

Comprehensive Program Review Report



Program Review - Journalism

Program Summary

2023-2024

Prepared by: Cynthia Johnson

What are the strengths of your area?: The strengths that were highlighted last year still maintain consistency for this upcoming year. A major strength of the Journalism program is that it offers students hands-on, real-world experience through its JOUR 130/131 and Editorial Board media practicum courses. Students can learn the ins and outs of news writing, copyediting, digital journalism, web design, interviewing skills and more, and see their works published in the student news publication, The Campus. The Campus student news publication has been an award-winning paper since its first issue in 1933. Continuing the legacy of The Campus is an important part of the Journalism program and COS campus history. Students also create a digital portfolio of work samples as their culminating experience that can be used to gain employment and internships. This experience is invaluable and prepares students for the reality of the journalism workforce. This course has an overall success rate of 95% among 19 students throughout the last academic cycle.

An additional strength to note is the available gear journalism students have access to. The journalism department has acquired state of the art/professional grade tech including but not limited to: DSLR cameras and lenses, recording devices, mics, video camera, tripods, iPads, filming rigs, and much more. The journalism department has also established a great working relationship with the COS Marketing Department and have worked together to film broadcast segments—such as The Breakdown and Giant Sports Weekly—in the professional film studio and provide student staff members of The Campus with professional headshots.

As we are in the process of recovering from the loss of our long-time, full-time JOURN instructor, our sections offerings and student enrollment has declined in the last two semesters, and we are working to 'reconfigure' and update the program. As a result, we hired a consultant from the Fresno State JOURN program to assess our curriculum, articulation and any cross-referenced courses. After several months of intense review, she provided us with a thorough breakdown of recommendations.

Recently, we were fortunate to acquire a new hire from Bakersfield college, who has a great deal of JOURN experience. He is eager to assist us in rebuilding our program as well as reviewing and update curriculum based upon the consultants recommendations.

What improvements are needed?: Overall, enrollment in journalism courses is down significantly from previous years. We are seeing a slight improvement in the FALL 23 enrollment rate, with 78 students enrolled over 4 courses (3 courses stacked). In the Fall 22, we saw 45 students enrolled in the identical 4 courses.

The Journalism Department is in desperate need of an eventual full-time faculty member to reinstate a full-time program. As mentioned, this faculty member would need to assist in revising and updating the current curriculum to better reflect 21st-century journalism and develop a plan to aggressively market the program to the COS student population. As well, the Journalism program requires full-time recruitment efforts and assistance from the COS marketing department to increase enrollment, total section offerings, and awareness. Additionally, the department offers a Skills Certificate in Media Communication that is not actively marketed to students, and required courses are not offered consistently.

JOUR 011: Intro to Digital Photography is also currently struggling with meeting enrollment. This may be due to the time of day the course is offered (late afternoon) and due to lack of promotion/awareness. Another factor may be that students that are interested in photography do not know to search in the journalism department for photography course offerings. In addition, the course is now in direct competition with a newly added art course, ART080: Intro to Digital Photo which is offered

completely online. Adjunct instructors have also indicated that JOUR 011 did quite well enrollment wise on the COS Hanford campus in previous years, perhaps a section could be offered there to see if it assists in boosting numbers.

Another recommended improvement would be to offer an additional section of the IGETC-approved course JOUR 007: Mass Communication completely online. When offered in this modality the course enrollment is much higher. In the current Fall 2022 hybrid offering enrollment is extremely low (only 13 students), which may be due to the course having Friday meetings. This is a survey course that introduces different forms of media and enrolls the largest number of students. Offering one face-to-face section and one additional online section, along with promotion/marketing, may pique students' interest in the subject and funnel students into other journalism offerings and help stabilize and increase enrollment.

The photojournalism course had the lowest success rate at 60%, dropping from 80% two years prior. The goal is to work with the adjunct instructor to modify and update the curriculum in hopes to increase student success.

Additionally, the consultant recommended the following:

* Journ 1 - keep existing course and articulation agreement. This course is no longer a requirement for the MCJ major, but it does satisfy GE requirements and it may be brought back into the MCJ core curriculum next year. Incorporate multimedia, mobile and broadcast journalism into the curriculum. Include a section on public relations. This existing course is in line with the equivalent course at Fresno State and is part of the existing articulation agreement.

