

Comprehensive Program Review Report



Program Review - Journalism

Program Summary

2020-2021

Prepared by: Judy House Menezes

What are the strengths of your area?: The strength of Journalism is its applicability and relevance. Journalism is both academic and career technical education. It instructs students in mass media, a major force in society which they will use every day of their lives, no matter their career.

Through work on The Campus, the college's First Amendment student news media, Journalism provides practical application of skills that directly translate to the workplace. These include: oral and written communication skills, teamwork, project completion, meeting deadlines, leadership skills, critical thinking, how to confidently approach people, social media appropriate for the workplace, audio and visual skills through videography, podcasting, and audio clips, and event planning.

The confidence building aspect of the program is significant, especially for this area. Students with no real direction have found success in journalism, and a reason to stay in college.

Three of the classes offered in journalism are in the IGETC pattern. There is a transfer degree, and a new skill certificate in Mass Media Communication is now being offered to give students more choices.

What improvements are needed?: •Additional sections of Journalism 7, Mass Communication are needed to help the program and the college. This IGETC class always fills. Community colleges the size of College of the Sequoias have more than one section of this course. Because Mass Communication is often an entry point to participation on The Campus student newspaper, adding additional sections will increase enrollment.

- Any student can join the Editorial Board class. The name should be changed to reflect this.
- The new skill certificate in Mass Media Communication needs to be publicized.
- The link to The Campus newspaper should once again be a part of the college home page.
- Distinguish between the two majors, Communications and Journalism.

Describe any external opportunities or challenges.: The program is a small, one-person boutique program. There are enrollment pressures from the college even though enrollment is in line with other colleges the size of COS. Increasingly, students do not declare journalism a major as they start their studies. In some cases, they are actively discouraged to join or are told to wait closer to transfer to join. Many students find it along the way, and sometimes it is too late for them to fully participate. In addition, students confuse Communication (speech) with Mass Communication. The two are, of course, separate disciplines and a student who wishes to go into broadcast journalism needs to know how to write. The lack of repeatability that the state instituted a few years ago hurt many small programs, including Journalism. The Campus no longer prints which is in keeping with today's world. But that also makes The Campus almost invisible on campus. The Campus is often viewed as a club instead of an academic program.

There are also external challenges to the program that are almost too big for any one person or program to fix. Journalists are less trusted and are not held in high regard. People confuse journalism with punditry and social media. Most students are counseled out of a journalism major for fear they will not find employment or will find a low paid job. Bureau of Labor statistics tell a different story.

Here is the U.S. Bureau of Labor Statistics site which projects a 4 percent growth, about the same for all occupations. This is from the Occupational Outlook Handbook. The link is below and is contained in the document repository.

<https://www.bls.gov/ooh/media-and-communication/home.htm>

Overall SLO Achievement: Overall SLO achievement has been good. Students on The Campus newspaper staff transfer at a higher rate, and those who stick it out, are generally quite successful in what can be a stressful class. Some semester are more successful due to commitment, interest, and maturity. I would like to bring the success rates up in the Mass Communication class. It is a GE class and students may enroll because they think amount of mass media they consume makes them already knowledgeable about the discipline. The issue is retention. Students who stick with that class generally do well.

Changes Based on SLO Achievement: Updating projects to better illustrate concepts and ideas for today's students. Provide better team building for the student news media students.

Overall PLO Achievement: Given that Journalism is a small program with few class offerings and that the student newspaper students go from zero to sixty, I think the overall PLO achievement is good. It is a niche program. Even so, I would like to see the PLO increase as there is always room for improvement.

Changes Based on PLO Achievement: Marketing the new certificate and the program as a whole is necessary. Keeping up with equipment while also emphasizing the basics is also a strategy. It is an ongoing process to keep improving the program in all areas and remaining astute to students interests and needs.

Outcome cycle evaluation: Keeping up with the schedule has been challenging.

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

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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

Program Review - Journalism

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

Action: Funding for a high quality print publication twice a year

Funding for a high quality print publication twice a year. This would be a supplement to the online news site that would provide students with experience in publishing a print product. This is attractive to all students but especially to graphic designers and photographers.

Leave Blank:

Implementation Timeline: 2020 - 2021

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Identify related course/program outcomes:

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

Rationale (With supporting data): Though the industry and public have moved to online journalism, print is still attractive to many students precisely because most high schools no longer print and students have no experience with that medium. It is particularly attractive to graphic designers and photographers. A high quality, hold in your hand publication is likely to help with recruiting as it is "push communication" and not "pull communication" such as a website. It is likely to appeal to the community of COS, faculty, staff, students, who miss the print edition of The Campus and would like something they can hold in their hands and perhaps keep for longer than a print edition. The pass along circulation could also be good for the college.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Equipment - Instructional - Printing cost for high quality publication, twice a year (Active)

Why is this resource required for this action?: Cost of printing

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 5000

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

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

Action: Restore link

Restore the link to The Campus newspaper on the landing page of the college website.

Leave Blank:

Implementation Timeline: 2020 - 2021

Program Review - Journalism

Leave Blank:

Leave Blank:

Identify related course/program outcomes: This relates to the program SLO of producing quality journalism and also relates to district goals.

Person(s) Responsible (Name and Position): Computer services/marketing director

Rationale (With supporting data): The link was removed after the college site was redesigned.

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
District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level
District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents
District Objective 4.3 - College of the Sequoias Board of Trustees, administration, faculty, and staff will engage in best practices and staff development to sustain effective operational systems for institutional assessment and continuous improvement.

Action: Restore photojournalism class 2018/2019

Restore photojournalism class to the curriculum

Leave Blank: Continued Action

Implementation Timeline: 2019 - 2020

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:

Update on Action

Program Review - Journalism

Updates

Update Year: 2020 - 2021

09/16/2020

Status: Continue Action Next Year

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Impact on District Objectives/Unit Outcomes (Not Required):

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: Classified lab aide 2018/2019 (completed with CTE funds)

Part-time classified lab aide to help maintain the journalism lab, check out equipment and along with the adviser/professor assist students with technical difficulties. (completed with CTE funds)

Leave Blank: New Action

Implementation Timeline: 2019 - 2020

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Identify related course/program outcomes:

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

Rationale (With supporting data): The maintenance of the computer and camera/audio visual equipment in the lab, which includes cleaning the lab and troubleshooting computer problems, are beyond the scope of the adviser. This takes away from the core duties of the professor such as maintaining curriculum, recruiting, representing the program at events and most importantly, being more available to guide students with content production. Perkins funds were granted for a PT student lab aide. More funding is needed for a full-fledged classified aide.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation: No

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