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2020-2021 ANNUAL REVIEW

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR NON-INSTRUCTIONAL PROGRAMS

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. With that in mind, please answer the following questions.

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.

BASIC UNIT INFORMATION

Program/Unit Name
The Telescope

Department Name
Media Studies

Division Name
AMBA

Name of Person responsible for the Program/Unit
Erin Hiro

Website address(es) for your program(s)/unit(s)

Webpage URL 1

Unit webpage
www.the-telescope.com

Please list all participants and their respective titles in this Program Review

Participant	Title
Erin Hiro	The Telescope Adviser

STAFFING AND SERVICE UPDATES

Staffing

Use the link provided to help answer the staffing questions below.

Link: Permanent Employees Staff Count

This form requires a login and password to access. Please use your Palomar email and password to log in.

Full-Time Staff	Part-Time Staff
Total Number of Full-time Staff 0.00	**Total Number of Permanent Part-time Staff** 0.00
Number of Classified Staff 0.00	**FTE of Part-time Staff (2x19 hr/wk=.95)** 0.00
Number of CAST Staff 0.00	**FTEF of Part-time Faculty** 0.00
Number of Administrators 1.00	
Number of Full-time Faculty 1.00	

Describe additional temporary hourly or contract staff who support this unit and/or department. (Include FWS/District Student Worker/Veteran Student Worker)
None.

Have you experienced any changes in staff this past year? If so, please describe how the changes have impacted your operations.
The Telescope newspaper used to have a part-time temporary staff member who worked 20 hours per week for 15 weeks of each semester. They were paid $14 per hour. The total cost is $8,400 during an academic year. We lost that position during layoff of temporary employees in Fall 2019. The loss has resulted in less training, equipment checks and hours when the newsroom is open and available to students.

Program/Unit Description

Have the services your unit performs change in any way over the past year?
The Telescope newspaper had to stop publishing print editions in April 2020 in response to the Covid-19 pandemic. That change resulted in focusing more of the students' time and energy into writing for the online publication. The Telescope newspaper is still publishing news, features, sports and opinion pieces about Palomar College and sending that news out to the college community and public. We are adding more multimedia elements as well as becoming more active on social media.

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PROGRAM/UNIT ASSESSMENT

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 Nuventive Improve (previously named 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 Nuventive Improve by:

1) Login to Nuventive Improve (previously TracDat) https://www2.palomar.edu/pages/sloresources/2015/08 /10/tracdat/. Your Palomar username and password is your login.

2) Check your SAOs for **currency** and **sunset** any SAOs if you no longer plan to assess them.

3) Revise or edit your current SAOs by revising their wording and/or updating the assessment and assessment results.

NEED HELP?

Nuventive Improve:

1) If you need help with anything Nuventive Improve 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 Nuventive Improve: 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.

A template for entering SAOs can be found on the IR&Ps Non-instructional Program Review and Planning website

Are all of your unit's SAOs and assessment plans UPDATED and ENTERED in Nuventive Improve?
Yes

SAOs Summaries / Reflection

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 assessments, document why (e.g., SAO was assessed last year).

SAOs

SAO 1

SAO Title
Students working for The Telescope newspaper will receive the reporting skills necessary to produce objective news coverage of Palomar College.
Outcome Status: Active

Next planned assessment
There were no SAOs for this unit. I plan to assess these SAOs during the 2020-2021academic year and have the results in the system by the next PRP cycle next year.

Assessment Status
Not assessed

SAO 2

SAO Title
Students working for The Telescope newspaper will receive the technology skills necessary to produce objective news coverage of Palomar College.

Next planned assessment
There were no SAOs for this unit. I plan to assess these SAOs during the 2020-2021academic year and have the results in the system by the next PRP cycle next year.

Assessment Status
Not assessed

SAO 3

SAO Title
Students working for The Telescope newspaper will learn the ethical rules needed to report fairly on Palomar College.

Next planned assessment
There were no SAOs for this unit. I plan to assess these SAOs during the 2020-2021academic year and have the results in the system by the next PRP cycle next year.

Assessment Status
Not assessed

SAO 4

SAO Title
Students working for The Telescope newspaper will be satisfied that the skills they learned will translate into transfer opportunities, internships and careers in journalism.

Assessment Status
Not assessed

Next planned assessment
There were no SAOs for this unit. I plan to assess these
SAOs during the 2020-2021academic year and have the
results in the system by the next PRP cycle next year.