? Journ 7 - keep existing course and articulation agreement. Students who transfer to Fresno State with this course completed are able to take additional courses in the MCJ major and still graduate in two years.

? Journ 130 - This course transfers as an elective. It is an important to keep this

? Jour 11 (consider an articulation agreement with Fresno State MCJ 17).

Further, she recommended to move the Skill Certificate in Media Communication to the Journalism department. She further recommended to consider pursuing a dual-enrollment agreement with El Diamante High School (and other area high schools that teach journalism).

With regards to recruiting COS students into the program, the consultant recommended the following:

1. Revise language defining the Communication major versus the Journalism major.
2. Lawn signs on campus to let students know there is a newspaper (this was mentioned by students who wrote for the paper)
3. Create an app for the newspaper. Sno-sites, which is the newspaper platform used by COS, offers a mobile app. Not sure of the cost or whether it's included.
4. A electronic newsletter to send out to students and faculty to alert them about news stories in the digital edition. Sno-sites may offer this as well.

Describe any external opportunities or challenges.: As previously mentioned, a challenge the department is currently facing is a lack of awareness among the COS student population. An aggressive marketing strategy must be developed and initiated so sections avoid cancellation and enrollment can begin to return to pre-covid numbers, and ultimately result in consistent departmental growth. This is currently being assigned to the new adjunct hire, who is eager to work on curriculum updates and marketing strategies.

Due to the absence of a full-time journalism instructor current Journalism students/majors are unable to attend conferences and professional activities as they have in previous years, such as the JACC conference (Journalism Association of Community Colleges). Conferences such as these provided past journalism students the opportunity to network, receive training, and enter competitions. Current journalism students do not have access to these conferences at this time, as there is no full-time faculty advisor that may attend with them. However, once again, with the new adjunct hire, our hope is to grow the student enrollment and afford them more external opportunities to grow their JOURN knowledge and experience.

Another external obstacle is the 'changing' of the JOUR major. We are now seeing 'social media writing' degrees and the increase of technology in JOURN courses with the inclusion of moving papers off-line. As such, numbers are decreasing in student enrollment. The COS JOURN program is currently working to revamp particular courses, as well as to market to other departments for student who are interested in the major. There is the possibility of a CTE and the area Dean and Division Chair are in discussions regarding the aforementioned.

Overall SLO Achievement: Success rates have dropped from Fall 2022 at 91.5% to Fall 2022 at 78.7%. When EW are excluded for Fall 2022, the success rate only drops 1%. JOURN 7 and 11 had the highest success rates at roughly 85%. However, with the new dedicated, experienced instructor, we are hopeful the SLO's will improve when reviewing the Fall 2023 success rates.

Changes Based on SLO Achievement: The photojournalism course had the lowest success rate at 60%, dropping from 80% two

years prior. The goal is to work with the adjunct instructor to modify and update the curriculum in hopes to increase student success.

Overall PLO Achievement: Program outcomes were met, but there is still room for large improvement.

With the dedication of the new adjunct instructor who is instructing the majority of the courses, our hope is to revamp and create new and more successful program outcomes and achievement.

Changes Based on PLO Achievement: It will be highly beneficial to incorporate more rigorous project-based PLOs perhaps dealing with social media and news literacy that could then be publicized and also be used for recruiting for The Campus. Our hope is for the new, dedicated adjunct instructor to work on and make active changes to the overall program achievement. It will be extremely beneficial to compare the Spring 2023 to the Spring of 2024.

Outcome cycle evaluation: Because Journalism is currently only taught by adjuncts in JOURN and the COMM programs, the task of outcomes always falls on one person who is sometimes pulled in different directions. Therefore, multiple individuals must work together to meet SLO's, PLO's etc...

Action: FT Journalism instructor

Replacement for retiring professor.

Leave Blank:

Implementation Timeline: 2021 - 2022, 2023 - 2024

Leave Blank:

Leave Blank:

Identify related course/program outcomes: This position is directly related to every part the Journalism program outcomes and the college mission statement.

