PALOMAR COLLEGE®
Learning for Success

Program Review & Planning (PRP)

ANNUAL UPDATE
Part 1: General Information

Program Review is a self-study of your unit. For non-instructional program review, the definition of what is a unit varies based upon your division. A unit may be a department (e.g., Information Services, Institutional Research and Planning, Financial Aid), a program (e.g., EOPS, TRIO), or a division (Human Resource Services). The Vice Presidents for each division have identified/defined the units that will complete the review cycle.

Regardless of whether your unit is a program, department, or division, program review is about documenting the plans you have for improving Institutional Effectiveness in your area and sharing that information with the college community. Through the review of and reflection on key elements, program review and planning identifies program strengths as well as strategies necessary to improve the operation of your area.

The Annual Update is designed to help you track progress on your three-year plan. It allows for updates to your plan based on:

1) updates to Service Area Outcomes assessment cycle or unit data;
2) new events, legislation, or processes that affect your unit's ability to meet your mission; and
3) a review of progress on your three-year plan's goals.

Date:	10/24/2019
Unit Name:	The Telescope
Department Name:	Journalism
Division Name:	AMBA
Name of person responsible for the Program/Unit:	Erin Hiro
Website address for your unit:	www.the-telescope.com

Please list all participants in this Program Review:

Name	Position
Wendy Nelson	Media Studies Department Chair
Justin Smiley	AMBA Dean

SECTION 1: Staffing Updates and Services Updates

Staffing

Using the table below, describe any changes you have experienced in staff in the past year.

Full-time Staff		**Part-time Staff**	
Total Number of Full-time Staff	0	**Total Number of Permanent Part-time Staff**	0
Number of Classified Staff	0	**FTE of Part-time Staff (2X19 hr/wk = .95)**	0
Number of CAST Staff	0	**FTEF of Part-time Faculty**	0
Number of Administrators	1		
Number of Full-time Faculty	1		

Describe additional temporary hourly or contract staff support this unit and/or department? (Include FWS/District Student Worker/Veteran Student Worker)
The Telescope newspaper has one temporary employee who works 20 hours per week for 15 weeks during the fall and spring semesters.

Program/Unit Description

Has the services your unit performs changed in any way over the past year?
We have increased our digital presence and multimedia abilities on The Telescope's website over the last year. We have also included a second print magazine in the fall semester.

ANNUAL UPDATE
PART 2: PROGRAM/UNIT ASSESSMENT

SECTION 1: Service Area Outcomes Update

GOT SERVICE AREA OUTCOMES?

Outcomes are statements written in support of student learning to show direct support (instruction) or indirect support (services) provided on campus. Assessment is the way we measure how well we are achieving our outcomes.

For non-instructional areas, outcomes are called Service Area Outcomes (SAO).

So what is an SAO?

A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. Clients can be students, faculty, staff, or community members.

As part of our three year planning and review cycles, all non-instructional units are asked to:
- identify at least two SAOs,
- develop a plan and assess their SAOs,
- reflect on the results,
- and take action, as necessary.

Palomar has adopted TracDat as our official repository for SLO and SAO Assessment information.

Review and/or define your SAOs and assessment plans and ensure they are entered in TracDat by:
1) Login to Nuventive Improve (TracDat): https://www2.palomar.edu/pages/sloresources/2015/08/10/tracdat/.
   Your Palomar username and password will get you in.
2) Update or add your SAOs and assessment plans.

NEED HELP?
   TracDat:
   1) If you need help with anything TracDat related such as login, unit identification, entering SAO info, contact Marti Snyder at msnyder2@palomar.edu.
   2) Check out this video on how to enter SAOs in TracDat: https://youtu.be/b1sRa68wm4c

   Defining and Assessing SAOs:
   Not sure if your SAOs make the grade? Need some help writing an SAO? Not sure about how to assess your SAOs?

   1. Hartnell's SAO Guide is a nice resource! Thank you Hartnell!

   2. Contact Michelle Barton at mbarton@palomar.edu. We have a resource support team to help.

   3. The SAO template at the end of this document is a useful template for defining an SAO and assessment plan. It is modeled off what we enter in TracDat.

Are all of your unit's SAOs and assessment plans entered in TracDat?	YES X	NO

If NO, describe why and identify a data by which they will be entered. Updated in October 2019

If you have completed any SAO assessments over the past year, summarize what you learned from the assessment and what improvements you have implemented or plan to implement as a result of your SAO assessments. If you have not completed SAO assessment's document why (e.g., SAO was assess last year).

1) We learned that we are meeting our goal of structuring and crafting messages for specific audiences by including new projects such as podcasts and videos as well as covering breaking news stories by tweet.

