Program Review and Planning

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR INSTRUCTIONAL PROGRAMS

Program Review is about documenting the plans you have for improving student success in your program and sharing that information with the community. Through the review of and reflection on key program elements, program review and planning identifies program strengths as well as strategies necessary to improve the academic discipline, program, or service to support student success. With our new Guided Pathways plan, this review becomes even more crucial for the success of our students and college.

We are using the Strengths, Opportunities, Aspirations, Results (SOAR) strategic planning technique to help us focus on our current strengths and opportunities, create a vision of future aspirations, and consider the results of this approach.

BASIC PROGRAM INFORMATION

Academic Year
2018-2019

Are you completing a comprehensive or annual PRP?
Annual

Department Name
Media Studies

Discipline Name
Communications (COMM)

Department Chair Name
Wendy Nelson

Division Name
Arts, Media and Business Administration

Website address for your discipline
https://www2.palomar.edu/pages/mediastudies/

Discipline Mission statement
Palomar's Communication Program is committed to fostering an understanding and examination of the roles mass media play
in society. The program provides an introduction into careers in journalism, public relations and advertising and supports
students who are pursuing transfer-readiness, general education and career and technical training. The curriculum is designed
to assist all students in meeting their individual educational goals ranging from preparatory to life enrichment to certificates
and degrees.

(click here for information on how to create a mission statement)

Does your discipline have at least one degree or certificate associated with it?
Yes

Are any of your programs vocational (CTE/CE)?
Yes

List all degrees and certificates offered within this discipline.

Certificate of Proficiency Public Relations
Course are included in the AT, AA in Journalism
Courses are included in the AT in Communication
Courses are included in the Women's Studies Certificate

Please list the names and positions of everyone who helped to complete this document.
Wendy Nelson, Discipline Specialist

Full-time faculty (FTEF)	**Part-time faculty (FTEF)**
.40	1.40

Classified & other staff positions that support this discipline
ADA

Additional hourly staff that support this discipline and/or department
NA

PROGRAM INFORMATION

PROGRAM OUTCOMES

Begin this section by reviewing the Program Review reports for courses and programs in TracDat. All active course and program outcomes should be systematically assessed over a 3-year cycle.

- **Program** = Leads to a degree or certificate

- **Discipline** = A group of courses within a discipline

*Programs will be able to complete program completion and outcome questions.

How well do your program's learning outcomes communicate the scope and depth of the degree/certificate offered and align with employer and transfer expectations?
We have three communication courses and one certificate. We are currently making changes to our public relations certificate. We met with PR professionals to discuss our certificate and will be changing courses within the certificate and adding an additional course.Therefore, we will be writing new outcomes within the next year. Currently, our two programs outcomes are as follows:
1) Students will critically review and assess the ethical decisions made by public relations professionals and make appropriate recommendations.
2) Students will use and evaluate technologies that enhance the communication process.
Both of these outcomes do align with employer and transfer expectations.

Describe your program's plan for assessing program learning outcomes.
At the end of last year, we decided to develop a better assessment timeline. We are now planning to do this for each of our classes:
1) Year one - Assess SLO #1 for each course
2) Year two - Assess SLO #2 & #3 for each course
3) Year three - Assess Program outcomes

Summarize the major findings of your program outcomes assessments.
During the last year, we assessed the following outcome:
1) Students will critically review and assess the ethical decisions made by public relations professionals and make appropriate recommendations.
Ethics is assessed in three of the certificate classes. Assessments from all three courses were evaluated.

Over 80% of our students met the outcome.

Depending on the degree or transfer goals of our students, they have the choice of three different GE pathways:

- [Associate Degree GE Requirements](#)

- [CSU GE Requirements](#)

- [IGETC Requirements](#)

Palomar College has identified a set of General Education/Institutional Learning Outcomes, which represent the overall set of abilities and qualities a student graduating from Palomar should possess.[Click here for a link to Palomar's GE/ILOs.](#)

PROGRAM COMPLETIONS

Student success is at the core of what we do in assisting students in achieving their goals.

The Chancellor's Office Vision for Success stresses the importance of Program Completion as a major goal for our students. In addition, transfer and career readiness are key components of Palomar College's mission statement. This year, our funding formula has also changed reflecting this emphasis, providing additional funding as a function of the number of completions.

In this section we will identify a program standard and a stretch goal (what you would like to move toward) for program completions.

The standards represent the lowest number of program completions deemed acceptable by the College. In other words, if you were to notice a drop below the set standard, you would seek further information to examine why this occurred and strategies to increase completions.