OTHER ASSESSMENT DATA

Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below.
As mentioned in the comprehensive review, the goal is still to grow the program in terms of numbers of students. After
participating in the Strong Workforce Faculty Institute, I have added an additional goal of trying to increase the diversity
of the student staff through department level retention and recruitment. That work is beginning this semester and will be
assessed next year.

ACHIEVEMENTS AND OTHER RELEVANT INFORMATION

Describe your program's achievements this past year. Where possible, describe how these achievements are related to our students and their success!
Over the past year, the newspaper struggled as budget cuts took the 20-hour-per week design employee in the fall. It
struggled again as it was forced to stop printing a physical newspaper in April due to Covid-19. However, the student
staff worked harder and were able to swiftly transition to an online-first news approach. Despite a shrinking staff and
unpredictable semester, the student journalists did an excellent job covering Palomar for the remainder of the Spring
2020 semester. The staff normally wins a variety of writing and design awards at the end of the spring semester but due
to Covid, budget cuts and lack of staff, we were unable to enter any awards contests last year.

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?
The only impacts on the programs were the ones noted above, primarily budget constraints and Covid-19. There has not
been any legislation, policies or procedures that have affected The Telescope.

In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?
While Covid-19 will likely worsen Palomar's budget situation, it is imperative that The Telescope does not see its budget
cut too drastically. That allows students to participate in future contests and conferences and create print editions of the
newspaper or magazine when it becomes safe to do so.

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PROGRESS ON GOALS

Review the goals listed on your comprehensive review and sumarize progress you have made on the strategies for implementation. If your unit has experienced challenges implementing the goals, describe those challenges.

Click on "+Add Goal" below for each additional goal.

Goals

Goal 1

Goal
Better promote the newspaper and magazine to reach a wider audience

Choice
In progress

Describe Progress
We are in the third year of our three-year goal though Covid-19 has changed the direction.
We have learned new theories and technology on promotions and used both on the campus newspaper and magazine during the fall 2019 semester. We were unable to finish this in the spring as printing stopped during the pandemic. By switching to only digital news, the student staff focused on promotion through social media.This is an area that we will continue to work on in the coming year. We will reassess whether this goal need to change after the pandemic is over.

Describe Challenges
We cannot promote the print edition right now but we can and are using theories for promotion in social media to push our content out to the world. We hope to see a modest increase in clicks and followers during the 2020-2021 academic year.

Describe Outcomes (if any)
We will compare our website and social media analytics from April 2020 to April 2021 to see if we have increase our content reach. We are hoping for a 20 percent increase in each area by next year.

Goal 2

Goal
Grow the program.

Choice
Not Started

Describe Progress
We always wanted 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. Our newer classes are solid, but the newspaper class numbers has decreased. We were doing well in the Spring of 2019 but most of the students graduated and we dropped to 15 active students in the fall. With the pandemic in the spring, about one-third of the class dropped so we were down to 10 people who were still reporting and six of them transferred to 4-year colleges in May 2020. That said, we still managed to get 20 students in our newspaper class in the Fall 2020. After the Covid-19 pandemic is over and the students are able to return to campus, I hope to resume recruitment and retention efforts through marketing, department events and inviting students from outside the program to consider getting involved in the campus newspaper.

Describe Challenges
The main challenge is being off campus during a pandemic where enrollment is down across the board. Students are worried about money and getting sick, so they are less interested in trying new classes.

Describe Outcomes (if any)
We would like to maintain our 20 student average in The Telescope with plans to grow it later when it is safe to do so.

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.
The Telescope newspaper can help Palomar College with these two goals:
VFS-2A. Palomar College will increase among all students the number who earned an associate
degree for transfer in the selected or subsequent year from 304 in 2016-17 to 456 in 2021-22.
VFS-2B. Palomar College will increase among all students, the number who transferred to a four
year institution (UC or CSU) from 1,629 in 2016-17 to 1,872 in 2021-22.

The students in The Telescope staff work closely with the full-time journalism professor, who created and updated the transfer and associate degrees so can easily answer questions and encourage students to check with counselors to stay on the right path for transfer. The professor also has connections with and knowledge of journalism programs locally, across the state and in Arizona. The staff includes a community environment where students can ask each other about transfer plans and advice. The Telescope staff is always dedicated to the craft of journalism and has a singular focus on learning and improving to move on to an internship, a university transfer and ultimately, a job.

Describe any changes to your goals or three-year plan as a result of this annual update.
The goals of growing and improving the program remain, although they have been slightly altered by the pandemic. We will continue to work on promotion of the campus newspaper while growing and retaining a diverse student staff.

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RESOURCES

Congratulations! You are nearing completion. In this section, you will consider the resources you need to implement your three-year program review plan and/or address any findings from your assessment of your discipline.