2) We learned that we are hitting our goal of using new technologies by using Hootsuite to manage our social media, working our website on Wordpress and requiring students complete a news video project using their phones to shoot the video and our Mac lab to edit it.

3) We learned that we are meeting our expectations on applying ethical practices in our journalism classes by increasing our focus on this area. Along with the traditional lectures on journalism ethics and media law, we include occasional Kahoot games to test their knowledge and bring in more current events that they must discuss in class.

4) None

SECTION 2: Other Assessment Data

Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below.

The data for the above assessments comes in the forms of class projects, portfolios and tests where we strive for 80 percent of our students to receive a grade of 80 percent or higher. What we have found is that for the students who attend class and complete the project, they are meeting those goals by at least 80 percent and sometimes as high as 90 percent. However, the place where we struggle is with the students who do not complete the assignment at all or have stopped attending class. They are both still in the class but are not active and learning the information. We struggle sometimes with having between 20-30 percent of the class inactive and not learning the material. We will continue to work on outreach to pull these students back into class.

SECTION 3: Achievements and Other Relevant Information

Describe your program's achievements or this past year. Where possible, describe how these achievements are related to our students and their success!

The Telescope newspaper and Impact magazine won Best of Show at the San Diego County Fair in June of 2019. We beat out every other community college journalism program in the county including the powerhouse Southwestern.

Describe provide an update on recent changes in legislation, policies, procedures, processes, and/or technology (software and hardware) that have impacted or will impact your program/unit?   What effect will these changes have on your program/unit?

There has not been any legislation that has greatly impacted our program recently. We have struggled with procedures and processes at the state and local level that discourage students from taking journalism classes and push them toward general majors and transfer. While we want our students to transfer to a 4-year university, we feel strongly that they need to take most or all of our journalism classes to get the foundation and experience needed to thrive in a journalism program at a 4-year school. Our classes also provide students with the hands-on journalism experience that helps them create a media portfolio to get their first internship or job. We will also need to upgrade our MAC lab in the near future as the computers are three years old and almost out of warranty. They will need to be replaced when they begin to fail soon, according to Palomar computer experts.

In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?

We would like counseling to consider pushing students who want to write or blog or produce social media content toward our classes instead of away from them and into a general degree such as Communications or University Studies.

ANNUAL UPDATE
PART 3: Progress on Goals

Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If the unit has experience barriers for impel in implementing the goals, describe those challenge

Goal #1

Goal from Comprehensive Review	Better promote the newspaper and magazine to reach a wider audience.		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	**Not Started**	**In Progress** **X**	**Completed**

Describe Progress	We are in the second year of our three-year goal. We are working on the following strategies to accomplish this goal. 1. Continue learning and teaching new theories and technology to help the students promote the newspaper and magazine. PENDING 2. Add new assignments to the curriculum that put promotion theories to the test. PENDING 3. Invite guest speakers who are professionals in this area. Perhaps dedicate a workshop on this topic during our Spring Media Days. DONE EVERY YEAR 4. Add new technology to our PRP request list that will make promotion easier. COMPLETE
Describe Barriers to implementation	The biggest challenge is a lack of enrollment. We have experienced a lower number of students this fall (the majority of our staff graduated in Spring 2019) so we don't have enough students to do all of the things we want to do to entice new readers. But we are making some progress with our small but talented group of editors and writers. We expect to see our numbers grow in the spring semester due to recruiting efforts and our award-winning product.
Describe Outcomes (if any)	The outcome is to produce a better and widely read project.

Goal #2

Goal from Comprehensive Review	Grow the program.		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	**Not Started**	**In Progress** **X**	**Completed**

Describe Progress	We always want 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 were doing well in the Spring of 2019 but most of them graduated and we are now at a staff of less than 20 and about 15 active students. To find news students: • 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.
Describe Barriers to implementation	There is only one professor in this area and they have other duties outside of the newspaper. It was exacerbated by the elimination of a second class that paid the professor for the work on the newspaper. Now the newspaper's duties are expected to be contained in a 3-unit class instead of the former 60 percent of instructor load. Also, we have a 20-hour employee who could work on this if given 5 more hours per week.
Describe Outcomes (if any)	None

Goal #3		

Goal from Comprehensive Review	Get funding for a full-time classified staff member for the newsroom.		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	**Not Started**	**In Progress**	**Completed** **X**
Describe Progress	This goal will not be completed. While it would be helpful to The Telescope staff to have a full-time person to aid the Journalism professor, we don't have the numbers or for a full-time employee. Instead, we hope to share a full-time person with another department. That would better utilize precious resources and save the school money. Or we are content to continue with a person who works between 20 and 25 hours per week.		
Describe Barriers to implementation	Funding. We need more money for a part-time employee. Instead, we have lost hours from 26 hours per week two years ago, to 20 hours a week this year.		
Describe Outcomes (if any)	None		

Goal #4		

Goal from Comprehensive Review	None		
Goal Status (insert an "X" in box most closely aligned with the status of this goal).	**Not Started**	**In Progress**	**Completed**
Describe Progress			
Describe Barriers to implementation			
Describe Outcomes (if any)			

The Strategic Plan 2022 includes the College's Vision for Success (VfS) outcomes. Review the VfS goals and reflect on how your unit supports these outcomes. Identify one strategy your unit will implement to help the college meet these outcomes. Click here access [Strategic Plan 2022](.)

The Strategic Plan outlines five VfS goals. Let's look at each one individually.

Goal 1: Completion This is an area where the newspaper struggles. Our original associate's degree requires all four of the newspaper/magazine classes to allow the student to learn the different roles: from reporter to editor to digital content producer. But the state transfer degree and the University Studies Media and Communication degrees only require the introduction course and one newspaper course to graduate. While we want our newspaper staff to learn and then move on, these changes have vastly cut down on student numbers and participation. That drop in students has caused the administration to cut extra classes, including the lab class and the photojournalism course, eliminating all of our photographers and 1/3 of our writers and designers.
Strategy: The strategy we will implement to help remedy this problem is creating a stackable certificate that requires some of the newspaper courses. We hope that will draw students from other, similar majors to add a journalism certificate and training to their degrees before they transfer out. We also hope to draw working professionals who just need job training and might opt into our new Blogging/Journalism certificate as well.

Goal 2: Transfer The newspaper helps with the college's transfer goals because it gives students real would experience and high-quality clips that can help them transfer into highly respected journalism schools. Furthermore, the training and discipline needed to successfully complete the newspaper courses helps students tackle other tough transfer classes. The amount of time working together with the newspaper staff and advisor also gives Telescope students more information about transfer tips and advice and a supportive environment to think about the next steps.
Strategy: The strategy to help this goal is to save one Telescope class each semester as a Transfer Tips class where college transfer experts will be called in and students will have time and support to look at the transfer process.

Goal 3: Unit Accumulation The newspaper has already helped in this goal in two ways. First off, the newspaper class has absorbed the two magazine classes due to lower enrollment. Now Palomar students learn about both magazine and newspaper production for the same amount of units instead of double that amount. Also, Palomar Journalism's new certificate is 16 units, which is a lower-unit way to learn about journalism.
Strategy: New degree programs and class cuts have already achieve this goal. If journalism cuts any more units, the program will be gone.

Goal 4: Workforce While being a journalist usually requires a 4-year degree, some students do get hired right out of our program to report, write, design, manage social media, etc. The variety of employment requirements means that some journalism students are helping in Palomar's goal by getting hired right out of our program. Others are hired after earning their bachelor's degree due in part to the portfolio they built at Palomar.
Strategy: While theory is important in journalism classes, much of the newspaper's curriculum includes hands-on application. The students are actually producing the print and digital editions of both the newspaper and magazine. The active nature of The Telescope class and its newsroom means that our students have the experience that gets them internships that lead to jobs in the local workforce.

Goal 5: Equity   Journalism ethics stresses the need for a diverse staff to help meet our ethical goals of fair reporting and representation in the media. The need for diversity in the media is emphasized repeatedly in journalism lectures. An example is when students are trained to report information and talk to sources, they are reminded to find a variety of sources both in race and gender as well as age and socioeconomic backgrounds. The variety of sources makes for a more well-rounded and objective story.
Strategy: The newspaper curriculum and ethics will continue to stress the need for diversity in our newsroom and in our coverage.

Describe any changes to your goals or three year plan as a result of this annual update.

Our first goal of promoting the newspaper and magazine to reach a wider audience still needs to remain a goal because producing a good newspaper and magazine product is essential to training students. If we want to meet the college's VfS goals 1 and 2 of completion and transfer, we need to give the students the skills to do so.
Our second goal of growing the program is also still important because the more students we have in our program,

the more we can work on the college's VfS goals 4 and 5. Those goals of increasing the local workforce and diversity will be addressed with more prepared and diverse journalism students heading out into the workforce.

Our third goal of getting a full-time, classified employee is no longer a valid goal. Not only is it unrealistic in this budget time, but it is not required to meet the colllege's VfS goals. As long as the newspaper is able to pay for a 20-25 hour designer and to pay a stipend to a design professor, The Telescope can help the college meet its VfS goals.

ANNUAL UPDATE
PART 4: RESOURCES

Reflect upon the three year plan you created as part of your comprehensive review, your annual update, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures). How will you allocate resources to implement your plan? Describe additional resources needed to improve the effectiveness of your unit/program. All resource requests must be aligned with the College's Strategic Plan. Click here to access the **Strategic Plan 2022**.

SECTION 1: Reallocation or Reassignment of Resources

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan or your annual update, your current operations, and any upcoming factors in legislation. Describe the impact of the reallocation of resources to your unit.

To thrive, The Telescope newspaper/Impact magazine need the following:
1. A full-time professor who is paid more than a 3-unit class for the 20-plus hours the newspaper requires. With the cancellation of the second newspaper class, a stipend needs to be included to adequately pay for the professor's workload.
2. A 20-25-hour, part-time temporary employee who can help with the newspapers design and manage the website and advertising duties. This person also does light office duty such as answering phones.
3. A stipend of $1,000 per semester for a graphic design professor to help students design the magazine.
4. An up-to-date Mac lab with the Adobe Suites and Microsoft Office programs for reporting, writing and design of the newspaper, magazine and websites.
5. New microphones for existing Ipads for when students need to record interviews.
6. Subscriptions to video/photo services such as Vimeo and Flickr.
7. Subscriptions to newspapers for examples and learning
8. Subscriptions to a college wire service that provides stories and photos and to a story assigning program that helps track story assigning and creation for the newspaper, magazine and their websites.

SECTION 2: Need for Additional Resources					

STAFFING					

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section.

Title	Three Year Plan Goal	Strategic Plan 2022 Goal/Obj.	New / Vacant / Modified / Temporary	Describe Need:	
1)None					
2)					
3)					

TECHNLOGY					

If you are requesting TECHNOLOGY, please fully complete this section. If not, skip to the next resource section.

Resource	Unit's Three Year Plan Goal	Strategic Plan 2022 Goal/ Obj.	Cost ($$$)	Describe need and identify if the technology need will require: 1) extra wireless access, 2) integration with existing technology (hardware and software such as PeopleSoft), and/or 3) operational maintenance and support.	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across ALL of your Technology, Equipment, or Other Resource Requests.
1)Mac Lab	Goal 1	VfS Goal 4 and 5	$150,000	We have a fantastic Mac lab in H105 but were told by James Daugherty in IS that the computers are nearing the end of the warranty and will need to be replaced in the next few years. We wanted to note this large capital cost that will be coming down the road.	1
2)					
3)					

EQUIPMENT (Other than technology)					

If you are requesting EQUIPMENT, please fully complete this section. If not, skip to the next section.

Resource	Three Year Plan Goal	Strategic Plan 2022 Goal/ Obj.	Cost ($$$)	Describe need:	For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across ALL of your Technology, Equipment, or Other Resource Requests
1) Phone/ipad Microphones	Goal 1 and 2	VfS Goal 4 and 5	$500	We need to purchase microphones for existing Ipads for when students need to record interviews. Right now, they rely on the Ipads internal microphone which does not adequately capture sound in outdoor areas.	1

2)					
3)					

OTHER RESOURCES					
If you are requesting OTHER RESOURCES not described above, please fully complete this section. If not, CHEERS!!! You are DONE!!!					
Resource	**Three Year Plan Goal**	**Strategic Plan 2022 Goal/ Obj.**	**Cost ($$$)**	**Describe need:**	**For each item, assign a PRIORITY number (1 = most important, 2= next important, and so on) across ALL of your Technology, Equipment, or Other Resource Requests**
1) Video/Photo subscriptions	Goal 1 and 2	VfS Goal 4 and 5	$200	Subscriptions to video/photo services such as Vimeo and Flickr.	2
2)Newspaper subscriptions	Goal 1 and 2	VfS Goal 4 and 5	$200	Subscriptions to newspapers for examples and learning.	3
3)Newspaper program costs	Goal 1 and 2	VfS Goal 4 and 5	$3,000	Subscriptions to a college wire service that provides stories and photos and to a story assigning program that helps track story assigning and creation for the newspaper, magazine and their websites	1

ANNUAL UPDATE
PART 5: FEEDBACK AND FOLLOW-UP

Once your Program/Unit PRP is completed, your division or planning council should review and discuss based on your Vice President's planning process. This area is intended for summary feedback and recommendations from the divisional review.

Confirmation of Review by Division / Planning Council	
Person/Group/Council Who Reviewed PRP	
Date	

Feedback
1. Progress on Goals.
2. Areas of Concern, if any:
3. Assistance/Guidance for addressing barriers for goal completion.

SERVICE AREA OUTCOMES TEMPLATE

Date Identified or Last Reviewed	Description of SAO (What is your SAO?)	Assessment Method (How will/do you measure or assess it?)	Criterion (How will/do you know if you met the outcome?)	Date of Assessment	Date of Next Assessment
1)					
2)					
3)					
4)					