



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
Journalism (JOUR)

Department Chair Name
Wendy Nelson

Division Name
Arts, Media and Business Administration

Website address for your discipline
<https://www2.palomar.edu/pages/journalism/>

Discipline Mission statement

The Journalism program provides students with an education that prepares them to become critical producers and consumers of mass media content. Our goal is to make them better able to understand our media institutions and add their voice to the process of shaping their cultural environment. We seek to fulfill our mission by helping students develop abilities to think critically, to communicate clearly, to understand the ethical dimensions of the decisions they make, and to fully recognize the central role of news media in a free society.

[\(click here for information on how to create a mission statement\)](#)

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.

Transfer Degree option 1:

Journalism (AA-T)

The Associate in Arts in Journalism for Transfer teaches students the methods and techniques for gathering, processing and delivering news. It prepares students for careers in print and multimedia journalism. It includes instruction in news writing and editing, reporting, multimedia story production, and professional standards and ethics.

Careers in this field include book editor, copywriter, film critic, foreign correspondent, freelance writer, online editor, multimedia story producer, journalist, magazine editor, news anchor, newspaper editor, publicist, sportswriter and technical writer. This major may also lead to many other careers. For additional possibilities, visit the Career Center.

Pursuant to SB 1440, the following completion requirements must be met:

(1) Completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following:

(A) The Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education – Breadth Requirements.

(B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district.

(2) Obtainment of a minimum grade point average of 2.0.”

ADTs also require that students must earn a C or better in all courses required for the major or area of emphasis. A “P” (Pass) grade is not an acceptable grade for courses in the major.

AA-T TRANSFER MAJOR

Program Requirements

COMM 100 Introduction to Mass Communication 3

JOUR 101 Multimedia Writing and Reporting 3

JOUR 105 Multimedia News Writing and Production 3

List A - Select 1 course

COMM 104 Introduction to Public Relations 3

JOUR 130 Writing for Online Journalism 3

JOUR 140/

PHOT 140 Photojournalism 3

JOUR 205 Intermediate Multimedia News Writing and Production 3

List B - Select 2 courses

ECON 101 Principles of Economics (Macro) 3

or

ECON 102 Principles of Economics (Micro) 3

ENG 202 Critical Thinking and Composition 4

MATH 120 Elementary Statistics 4

PHIL 200 Critical Thinking 3

PHOT 100 Elementary Film and Darkroom Photography 3

*SPCH 105 Beginning Argumentation and Debate 3

TOTAL UNITS 18 - 19

Transfer Degree option 2:

Multimedia Journalism (AS, CA)

The Journalism program is designed to teach students about working in multiple media genres and prepares them to become critical producers and consumers of mass media content. Students learn how to report, write, design and work in print, web, video, and social media. The students also learn about media ethics and responsibility. The program goal is to make students better able to

understand media institutions and how to add their voices to the process of shaping their cultural environment.

**A.S. DEGREE MAJOR OR
CERTIFICATE OF ACHIEVEMENT**

Program Requirements Units

JOUR 101 Multimedia Writing and Reporting 3

JOUR 105 Multimedia News Writing and Production 3

JOUR 110L Multimedia Journalism Laboratory 1

JOUR 205 Intermediate Multimedia News Writing and Production 3

JOUR 210 Advanced Multimedia News Production 3

JOUR 215 Advanced Multimedia News Editing 3

or

JOUR/PHOT 140 Photojournalism 3

COMM 100 Introduction to Mass Communication 3

COMM 104 Introduction to Public Relations 3

COMM 105 Race, Gender and Media Effects 3

POSC 101 Introduction to Politics and American Political Institutions 3

TOTAL UNITS 28

Recommended Electives: JOUR 103, JOUR 295

Note: JOUR 105, 205, 210, and 215 may not be taken concurrently.

Certificate option 1

Broadcast Journalism (CP)

Provides a background in print journalism and broadcast journalism: practical experience in gathering, writing, editing and producing news. This certificate prepares students for employment in the television news industry.

CERTIFICATE OF PROFICIENCY

Program Requirements Units

JOUR 101 Multimedia Writing and Reporting 3

JOUR 105 Multimedia News Writing and Production 3

DBA/ENTT 120 Digital Television Production 3

DBA 240B Beginning Television News/Sports 3

DBA 240D Advanced Television News/Sports 3

TOTAL UNITS 15

Note: New certificates pending approval.

Please list the names and positions of everyone who helped to complete this document.

Erin Hiro, Journalism Professor

Wendy Nelson, Department Chair

Full-time faculty (FTEF)

1

Part-time faculty (FTEF)

1

Classified & other staff positions that support this discipline

Media Studies ADA Rita Walther provides support.

Additional hourly staff that support this discipline and/or department

Temporary employee who works 20 hours per week supporting the journalism students who are publishing the campus newspaper and magazine.

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?

Here are my program outcomes:

1. Structure and craft messages in ways appropriate for specific audiences.
2. Use and evaluate technologies that enhance the communication process.
3. Apply ethical practices in daily work and recognize media roles and responsibilities in society.

Journalism program outcomes accurately reflect the scope and depth of the degrees and certificate because it first focuses on content and getting messages out to the audience or public. Secondly, including a technology goal is essential as technology changes affect the skills needed to get a job in journalism. The third goal of ethics is always imperative to any journalism program. Also, every student must have a strong ethical knowledge and foundation before entering the job market.

Describe your program's plan for assessing program learning outcomes.

The program has been assessed in the past few years. The students have been assessed through portfolios and also through assessments at the beginning and end of each semester to measure changes and progress. We will continue to assess in this way in all courses.

Summarize the major findings of your program outcomes assessments.

Those portfolio and assessments have shown a general success in meeting the three goals. The students have been showing a positive assessment in generating content, discussing ethics and demonstrating technology skills. We will continue to strive for a goal of 70 percent of the class earning a 70 percent or more in the class. We also hope for modest increases in student success each year.

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.

We have had successes and setbacks in this area. In 2013, we had seven program completions for the year. For a small program like journalism, this was an improvement. Over the next two years we went down before increasing to a 15 in 2016. Last year, it dropped again to 8 for the 2017-18 year. But overall, it has increased by 1 since 2013.

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

What factors have influenced your completion trends?

We are unsure of why the numbers have fluctuated and why we had such a big jump in 2016. We did increase our marketing of the program and spent time updating counselors and the campus community on our offerings. But we have continued with our increased marketing over the last two years and the numbers have dropped since then. We are unsure as to why that could be. We will continue to focus on marketing, especially on social media platforms.

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 choose this standard because it matches the college standard and provides consistency throughout Palomar.

What is your Stretch goal for COURSE success rates?

75.0%

How did you decide upon the goal?

The 75 percent stretch goal is an attainable goal for the journalism program. It allows for modest growth and success among our students while continuing to challenge the students with new technology skills and a demanding curriculum.

COURSE OUTCOMES

How have you improved course-level assessment methods since the last PRP?

We have added assessment quizzes at the beginning and end of our new classes, including Journalism 130 to better assess learning of new curriculum. This will help us monitor and assess whether our courses are successful or whether changes are needed.

Summarize the major findings of your course outcomes assessments.

Throughout our courses, we realized two years ago that we need to focus more on ethics. We have always included ethics at the beginning of the semester but our assessments showed us that that was not enough. We have since started to include ethical discussions throughout the semester and put more emphasis on the rules as part of the curriculum. So far, we have seen an increase in students' performance in this area but we still have to make more progress. We would like every student to know the ethical standards. For the second finding, students were successful in writing a hard news story. This is a foundational knowledge that our focus groups insist is still relevant. In the past, we have been very successful in this area. However, recent assessment has shown some students are now struggling in this area. These students get distracted by the technology elements and don't spend enough time on the foundational writing skills. We are at 70 percent but should be higher. We have changed the curriculum to make the spring semester focused on writing to build on this skill. We will continue to work in this area. For the final finding, our goal of technology is making good progress. The program is always encouraging students to try new technology such as Hootsuite and new apps. The challenges is always access to the technology and the fact that some students struggling in this area. But we will continue to expose them to new technologies and measure the results. We aim to keep this success rate at 70 percent or higher as well.

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

Get Social Media and Online Journalism classes started (enough enrollment) and then grow them into integral parts of our journalism curriculum.

Is this a new or existing goal?

Existing

Goal Status

Completed

How will you complete this goal?

We have successfully integrated Journalism 130 and Journalism 200 into our curriculum and are developing new stackable certificates to utilize them as well.

Outcome(s) expected (qualitative/quantitative)

We hope completing this goal will increase enrollment and the skills, which will help students get jobs or transfer after completing our program.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

Successfully integrating new courses that update students skills aligns with Palomar's goal of student success. Also, it increases enrollment, which helps the college bring in more students and more FTEFs.