Person(s) Responsible (Name and Position): Vice President of Academic Services, Dean and Division Chair of Languages and Communication.

Rationale (With supporting data): Without a full-time journalism instructor, there is no journalism program. The position must be FT for stability and to offer students a successful experience. Each piece of this small program supports the other. For instance, Mass Communication and Film in Society and Culture are IGETC classes that also feed into the student news media classes. Though much has changed with technology, journalism is still vital to values citizens hold. Students remain interested and most colleges have college newspapers, albeit online. We all live in a media saturated world. Enrollment in the program has remained steady for such a small curriculum. The enrollment during this COVID period has increased. The program offers students life skills and is aimed at journalism majors and non-journalism majors alike.

The Campus student news media has existed since 1933.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years
District Objective 2.3 - By 2021, increase the percentage of students who complete transfer-level English by 15 percentage points and transfer-level math by 10 percentage point with their first year.
District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points
District Objective 3.1 - By 2021, increase the placement rates into transfer-level English and transfer-level math for targeted groups that fall below the District Average.
District Objective 3.2 - By 2021, increase the percentage of students in targeted groups who complete transfer-level English (by 10 percentage points) and transfer-level math (by 5 percentage points) within their first year

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District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

Action: Add curriculum

Write curriculum for an additional two sequential semesters for the student news media class so students who choose to may gain experience in several skills such as reporting, podcasting, photography, videography, editing, social media, and leadership positions instead of having to concentrate on one skill. This would also bring the program in line with other two-year programs across the state.

Leave Blank:

Implementation Timeline: 2021 - 2022, 2023 - 2024

Leave Blank:

Leave Blank:

Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Judy House Menezes, professor/adviser

Rationale (With supporting data):

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Action: Mobile Journalism

Provide every student on The Campus student media with a simple mobile journalism equipment package for an entire semester. This would include a backpack, external microphone, extension cord, tripod and mount.

Leave Blank:

Implementation Timeline: 2020 - 2021, 2023 - 2024

Leave Blank:

Leave Blank:

Identify related course/program outcomes: Program outcome: Create quality journalism that reflects professional standards.

Person(s) Responsible (Name and Position): Judy House Menezes/Cynthia Johnson

Rationale (With supporting data): Students cannot afford mobile journalism equipment. Tulare and Kings Counties both exhibit poverty levels above the California average as well as median and mean incomes below the state average. For example, Tulare County's poverty rate is more than double the state's poverty level and families with female householders in both counties have a poverty level at or above 36%. Additionally, the median income in both counties is less than the state by \$17,000 (Kings County) and \$22,000 (Tulare County). Most students do have smart phones , but they do not have the other equipment that is required for quality mobile journalism. This is significant because the industry continues to move in that direction, especially now with COVID. This equipment could also be used for the beginning news writing classes and for projects in the Mass Communication class.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Equipment - Instructional - A levelier microphone, a handheld microphone, a tripod, extension cord, smart phone clamp, storage pouch (Active)

Why is this resource required for this action?: Equipment needed for mobile journalism.

Notes (optional): Increasingly, journalists are asked to do it all, reporting, photography, video and audio.

Cost of Request (Nothing will be funded over the amount listed.): 6000

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

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District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

Action: Restore photojournalism class 2018/2019

Restore photojournalism class to the curriculum

Leave Blank: Continued Action

Implementation Timeline: 2019 - 2020, 2023 - 2024

Leave Blank: 01/16/2017

Leave Blank:

Identify related course/program outcomes: This is related to program outcomes for visual literacy.

Person(s) Responsible (Name and Position): Judy House Menezes /Cynthia Johnson

Rationale (With supporting data): This is restoration of a class cut during lean times. The transfer degree allows for a photojournalism class at the two-year level, but COS no longer has this class. COS offers one general photo class.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.

District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

District Objectives - 2.4 - Increase Career Technical Education course success rates and program completion annually.

District Objectives - 3.1 - Reduce the achievement gap of disproportionately impacted student groups annually, as identified in the Student Equity Plan.

Action: Fund student conferences. 2018/2019

Budget for taking six students to the Journalism Association of Community Colleges regional NORCAL conference in the fall, 10 students to the annual Journalism Association of Community Colleges state conference in the spring and four students to the National College Media Convention in the fall.

Leave Blank: Continued Action

Implementation Timeline: 2023 - 2024

Leave Blank:

Leave Blank:

Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Judy House Menezes/Cynthia Johnson

Rationale (With supporting data): \$5,000 for 10 students to attend the JACC State Convention in the spring.

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Registration is \$250 per person. Three-night hotel stay, transportation (AMTRAK) and food, costs conservatively about \$500 per student.

\$1,000 for six students to attend JACC NorCal in the fall.

Registration is \$50 per person. Additional expenses are one dinner, a one-night hotel stay and transportation to the event via AMTRAK.

\$4000 for four students to attend The National College Media Convention.

Registration is \$100 per student. Additional expenses include a four-night hotel stay at approximately \$200 per night, airfare at \$500, food and transportation.

These events are top notch and provide students with tremendous growth. Students compete for the college at the two JACC events, but many students are not able to participate. The number of students unable to attend fluctuates from year to year. Students are sometimes shy about admitting they cannot afford to go. Estimate of students who cannot go because of lack of funds: five a year. Those who do attend return energized to continue in the program, recruit other students and transfer. They also see life outside the Central Valley.

Other colleges fund student travel in a variety of ways. There is no standard way. Some are funded fully through student senate; others receive money from grants, funds from news stand income and other sources. It is my understanding that the Foundation will not fund student travel. CTE funds cannot be used to fund travel.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Adjustment to Base Budget - Budget for students to travel to journalism conferences. (Active)

Why is this resource required for this action?: Most students cannot afford to pay their own way. Students return from the conferences with much enthusiasm.

Notes (optional): This helps with recruiting and retention.

Cost of Request (Nothing will be funded over the amount listed.): 15000

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years

District Objective 2.3 - By 2021, increase the percentage of students who complete transfer-level English by 15 percentage points and transfer-level math by 10 percentage point with their first year.

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.

District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

District Objectives - 2.4 - Increase Career Technical Education course success rates and program completion annually.

District Objectives - 3.1 - Reduce the achievement gap of disproportionately impacted student groups annually, as identified in

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the Student Equity Plan.

Action: Increased training for students in professional media equipment. 2018/2019

Students will be able to shoot digital photos and video with professional equipment for student news media classes.

Leave Blank: Completed

Implementation Timeline: 2023 - 2024

Leave Blank: 10/07/2014

Leave Blank: 05/21/2015

Identify related course/program outcomes: Course outcomes for the student media classes include production of student news media. In addition, program outcomes are tied to newspaper production.

Person(s) Responsible (Name and Position): Judy House Menezes/Cynthia Johnson

Rationale (With supporting data): Students must have equipment to produce student news media, especially with the migration to the Internet. All three program outcomes require knowledge, use, and understanding of multimedia equipment in tangential ways. For instance, an editor needs to know how to choose a photo to learn the power and effect of visual images. Producing writing and "other products" includes knowledge of multimedia. Critical thinking is also a component of choosing photos and multimedia. Journalism is no longer divided into print or photo; it relies now on telling a narrative in a variety of ways that are often heavily visual whether that involves still photography, videography, or interactive graphics.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Instructional equipment - Above base funding to purchase 30 DSLR cameras and a barcode system with software. (Active)

Why is this resource required for this action?: The program has only four cameras for upward of 40 students. Many students cannot afford digital single lens reflex cameras that can also shoot video. Note: Cerritos College has 240 DSLR cameras to loan out to journalism students. Producing student media is the curriculum for three classes and is also contained in student learning outcomes. But students need equipment to produce. Without equipment, students are also at a disadvantage when competing against other schools at conventions. Lack of equipment clearly affects enrollment as students often drop after they learn they need a digital SLR. Students also become discouraged when they cannot check out a camera. This equipment is necessary to teach the skill and art of photography, for instance exposure and shutter speed. Point and shoot cameras, such as those on smartphones, are inadequate and do not teach students career skills. The barcode system will insure proper tracking of the equipment. In addition, this request ties in with program outcomes such as: Visual: When students leave this program, they will understand the elements, including the power and effect, of effective visual images and text on all print and digital platforms.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 23000