

Academic Program Evaluation – JOURNALISM
Division – A & L
Department - ENGL

Journalism Courses:

TERM	Enrollment	Fill Rate	# of Sections	Mass Cap	Avg. Class Cap	Avg. Class Size	FTE S	FTE F	Productivity (FTE S/FTE F)	Completion Rate	Success Rate
Fall 2009	30	60%	2	50	25	15	3.08	0.4	7.7	57%	37%
Spring 2010	29	58%	2	50	25	14.5	2.99	0.4	7.48	62%	41%
Fall 2010	38	76%	2	50	25	19	3.91	0.4	9.78	47%	32%
Spring 2011	36	72%	2	50	25	18	3.7	0.4	9.25	69%	42%
Fall 2011	40	80%	2	50	25	20	4.11	0.4	10.28	50%	40%
Spring 2012	13	52%	1	25	25	13	1.34	0.2	6.7	77%	69%
% Change Fall Semesters 09 - 11	33.33%	33.33%	0.00%	0.00%	0.00%	33.33%	33.44%	0.00%	33.51%	-12.28%	8.11%
% Change Spring Semesters 10 - 12	-55.17%	-10.34%	-50.00%	-50.00%	0.00%	-10.34%	-55.18%	-50.00%	-10.43%	24.19%	68.29%

PROGRAM COMPLETION

Number of certificates completed Between Fall 2009 and Spring 2012	Number of Associate Degrees Completed Between Fall 2009 and Spring 2012
N/A	3

Journalism – Associate Degree

Associate Degree:

Required Courses: JRN 100, 101, CIS 137, 149

Select 9 units from: ART 160, CIS 155, 212, 214, ENGL 102, 111, 201, ENGL/HUM 230, ENGL 250, POLS 102, SOC 102, SPCH 100, 130, 150

JOURNALISM – COMPLETION & SUCCESS RATES

Course	Completion Rate						Success Rate					
	F09	S 10	F 10	S 11	F 11	S 12	F09	S 10	F 10	S 11	F 11	S 12
JRN 100	63 %	50%	44%	76 %	60%	77%	42.00 %	38.00%	32.00%	38.00 %	44.00%	69.00 %
JRN 101	45 %	77%	54%	60 %	33%		27 %	46%	31 %	47%	33%	
CIS 137	83 %		85%		76%		33 %		65%		59%	
CIS 149	97 %	84%	86%	86 %	83%	94%	83 %	65%	72 %	65 %	59%	66 %
ART 160	93 %	89%	83%	96 %	92%	100%	93 %	88%	83 %	85 %	79%	88 %
CIS 155		84%		84 %		90%		69%		61 %		66 %
CIS 214		88%		80 %		100%		77%		65 %		93 %
ENGL 102	78.0%	72.0%	80.0%	73.0%	81.0%	84.0%	55.0%	57.0%	65.0%	55.0%	60.0%	53.0%
ENGL 111	65.0%	77.0%	69.0%	72.0%	76.0%	75.0%	45.0%	47.0%	56.0%	63.0%	39.0%	38.0%
ENGL/HUM 230												
ENGL 250	88 %		65%		93%		53 %		79%		65%	
POLS 102	87 %	79%	87%	84 %	86%	90%	62 %	54%	66%	59 %	69%	66 %
SOC 102	96 %	95%	93%	85 %	90%	84%	56 %	87%	71 %	59 %	69%	71 %
SPCH 100	85 %	88%	90%	85 %	89%	89%	79 %	79%	84 %	73 %	80%	74 %
SPCH 130				85 %		87%				50%		73 %
SPCH 150					89%						68%	

Recent Enrollment Demand: High _____ Medium Low _____

Projection for Future Demand : Growing _____ Stable Declining _____

Opportunity Analysis: (Successes, new curriculum development, alternative delivery mechanisms, interdisciplinary strategies, etc.)

The Journalism program suffers from lack of producing a "product" such as a news outlet with the resulting lack of student awareness, and its integration with kinship programs such as Communications has not been beneficial. The Communications program has not been a very popular program because it requires too many units (27). It will be replaced with the SB1440 or TMC soon, in fact, the new Transfer Model has been adopted already and hopefully results will be seen soon. The next step is to publicize the new program and delete the old one.

Additionally, JRN 100 is listed as an elective on the new English Transfer Degree which will bring more students to journalism classes.

The college newspaper was cut several years ago, but with news increasingly read on the Internet, a news outlet on the college website could serve as an updated revitalization of the college newspaper. Producing these web pages would give students a sense of purpose and fulfillment, as well as provide real life experience and work samples for future employment. This effort could be interdisciplinary, encompassing journalism, business, computer science, graphic and fine art, and photography. Another potential expansion could be the development of an Internet radio station with streaming newscasts, sports coverage, music recitals and concerts, and more. An IVC Internet radio would be an important link and service to the community, bringing awareness to the many activities, offerings and possibilities at the College.

Implementation of these plans would necessitate new curriculum, classes to implement the website and radio station. The rewards could be truly meaningful for students, IVC, and the whole community, bringing the best of Imperial County to the world. Journalism's inclusion as a requirement (JRN 100) and elective choice (JRN 101) in the Communication program is essential to bring students with the necessary talent, intellect, and interest to facilitate these media outlets, however the Communication program lacks faculty to implement it.

Meanwhile, Journalism program requirements need to be reviewed and revised. Journalism students no longer need to learn Dreamweaver or computer programming for the web (CIS 137 and 214) and Flash (CIS 155). Additionally, IVC needs to create and offer a Digital Photography class, including some Journalistic assignments. Data shows demand for photography classes, with six students on the wait list for traditional photography in Spring 2013.

Summary of Program "Health" Evaluation: (Including consideration of size, score, productivity and quality of outcomes)

Journalism is a small program, generating three degrees in the past three years. Enrollment seems to vacillate from adequate to somewhat low. Journalism continues to add meaningful educational value to IVC's offerings for students, however, it needs

to be included as an elective choice in some other programs such as English to continue to be viable and attract attention of students who would benefit from it. The Communications program, which lists Journalism as a requirement and elective, needs faculty and development.

Student Learning Outcomes and Program Learning Outcomes

Program Learning Outcomes:

1. Demonstrate the ethical responsibilities and practices of the journalism profession and understand basic media law.
2. Demonstrate critical analysis in the research- and information-gathering processes for the production of news that is relevant to diverse groups both locally and globally.
3. Demonstrate communication skills in writing and editing grammatically sound, comprehensive, and compelling news stories accepted by the professional media.

Future Goals of Program

Explore the idea of a College news site on the IVC homepage, implemented by website news and multimedia classes as part of a Communications program. Explore the creation of a Internet radio station produced by broadcasting/communication/journalism classes.

Resource requests from annual program review

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