PALOMAR COLLEGE®
Learning for Success

Program Review & Planning (PRP)

PART 1: BASIC PROGRAM INFORMATION

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.

Service Area:	The Telescope
Department Name:	Journalism/Media Studies
Division Name:	AMBA

Please list all participants in this Program Review:

Name	Position
Erin Hiro	Journalism Professor

Number of Full Time Staff	1	**Number of Part Time Staff**	0

Please list the Classified positions (and their FTE) that support this discipline:

Media Studies ADA Rita Walther; she supports entire Media Studies Department. As such, she provides some administrative support to the Telescope. Perhaps one-tenth of her time is spent in Telescope-related activities.

What additional hourly staff support this discipline and/or department:

26 hours weekly hours of temporary employee work and one federal Work Study student clocking between 15-20 hours.

PART 2: PROGRAM REFLECTION

ANNUAL 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, Wellness Center, Women's Studies, STEM Center, Teaching & Learning Center, etc.

Describe your proudest moments or achievements related to student success and outcomes.

My proudest moment is always when my students are recognized for their work. Here are a few examples:
The Journalism Department has amazing students. Here is a (partial) list of their accomplishments:
The Telescope and Impact staff were honored last night at the SAN DIEGO PRESS CLUB – 44th ANNUAL EXCELLENCE IN JOURNALISM AWARDS – Oct. 24, 2017

First Place: Kitty Pinney, Johnny Jones, Impact Magazine – Cover, Palomar College – College Print, Cover Design-Magazine
First Place: Collin Vore, Scariest Monsters of Halloween 2016, Palomar College – College Print, Drawing, Illustration or Cartoon
Third Place: The Telescope Staff, The Telescope, Palomar College – College Print, Best College Newspaper
Second Place: Impact Magazine Staff, Impact Magazine – Spring 2017, Palomar College – College Print, Best Magazine
Third Place: Philip Farry, Sports – Football – Photo – Farry, Palomar College – College Print, Photograph

Other awards….
Best Color Advertisement (Community Colleges)
Kitty Pinney – Third Place
Promotion for Election Issue

Best Magazine Photo (Community Colleges)
Niko Holt – Honorable Mention
Distinguished Faculty of the Year

Best Magazine Cover Design (Community Colleges)
Kitty Pinney and Niko Holt – First Place
Impact Magazine – Spring 2016

Best Non-News Video (Community Colleges)
Cam Buker – First Place
A home with wheels

Best News Video
Joe Dusel – Honorable Mention
Urban Forestry

Best Headline Portfolio (Community College)
Kirk Mattu – Third Place

Best News Photograph (Community Colleges)
Joe Dusel – First Place
Third party picks up the Bernie or bust

Best Sports Story (Community Colleges)
Marcy Cortes – First Place
Bring concussions to the light of day

Best Editorial (Community Colleges)
Mike Peterson – Honorable Mention
We have some questions about new calendar

Best Newspaper Inside Page/Spread Design (Community Colleges)
Kitty Pinney – First Place
East Sierra's Explored

Best Arts and Entertainment Story (Community Colleges)
Kirk Mattu – Second Place
Boehm hits home with political themed exhibit

Best News Series (Community Colleges)
Kirk Mattu – Third Place
City Sues Palomar

What areas or activities are you working on this year to improve your program/service area? Please respond to new data as well as feedback from last year's program review.

The Telescope does not have Service Outcome Areas. I looked back over the history of our PRPs and we have always written NA in this area. I checked with Former Adviser Wendy Nelson on this issue and she said it doesn't apply to us.

Have there been any unanticipated factors that have affected the progress of your previous plan?

N/A

What are your Service Area Outcomes (SAO)?

N/A

Summarize your planned Service Area Outcomes (SAO) results from last year and your implemented or planned follow-up:

N/A

Summarize your planned Service Area Outcomes (SAO) assessment activities for the current academic year:

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N/A

PART 3: PROGRAM GOALS

1. Progress on Previous Year's Goals: Please list discipline goals from the previous year's reviews and provide an update by placing an "X" the appropriate status box .