In this section we will identify a program standard and a stretch goal (what you would like to move toward) for programs.

List the number of completions for each degree/certificate for the previous year.
AA/AS 6   15
AA-T   6   15
Certificate   0   0
CPE   0   0
Total Program Completion*   6   15

Have your program completions Increased, decreased, or stayed the same over the last 5 years?
Increased

What factors have influenced your completion trends?
The information above includes the Communication Transfer degree and PR Certificate. The transfer degree completions have increased and the certificate completions have decreased. We are hoping that the changes to certificate will increase completions. We are doing two things to make this happen:
1) Working with CSUSM to provide an opportunity for students in its Comm. program focusing on PR. CSUSM doesn't have a specific PR sequence and our certificate coupled with its Comm. degree would be very beneficial for students interested in working in PR.
2) We are working to put the certificate completely online.

The Chancellor's Office Vision for Success stresses the importance of reducing equity gaps through faster improvements of underrepresented groups.

ACCJC also requires that colleges establish institutional and program level standards in the area of success rates. These standards represent the lowest success rate deemed acceptable by the College. In other words, if you were to notice a drop below the rate, you would seek further information to examine why the drop occurred and strategies to address the rate.

[Click on this link to review the course success rates (A, B, C, or Credit) for your discipline.](#)

In this section we will identify a course success rate standards and a stretch goal (what you would like to move toward) for programs.

Course Success Rates by gender, age, ethnicity, special population, location, and modality (You can access the Student Equity Plan on the SSEC website https://www2.palomar.edu/pages/ssec/)

COURSE INFORMATION

COURSE SUCCESS AND RETENTION

What is your program's standard for Discipline COURSE Success Rate?
70.0%

Why did you choose this standard?
We are just under 70% for most or our courses so we feel that meeting that standard would be achievable.

What is your Stretch goal for COURSE success rates?
80.0%

How did you decide upon the goal?
Students taking the Comm. 100 and transferring to SDSU must receive at least a B in the course for it to be equivalent to the course at SDSU.

COURSE OUTCOMES

How have you improved course-level assessment methods since the last PRP?
We are assessing our course outcomes through Canvas and assessing more regularly (more than the required three years).

Summarize the major findings of your course outcomes assessments.
One of the SLOs assessed in our Communication 100 courses this year was focused on detecting bias. This SLO is very important in our current media landscape with an abundance of "fake news". Student are taught how to detect bias in news stories and then have to analyze current news sources for possible bias. Approximately 75% of our students met the outcome. After looking at the data we decided that we need to do more exercises and show more examples before asking students to analyze current news sources.

This section is intentionally blank for annual PRPs. Please click "Next" to continue.

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Program Goals

In the previous sections, you identified opportunities for improvement. Using these opportunities, develop 3-year SMART goals for your department. Goals should be Specific, Measurable, Attainable, Relevant, Time-Specific. Ensure your goals align with the mission of your department and/or the College's strategic plan.

Please list all discipline goals for this three-year planning cycle. Click here for previous PRPs and goal information.

Goals

Goal 1

Brief Description
PR Certificate of Proficiency - rewrite

Is this a new or existing goal?
New

How will you complete this goal?
1) Create a second public relations course
2) Put that course into META
3) Create curriculum for the online modality
4) Continue to work with CSUSM to connect PR students to our program

Outcome(s) expected (qualitative/quantitative)
The new CP will be available in Fall 2020

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?
This goal will align with college's mission of supporting and encouraging students with career and technical training. It also supports the discipline's mission statement because it will help improve the program and improve teaching and learning. The PR certificate will provide a pathway for students interested in working in the public relations field.

Expected Goal Completion Date
2/3/2020

Goal 2

Brief Description
evaluate the PR news bureau program

Is this a new or existing goal?
New

How will you complete this goal?
We need evaluate the news bureau program that involved students in public relations efforts on campus. The program was supported by Strong Workforce money.

Outcome(s) expected (qualitative/quantitative)
We will decide if and how we can offer a program like this again.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?
This goal also aligns with college's mission of supporting and encouraging students with career and technical training. It aligns to the last pillar of Guided Pathways that connects to work experience.

Expected Goal Completion Date
4/16/2020

STAFFING AND RESOURCE NEEDS

Instructions

1. Refer to [Strategic Plan](#).
2. See [Data](#).
3. See career info (In PRP)

Are you requesting additional full-time faculty?	**Are you requesting additional Staff, CAST or AA?**
No	No