



Annual Program Review 2012-2013 - INSTRUCTIONAL REPORT

Division - Program

JOURNALISM

Authorization

After the document is complete, it must be reviewed and submitted to the Program Review Committee by the Division Chair.

Author: Michael Moreau

Division Chair: Lourdes Girardi

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1.0. Trend Analysis

For each program within the division, use the data provided to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Program	Academic Year	FTES Trend	FTEF Trend	WSCH / FTEF Trend	Full-Time % Trend	Fill Rate Trend	Success Rate Trend	Awards Trend
Journalism	2008-2009	17	1	422	36.8%	44.4%	72.4%	0
	2009-2010	27	2	559	30.4%	75.9%	74.1%	0
	2010-2011	32	4	280	63.7%	92.7%	66.2%	0
	2011-2012	39	3	362	52.9%	66.1%	63.5%	0
	% Change	+130.0%	+167.7%	-14.1%	+16.2%	+21.7%	-9.0%	--
	Four-Year Trend	increasing	increasing	decreasing	increasing	increasing	stable	--

1.1 Describe how these trends have affected student achievement and student learning:

There have been more course offerings within the department, with the addition of a course transferable to CSUN. Success rates have remained relatively stable with the four-year trend taken into account. The fill rate is lower than would be desired, mainly because the newspaper classes typically don't get high enrollment. This is true at community colleges in general because CSU's don't normally except the classes for transfer since they are upper-division classes on those campuses.

1.2 Please explain any other relevant quantitative/qualitative information that affects the evaluation of your program?

The "Awards Trend" column isn't accurate because the newspaper, and journalism students who produce the paper, has won a significant number of awards given by two organizations: the Journalism Association of Community Colleges and the California College Media Association. This year, in particular, students won several first-place awards at conferences of both organizations.

2.0. Student Learning and Curriculum

Course Level

Year	SLOAC Course Count		% of Courses Assessed
2010-2011	6	100.0%	66.7%
2011-2012	9	88.9%	66.7%
% Change		-11.1%	-0.0%
Four-Year Trend		decreasing	stable

Provide the following information on each department and program within the division.

List each program within the division	Active Courses with Identified SLOs		Active Courses Assessed		Course Sections Assessed	
	N / N	%	N / N	%	N / N	%
Journalism	7	100	7	100	7	100

2.1 Please comment on the percentages above.

The department is in the process of assessing courses that haven't been assessed. Some of the courses are offered only once a year. The program assessment is in progress.

2.2 Using the results from your division/departments recent assessment reports, please summarize any pedagogical or curricular changes that have been made as a result of your course assessments.

This change has been made: 103 and 104, which were for years treated as multipulled classes with a lab TBA, has been changed two entirely separate classes with a scheduled common lab time. Otherwise, no changes were indicated.

2.3 Please list all courses which have been reviewed in the last academic year.
Note: Curriculum Review is required by the Chancellors Office every 6 years.

103 and 104

Degree, Certificate, Program Level

List each degree and certificate, or other program* within the division	AA/AS Degree PLO Identified		AA/AS Degree Assessment Cycles Completed		Certificate PLO Identified		Certificate Assessment Cycles Completed	
	YES	NO	YES	NO	YES	NO	YES	NO
Journalism					X			X

2.4 Please comment on the percentages above.

The department is in the process of developing an AA-T program. Journalism courses currently apply toward the Mass Communications certificate, and some qualify for certificates in other departments.

2.5 Using the results from your division/departments recent assessment reports, please summarize any changes that have been made as a result of your program level assessments. Your summary should include a summation of the results of all degrees, certificates, and other programs which were recently assessed.

A degree is in the process of development. This will not require significant changes in program level of assessments.

2.6 Please list all degree/certificate programs within the division that were reviewed in the last academic year.

N/A

2.7 What recent activities, dialogues, discussions, etc. have occurred to promote student learning or improved program/division processes in the last year?

Mark an "X" in front of all that apply.

	Curricular development/revisions of courses
	Curricular development/revision of programs
	Increased improved SLO/PLOs in a number of courses and programs
X	Other dialog focused on improvements in student learning
X	Documented improvements in student learning
	Increased/improved SLO/PLOs in a number of courses and programs
X	New degree or certificate development
	Best Practices Workshops
X	Conference Attendance geared towards maintaining or improving student success
X	Division Retreat in 2011-2012
X	Division or department attendance at Staff Development activity geared towards maintaining or improving student learning
X	Division Meeting Minutes
	Reorganization

Please comment on the activities, dialogues, and discussions above

The department has reorganized the newspaper classes so that 103 and 104 are now separated and not taught as a multipulled course, and a designated lab time has been instituted. The department is now in the process of creating a Journalism transfer A.A. degree, with an emphasis on transfer to CSUN, which is the destination of the majority of Journalism majors. The department chair attended conferences with students that included workshops geared toward improving student learning, particularly those working on the newspaper. The workshops also dispensed information on transfer and job preparation. The chair also attended a workshop at CSUN that was particularly focused on the transfer process and the requirement for a new A.A. program that would transfer to CSUN and other Cal States. There have also been meetings with all Journalism instructors (the one full-time instructor and three adjuncts) to discuss ways of improving the program.