The section is organized into the following four parts:

PART 1: Staffing Needs (Faculty and Additional Staff)

PART 2: Budget Review

PART 3: Technology and Facilities Needs

PART 4: One Time Request for Other Needs (NonTechnology Equipment, Supplies, Operating Expenses, Travel)

Reflect upon the three year plan you created above, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures) that will impact your unit. 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 2022.

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan, your current operations, and any other factors (e.g., legislation). Describe the impact of the reallocation of resources to your unit.

PART 1: STAFFING NEEDS

Are you requesting new Classified, CAST, or AA positions?
No

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section. Click "+Add Staff, CAST, AA request" below for each additional request.

When considering the funds required for a position, consult the HR website for position salary schedule and the Benefits Worksheet for additional costs related to benefits for the position.

PART 2: BUDGET REVIEW

Review your Budget/Expenditure reports for 2018, 2019, 2020. Consider your three-year PRP plan.

Click on the link below to access directions to the *Available Budget Report* to complete this section.

How to Request the Available Budget Report

Reflecting on your three-year PRP plan, are there any budget considerations you would like your dean/supervisor to be aware of for the upcoming year?
Yes

What budget considerations would you like your dean/supervisor to be aware of or to consider? Please be as specific as possible. For example, if you need an increase in the 40000 account and a decrease in the 23000 account, describe what increase your department needs, how much, and a description of why the department needs the adjustment.
When possible financially, The Telescope respectfully requests that our part-time temporary employee hours are restored. Having a journalism/design expert available 20 hours per week to help the newspaper staff and keep the newsroom open more hours will allow for better reporting and student work. That person also tracked equipment needed for multimedia projects and was in charge of applying to the various journalism contests. This person gave our program more recognition as well as made it produce better work.

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NOTE: PARTS 3 and 4 – TECHNOLOGY, FACILITIES AND OTHER NEEDS

This year the College is implementing two new processes related to resource needs coming from the PRP process.

1. One-Time Fund Requests. The college is implementing a process for prioritizing and allocating funds for one-time needs/requests tied to Program Review and Planning. Prioritization will take place through participatory governance in planning councils and the Budget Committee. Then, a recommendation will be made to Exec for funding of request utilizing various funding sources.

   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).

   Consider submitting one-time requests only if you have verified that you cannot fund the request using your general discretionary funds or other funds.

2. Technology and Facilities Review. From now on, ALL requests for technology will go through an institutional process. If you request technology here, you will see a description of the process below.

PART 3: TECHNOLOGY

Will you be requesting any technology (hardware/software) this upcoming year?
No

Note about technology requests:

All technology requests will now go through a review process before prioritization.

- *Your director will send you a Technology Request Checklist (aka Technology Proposal Analysis Checklist).*
  - *You must complete this checklist and return it to your director no later than 10/30/2020.*
  - *Once the director approves the form and the request, the director will send the document to the Technology Review Committee to determine IS resources needed, any integration issues, and/or potential overlap with existing technology.*
  - *The results of the review will be sent to the director with feedback.*
  - *The director will determine whether or not the request moves forward for prioritization and/or implementation.*
    - *Requests for one-time funding will move forward for prioritization.*
    - *Requests that use funding from your department budget may move forward for purchase.*

PART 3: FACILITIES NEEDS

Do you have resource needs that require physical space or modification to physical space?
No

PART 4: 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 under "Instructional Funding Sources").

Do you have one-time requests for other items (e.g., Non-Technology Equipment, Supplies, Operating Expenses, Travel) that your budget or other funding sources will NOT cover?
No

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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 Reviewed**

FEEDBACK

Strengths and successes of the program/unit as evidenced by the data, analysis, and assessments:

Areas of Concern, if any:

Recommendations for improvement:

Enter your email address to receive a copy of the PRP to keep for your records.
ehiro@palomar.edu

I confirm that the Program Review is complete and ready to be submitted.
Yes

Vice President Review

Strengths and successes of of the discipline as evidenced by the data and analysis:
continued service in the wake of COVID

Areas of concern, if any:
budget and long-term viability for printed paper (I don't know enough to comment well on this...)

Recommendations for improvement:
need to define minimal budget needed in order to stay operational; develop 3-year plan for strengthening position for increased viability -- it looks like you're making the move to digital -- is that the ultimate goal? Also hoping that you are connected to the WBL and Career Continuum Conversations at the college. If not, discuss further with Dean, CTEE.

VP Name: **Signature Date:**
Shayla Sivert   12/30/2020