Goal	Completed	Ongoing	No longer a goal
Get funding for a full-time classified staff member for the newsroom Result: While we still need this position, with the current budget crisis we know that it is an unrealistic goal for the immediate future. We will continue to keep this as a five-year goal.		X	
Offer a fully online degree or certificate that will complement existing transfer and AA degrees. Result: We are going through the curriculum process now and expect no problems.	X		
Better promote the newspaper and magazine to reach a wider audience. Result: Our updated curriculum is teaching our newspaper staff how to achieve this goal.		X	

2. New Goals: Please list all goals for this three-year planning cycle (including those continued from previous planning cycle):

Goal #1	
Goal	Better promote the newspaper and magazine to reach a wider audience.
Strategies for implementation	Continue learning and teaching new theories and technology to help the students promote the newspaper and magazine. Add new assignments to the curriculum that put promotion theories to the test Invite guest speakers who are professionals in this area. Perhaps dedicate a workshop on this topic during our Spring Media Days. Add new technology to our PRP request list that will make promotion easier. Paid Programs like Hootsuite help streamline the promotion process.
Timeline for implementation	Three years
Outcome(s) expected (qualitative/quantitative)	In three years, we will see a 50-percent increase in online traffic and content on our newspaper website and we will see the creation of a magazine website.
Goal #2	
Goal	Grow the program

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Strategies for implementation	We need to maintain or slightly increase our average 25 students in the core newspaper class while growing our students in the newer social media and digital media classes. We will send regular emails to all Media Studies classes We will expand our emails to other areas such as graphics, art and English. We will ask to be invited to recruit in those classes as well. We will ask to present to the counselors at their meetings about our programs. We will advertise in local college media as well as in The Telescope.
Timeline for implementation	Three years
Outcome(s) expected (qualitative/quantitative)	In three years, we will see a 10-percent increase in the newspaper class and a 30-percent increase in the social media and online classes.

Goal #3	
Goal	Get funding for a full-time classified staff member for the newsroom.
Strategies for implementation	Continue to lobby administrators and apply for any funding to help secure this position. We will document the duties of our current employee to emphasize the need for the role.
Timeline for implementation	In the next five years after Palomar's budget stabilizes
Outcome(s) expected (qualitative/quantitative)	The hiring of a new full-time, classified employee

PART 4: FEEDBACK AND FOLLOW-UP

This section is for confirming completing and providing feedback.

Confirmation of Completion by Department Chair	
Department Chair	Wendy Nelson
Date	11/30/17

*Please email your Dean to inform them that the PRP has been completed and is ready for their review

Reviewed by Dean	
Reviewer(s)	Norma Miyamoto
Date	Nov. 22, 2017

1. Strengths and successes of the discipline as evidenced by the data and analysis:

Student awards speak for themselves. The Telescope staff continues to compete well with their peers. Congratulations!

2. Areas of Concern, if any:

The strategies you cite under the goals are not specific. Please go back and review these. Specifically, what do you plan to do to better promote the Telescope? What specific activities/strategies are you going to implement to grow enrollments? The "how" part needs to be strengthened. DONE -EH

3. Recommendations for improvement:

*Please email your VP to inform them that the PRP has been completed and is ready for their review

Reviewed by: Vice President	
Reviewer(s)	Jack S. Kahn, Ph.D.
Date	1/18/2018

1. Strengths and successes of the discipline as evidenced by the data and analysis:

1.   Who knew you could insert photos- clever idea!
2.   The number of awards is just amazing- I am blown away by this. We certainly need to do more to make this more public.
3.   Your goals make good sense – do you know about Palomar News yet? We need to get you guys promoted there: contact Laura Gropen. I also really appreciate how you stated your outcomes.
4. This is really well done, succinct, logical, well written.

2. Areas of Concern, if any:

1.   Actually you could use SAO's- please speak with the dean.
2.   The Telescope will have an online degree? I would love more information on this!

3. Recommendations for improvement: