



Program Review and Planning 2019-2020

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
2019-2020

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.

New Blogging Journalism Degree is currently going through the curriculum process.

It would include

Journalism/Blogging

Core Classes

Class 1:

Jour 101 - 3

Class 2: New Video/Photo - 3

Class 3 Co-op Ed Class - 1

Class 4 Jour 130 - 3

Class 5 Jour 200 - 3

Class 6

Comm 100 - 3

OR

Jour 105 - 3

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

Erin Hiro, Journalism Professor

Wendy Nelson, Department Chair

Justin Smiley, AMBA Dean

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's learning outcomes were assessed in October 2019. The outcomes were assessed through portfolios, assignments and test to measure the students knowledge and abilities in the three areas. The program has been assessed every three years and will be assess again in three years.

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 80 percent of the class earning an 80 percent or more in the class. We are currently hitting that goal. We also hope for modest increases in student success each year. An area where we need to work more is retention. The students who are actively participating in the class are successful in reaching these goals. But we have on average 30 percent of students who stop participating for a variety of reasons. Those students are not reaching their goals. We need to increase our retention rates to increase our program outcomes success.

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.

In 2013, we had seven program completions for the year. Five of those were for the certificate and two for the AA/AS. In 2014-15, we only had one student graduate with an AA/AS. In the 2015-16 year, we saw an increase of five students get the AA/AS degree. That coincided with the year the state Transfer degree was first offered. In 2016-17, that number continued to grow to 13 students completing the AA/AS and two completing the certificate. The numbers dropped a little in 2017-18 to 7 students getting the AA/AS and 1 earning a certificate. Last year saw an increase of 10 students earning the AA/AS and two more students leaving Palomar with a journalism certificate.

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

What factors have influenced your completion trends?

We think the dip in the number of completers in 2014-15 had to do with two factors. 1. The journalism professor who encourages student to apply for the degree or certificate was on sabbatical. 2. Journalism advisers across the state were creating a new AS-T in journalism that changed some students' plans. They decided to wait for that degree instead of graduating with a traditional degree. Also, students told us that counselors were talking them out of journalism degrees and certificates to transfer more quickly and adhere to stricter financial aid requirements. We remedied that by providing more information on student degree programs through journalism, more recruitment into journalism classes and more journalism advising opportunities to help students get the correct journalism courses needed to get these degrees.

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 three 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. We continue to see 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 foundational knowledge that our focus groups insist is still relevant. In the past, we have been successful in this area. However, recent assessment has shown some students are struggling to master this area. These students get distracted by the technology elements and don't spend enough time on the foundational writing skills. We also have identified another problem: Students are unwilling to do the interviewing and information gathering work essential to have information to write into a hard new story. We need to focus on information cultivation to help with our writing goals as well. We are at 70 percent but should be higher. We

will continue to work in this area.

For the final finding, our goal of technology is on track. The professors are always encouraging students to try new technology such as Hootsuite, Wordpress and new apps. The challenges is always access to equipment that allows them to play with new programs and the fact that some students struggle to embrace new technology. However, 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

Ongoing

How will you complete this goal?

We have successfully integrated Journalism 130 and Journalism 200 into our curriculum and they have become popular classes that fill and increase our overall enrollment and completion rates. This fall, we updated Journalism 130 to be more relevant to our students and proposed a new 16-unit certificate that includes both of these new classes. These two classes have become the future of the program and we need to continue to make sure they are exceptional.

Outcome(s) expected (qualitative/quantitative)

We realized this needs to continue to be an ongoing goal to ensure the overall health of the journalism 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 FTEs.

Expected Goal Completion Date

5/31/2021

Goal 2

Brief Description

Archiving

Is this a new or existing goal?

Existing

Goal Status

Completed

How will you complete this goal?

This is an goal that we are so excited to have finished. We worked hard for many years tearing up our archives to digitize everything and make them assessible online. It is finally complete and that resource is available to the campus at <https://www.palomar.edu/telescope/archives/>.

Outcome(s) expected (qualitative/quantitative)

Now that 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 3**Brief Description**

To consistently be the top journalism program in the county.

Is this a new or existing goal?

Existing

Goal Status

Ongoing

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, state and national 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 4**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. We have introduced a new blogging/journalism certificate based on that work. We hope it will be approved and active in the Fall of 2020.

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 5

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 are updating curriculum annually.

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. We have an open house this fall and a Media Days set for Spring 2020.

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

RESOURCE REQUESTS AND BUDGET ALLOCATION REVIEW

Budget Analysis: This section should be completed by department chairs by the end of September.

Are there areas in your budget where there has been a historical surplus (See three year trend)?
No

Are there processes that need to be examined to ensure we are being the most efficient with funding?
No

Are there ongoing needs in your department budget that you currently do not have the resources for?
No

Do you have non-general fund sources of funding?
No

One Time Needs

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page.)

Please check with your department chair on the availability for this cycle.

Do you have one-time funding requests?
No

Review

Chair Review

Chair Comments
Excellent overview.

Chair Name
Wendy Nelson

Chair Sign Date
10/30/2019

Dean Review

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

Areas of Concern, if any:

Recommendations for improvement:

Dean Name

Dean Sign Date

IPC Review

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

Areas of Concern, if any:

Recommendations for improvement:

IPC Reviewer(s)

IPC Review Date

Vice President Review

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

I love the fact you are using portfolios- I know we have a few faculty using these and have discussed e-portfolios as a broader type of assessment- I'd love to chat more about it.

The completion discussion was also interesting. I know you all have thought of some really creative ideas about refreshing the program as well—looking forward to seeing how things develop.

Areas of Concern, if any:

Recommendations for improvement:

Vice President Name
Jack S., Kahn, Ph.D.

Vice President Sign Date
1/3/2020