Expected Goal Completion Date

4/5/2019

Goal 2

Brief Description

Establish a strong, continually updated alumni database that can help current and former students get jobs and get connected in this industry.

Is this a new or existing goal?

Existing

Goal Status

Completed

How will you complete this goal?

A closed Facebook page has been established and populated with Palomar Journalism alumni. This page is continually updated.

Outcome(s) expected (qualitative/quantitative)

The outcomes are qualitative by providing informal resources and networking possibilities for journalism alumni. The closed Facebook page adds an avenue for alumni to communicate and help each other navigate the world beyond Palomar.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

This goal helps students succeed in the industry through networking, job postings and news. This information and the connections formed from the alumni connections align with Palomar's goal of student success.

Expected Goal Completion Date

4/5/2019

Goal 3

Brief Description

Archiving

Is this a new or existing goal?

Existing

Goal Status

Ongoing

How will you complete this goal?

We have begun to archive the print edition of the campus newspaper, which has spanned over 70 years. We have made good progress on this. Roughly half of the printed archive pages have been scanned and are posted on the site Issuu. We are upgrading our Telescope website but once that it finished, we will link the Issuu site to The Telescope website so it is accessible to the Palomar community.

Outcome(s) expected (qualitative/quantitative)

Once it is complete, it will allow staff, students and the community to access the newspaper editions from 1947 to the present.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

This goal supports student success by giving them information and archival history of the college.

Expected Goal Completion Date

5/24/2019

Goal 4

Brief Description

To consistently be the top journalism program in the county.

Is this a new or existing goal?

Existing

Goal Status

How will you complete this goal?

Continue with rigorous curriculum
Attend yearly conferences to learn new theories and and skills
Update curriculum and activities each year
Participate in countywide contents and awards
Routinely bring in guest speakers

Outcome(s) expected (qualitative/quantitative)

We hope to see an increase in journalism awards through county wise contests.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

If journalism is consistently the top program in the county, the reputation will help attract new students (and perhaps more diverse students) to Palomar and strengthen the college as a whole. Also, having a high-caliber program will better prepare students for success beyond Palomar.

Expected Goal Completion Date

5/22/2020

Goal 5

Brief Description

Improve on SLO assessment and connection with curriculum planning

Is this a new or existing goal?

Existing

Goal Status

Ongoing

How will you complete this goal?

Faculty is currently assessing SLOs and updating curriculum when appropriate.

Outcome(s) expected (qualitative/quantitative)

The outcome is the journalism curriculum will always be up-to-date and evolving to reflect industry standards and the challenges and needs of students.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

Providing curriculum that adequately prepares students for transfer or jobs in journalism will directly contribute to student success.

Expected Goal Completion Date

5/22/2020

Goal 6

Brief Description

Make entire program zero cost textbook

Is this a new or existing goal?

Existing

Goal Status

No longer a goal

How will you complete this goal?

We tried to complete this goal. While we did find some excellent textbooks at a lower costs, we also found that as of now, there are not zero-cost textbooks that adequately cover journalism curriculum.

Outcome(s) expected (qualitative/quantitative)

Lowering the cost of some textbooks was beneficial to journalism students who have financial restraints. We will continue to look for the lowest costs textbooks and will be open to zero-costs textbooks in journalism if/when they become available.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

The goal of lower costs textbooks helps support students financially and allowing them to focus on academics instead of working to pay for expensive textbooks.

Expected Goal Completion Date

4/5/2019

Goal 7

Brief Description

Grow the program

Is this a new or existing goal?

Existing

Goal Status

Ongoing

How will you complete this goal?

Continue to improve curriculum

Continue promotion

Focus on the special groups, such as foster youth, veterans, etc.

Organize special events

Work with counselors

Better communication with potential students

Outcome(s) expected (qualitative/quantitative)

We hope to see curriculum updated annually or biannually as needed.

We will continue to promote the program among Palomar students, to counselors and at community events.

We will look for ways to focus on the special groups, such as foster youth, veterans, etc.

We will continue to organize special events such as Media Days. The next event is set for May 1-2, 2019.

How does this goal align with your department mission statement, the college strategic plan, and /or Guided Pathways?

If we can increase the number of journalism students, we will increase the diversity of our group.

Increasing the diversity not only helps address at-risk groups such as foster youth, but it allows for a richer classroom experience. All of those elements expand the learning experience for our students and will help them when transferring to a 4-year school or when looking for a job.

Expected Goal Completion Date

5/22/2020

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?

No

Are you requesting additional Staff, CAST or AA?

No