3.0 Reflection and Action Plans

- 3.1 Based on your data and analysis presented above, as well as on issues or items that you were unable to discuss above, comment on the Strengths and Weaknesses of the Program

Strengths

List the current strengths of your program

1. A strong newspaper is produced, which has won several state awards.
2. All courses are in place to produce an A.A. transfer degree
3. There are several strong adjuncts teaching courses who have both extensive academic training and professional experience.

3.2 Weaknesses

List the current weaknesses of your program

1. Enrollment is low in the newspaper production classes (this is not uncommon statewide. CSU's don't normally accept these courses for transfer.)
2. The equipment, computers and photo equipment in particular, aren't up to standard.
3. Facilities are not up to date.

- 3.3 Using the weaknesses, trends and assessment outcomes as a basis for your comments, please briefly describe any future plans and/or modifications for program/division improvements. Any plans for reorganization should also be included, along with a resource request if applicable.

Plans or Modifications	Anticipated Changes/ Improvements	Link to EMP, Plans, SLOs, PLOs, ILOs
Creation of transfer Associate of Arts degree.	This would likely increase student enrollment in all classes and help facilitate student transfers.	This would enhance the criteria within the PLOs.

Possibly dropping the prerequisite of 102 for 103.	This has been done at several other colleges. It would allow more students to enroll in 103. 103 is not a transfer requirement, as is 102, but 103 is the newspaper class that most majors do enroll in. By dropping the prerequisite, the enrollment in 103 should increase.	PLOs would not be adversely affected.
Bring the classroom and equipment used to produce the newspaper up to date.	The classroom is too small for the number of students enrolled and the equipment for producing the newspaper, including the computers and camera equipment, is outdated. By updating the facilities and the equipment student learning would be enhanced.	Click here to enter text.

Format Rev. 9.21.12

2012 PROGRAM REVIEW

Section 4 Resource Request

LANGUAGE ARTS - JOURNALISM <i>Classroom Level 3 Upgrade</i>	I:LA.J-1
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Mark Type of Request:

	Facilities/Maintenance		Computer Hardware for Student Use
X	Classroom Upgrade		Computer hardware or Faculty Use
X	Instructional equipment		Software/Licenses/Maintenance/Agreements
X	Non-Instructional Equipment		Conference/Travel
X	Supplies		Other

4.1 Clearly describe the resource request.

The classroom is too small for the work that is conducted. It serves as a classroom and lab. It is a level 1 room, so there is no way to use multimedia instruction. This is counterproductive, since it is a media class. The computers are outdated and don't adequately serve the needs of the students who produce the newspaper. The photo equipment is also outdated. Student can not adequately learn with antiquated equipment.

Amount requested: \$25,000

Breakdown of cost, if applicable.

Computers and computer software: \$18,000. Photography equipment: \$7,000. It's unclear what it would cost to upgrade the classroom.

4.2 Funding

X	Requires One Time Funding
	Requires Ongoing Funding
	Repeat Request
	Year(s) Requested

4.3 Please check if any off the following special criteria apply to this request:

	Health & Safety Issue
	Accreditation Requirement
	Contractual Requirement
	Legal Mandate

Please explain how/why this request meets any of the above criteria. NA

4.4 Justification and Rationale: What EMP Goal, plan, SLO, PLO, or ILO does this request address?
Please use information from your report to support your request.

The classroom for the newspaper (which accommodates J103 and 104) does not allow for multimedia presentations. This is a drawback to student learning, because it doesn't allow for class presentations that apply directly to learning outcomes expected of the students. Since this is a media class, there should be access to videos, YouTube, blogs and other resources. Also, to simulate an actual newsroom, which this classroom is supposed to do, there needs to be up-to-date computer equipment, including state-of-the art software for both laying out the newspaper, and processing photos, and allowing for streaming of videos on the newspaper website.

4.5 What measurable outcome will result from filling this resource request?

[Click here to enter text.](#)

APPROVAL

AGENCY	DECISION	
The Program Review Committee has reviewed the information in this request and finds it to be:	COMPLIANT	
	NON COMPLIANT OR INCOMPLETE	X
	a) Request not adequately described or incomplete	X
	b) Request not linked to assessments or assessments not completed	
	c) Request not linked to EMP, plan or SLO,PLO or ILO	
PRC Comments	No measurable outcome listed in 4.5.	

Form Revised 9.19.12

Reports determined to be "Non-Compliant" will be returned to the division member responsible. Reports must be resubmitted with needed changes to the Program Review Office. Requests will not move forward in the budget process if the report or request is Non-Compliant.