all learn in such different ways. Some need to hear it, others to see it, etc. We hope we have found a solution to that in the form of our hands-on approach to learning. The journalism department incorporates a variety of tools into its teachings to allow for all kinds of learning. For example, our professors start out by employing pertinent current events to show our theories in action. We then include lectures (complete with visuals, audios and online tools) that further discuss the topics. We also incorporate class discussion for those learners who need to talk out the new information. We often end with an activity that puts the lessons to use. Hands-on application of any new knowledge is an effective way of making sure the student understands and can use the new information. We also use that approach at The Telescope newspaper. The staff's myriad of awards proves that our approach is working. For example, in 2007, editor Jason Dunn won first place in copy editing and in news writing against community college journalists from around the state. The Telescope is a repeat winner at the San Diego County Fair as well as earning nods in photography, feature, opinion and news writing from the San Diego Chapter of the Society of Professional Journalists.

**7. Describe a discipline accomplishment that you want to share with the college community.**

The journalism department has been very interested in keeping up with the professional world. To that end, our professors have been in touch with both 4-year university leaders as well as working journalists. We attend conferences, take our students to state-wide competitions and network with journalism professionals all in the hope of improving our program. It seems to be working. Our students continue to receive dozens of awards every year at the annual Journalism Association of Community Colleges as well as the San Diego Chapter of the national Society of Professional Journalists. We hear from professional that our students have the necessary skills needed to transition to both four-year schools or often, into the professional world before they even graduate with a bachelor's degree. But we will not rest on our laurels. We are continuing to push ahead by adding classes, updating our course material and adding online components to make sure we stay on top. It is all for our students' benefits.

Here is a list of our recent awards:

**The 2007 State Convention for the Journalism Association of Community Colleges**

**GENERAL EXCELLENCE - TABLOID**

- The Telescope, Palomar College

**EDITORIAL CARTOON**

Honorable Mention, Samson Martinez

**COLUMN WRITING**

Honorable Mention, Leslie Simpson

**FRONT PAGE DESIGN**

Honorable Mention, Stephanie Tombrinck

**INSIDE PAGE DESIGN**

4<sup>th</sup> Place, John Scafetta

**OPINION**

Honorable Mention, Chrystall Kanyuck

**ONLINE PHOTO**

2<sup>nd</sup> Place, Kurt Lightfoot; Honorable Mention, Hugh Cox

PHOTO ILLUSTRATION  
 Honorable Mention, Tom Denny

NEWS STORY  
 1<sup>st</sup> Place, Jason Dunn

COPY EDITING  
 1<sup>st</sup> Place Jason Dunn

FRONT PAGE LAYOUT - BROADSHEET  
 2<sup>nd</sup> Place, Jason Dunn

SPORTS STORY  
 3<sup>rd</sup> Place, John Scafetta

8. Are there other resources (including data) that you need to complete your discipline review and planning?

Not at this time.

9. For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.

Not applicable

10. Other comments, recommendations:

We feel Palomar College has always been very supportive of our journalism program and we look forward to continuing this positive relationship for the benefits of our students.

Please identify faculty and staff who participated in the development of the reviewer's planning:

Erin Hiro 2/24/08 \_\_\_\_\_

\_\_\_\_\_  
 Department Chair/Designee Discipline Review and Signature Date

\_\_\_\_\_  
 Division Dean Review and Signature Date

\* By no later than 2/14/08, forward a hard copy to Instructional Services for review by IPC.

\* Also, by no later than 2/14/08, forward an electronic copy to Institutional Research and Planning.