Academic Program Review



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| **ACADEMIC YEAR** | 2014-2015 | Basic Skills  Transfer  Career Technical Education (CTE) |
| **PROGRAM** | Journalism | |
| **DESCRIPTION/PURPOSE** | The program supports the general education of IVC students. Journalism is also a CTE career choice. | |
| **DIVISION** | ALLS | |
| **DEPARTMENT** | Humanities | |
| **SUBMITTED BY:** | Carol Hegarty | |

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| **INSTITUTIONAL GOAL 1** | **INSTITUTIONAL GOAL 2** | **INSTITUTIONAL GOAL 3** | **INSTITUTIONAL GOAL 4** |
| **INSTITUTIONAL MISSION AND EFFECTIVENESS** – The College will maintain programs and services that focus on the mission of the College supported by data-driven assessments to measure student learning and student success.  **1.1** Develop systems and procedures that establish the mission of the college as the central mechanism for planning and decision making.  **1.2** Develop an institutional score card to assess student learning that drives integrated planning and resource allocation.  **1.3** Develop systems and procedures to ensure that the college maintains a collegial and self-reflective dialogue that improves effectiveness.  **1.4** Develop systems that are inclusive, cyclical, and understood by all stakeholders. | **STUDENT LEARNING PROGRAMS AND SERVICES** – The College will maintain instructional programs and services which support student success and the attainment of student educational goals.  **2.1** Ensure that all instructional programs, regardless of location or means of delivery, address and meet the current and future needs of students.  **2.2** Review program learning outcomes annually (or biennially) to assure currency, improve teaching and learning strategies, and raise student success rates.  **2.3** Ensure that all Student Services programs, regardless of location or means of delivery, address and meet the current and future needs of students.  **2.4** Ensure that all Student Services programs engage in a process of sustainable continuous quality improvement by annual review of Service Area Outcomes, and annual Program Review.  **2.5** Ensure that the Library meets as closely as possible that “Standards of Practice for California Community College Library Faculty and Programs” of the Academic Senate for California Community Colleges.  **2.6** Ensure that instructional labs continue to collaborate in sharing financial and human resources, thus maintaining continuous quality improvement. | **RESOURCES** – The College will develop and manage human, technological, physical, and financial resources to effectively support the College mission and the campus learning environment.  **3.1** Develop and implement a resource allocation plan that leads to fiscal stability.  **3.2** Implement a robust technological infrastructure and the enterprise software to support the college process.  **3.3** Build new facilities and modernize existing ones as prioritized in the facility master plan.  **3.4** Design and commit to a long-term professional development plan.  3.5 Raise the health awareness of faculty, staff, and students. | **LEADERSHIP AND GOVERNANCE** – The Board of Trustees and the Superintendent/President will establish policies that assure the quality, integrity, and effectiveness of student learning programs and services, and the financial stability of the institution.  **4.1** Review all Board policies annually to ensure that they are consistent with the College mission statement, that they address the quality, integrity, and effectiveness of student learning programs and services, and that they guard the financial stability of the institution.  **4.2** Maintain a clearly defined Code of Ethics that includes appropriate responses to unprofessional behavior.  **4.3** Ensure that the Board of Trustees is informed and involved in the accreditation process.  **4.4** Ensure that processes for the evaluation of the Board of Trustees and the Superintendent/President are clearly defined, implemented, and publicized.  **4.5** Establish a governance structure, processes, and practices that guarantee that the governing board, administration, faculty, staff, and students will be involved in the decision making process. |

**I. INSTITUTIONAL GOALS**

**II. PROGRAM GOALS**

1. **PAST – EVALUATION OF PREVIOUS CYCLE OBJECTIVES/PROGRAM GOALS (SET IN PREVIOUS YEAR)**

List your previous objectives/goals and associated Institutional Goals. All program goals must address at least one of the institutional goals.

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| **1** | **PAST PROGRAM GOAL #1** | | | **INSTITUTIONAL GOAL(S)**  (Select one primary goal.) |
| **Identify Program Goal and Budget request, if any, from the Program Review completed in 2013-2014 (Section II C):**  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 art class, including some Journalistic assignments. This is a goal from the Spring 2013 Program Review. An update is that there is a Transfer Model Degree available now. Whether we create the courses to offer the transfer model or make some other change with Journalism is a decision that needs to be made. | | | | **1 Mission & Effectiveness**  1.1  1.3  1.2  1.4  **2 Student Learning Outcomes**  2.1  2.4  2.2  2.5  2.3  2.6  **3 Resources**  3.1  3.4  3.2  3.5  3.3  **4 Leadership & Governance**  4.1  4.4  4.2  4.5  4.3 |
| Met | | Partially Met | Not Met |
| **Describe how this program goal increased student achievement and/or program effectiveness in 2014-2015:** | | | |

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| **2** | **PAST PROGRAM GOAL #2** | | | **INSTITUTIONAL GOAL(S)**  (Select one primary goal.) | |
| **Identify Program Goal and Budget request, if any, from the Program Review completed in 2013-2014 (Section II C):**  Create a College news site on the IVC homepage, implemented by website news and multimedia classes as part of a Communications program. This is a goal from Spring 2013 Program Review. The website has been created, <http://www.imperial.edu/journalism> , but there is no content and it is not a live link at this point. The instructor has content at IVCJournalism.com and Borderzine.com which will be transferred over to the new site. | | | | | **1 Mission & Effectiveness**  1.1  1.3  1.2  1.4  **2 Student Learning Outcomes**  2.1  2.4  2.2  2.5  2.3  2.6  **3 Resources**  3.1  3.4  3.2  3.5  3.3  **4 Leadership & Governance**  4.1  4.4  4.2  4.5  4.3 | |
| Met | | Partially Met | Not Met | |
| **Describe how this program goal increased student achievement and/or program effectiveness in 2014-2015:** | | | | |

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| **3** | **PAST PROGRAM GOAL #3** | | | **INSTITUTIONAL GOAL(S)**  (Select one primary goal.) | |
| **Identify Program Goal and Budget request, if any, from the Program Review completed in 2013-2014 (Section II C):**  Create an Internet radio station produced by broadcasting/communication/journalism classes. | | | | | **1 Mission & Effectiveness**  1.1  1.3  1.2  1.4  **2 Student Learning Outcomes**  2.1  2.4  2.2  2.5  2.3  2.6  **3 Resources**  3.1  3.4  3.2  3.5  3.3  **4 Leadership & Governance**  4.1  4.4  4.2  4.5  4.3 | |
| Met | | Partially Met | Not Met | |
| **Describe how this program goal increased student achievement and/or program effectiveness in 2014-2015:**  The idea was to have Journalism students covering sports and other events at the College, helping to promote the College and making the activities more accessible for the public. A trained journalist would need to be hired to oversee the program. | | | | |

1. **PRESENT – DATA ANALYSIS AND PROGRAM HEALTH – ACCREDITATION**
2. Summarize and analyze all disaggregated data by day, evening, gender, ethnicity, and distance education. Narrative only. ***Submit electronic excel file with graphs or trend data***.
3. **Enrollment and Fill Rates**

Discuss the trends in enrollment and fill rate for each program by day and evening at the program level.

Enrollment ranges from 52%, or 13 students in a class with a 25 cap, in Spring 2012 to 96%, or 23 students in a class with a 24 cap, in Fall 2013. There does not seem to be any trends. There were two semesters that offered two sections of journalism: One was Fall 2011 which had an 80% fill rate, or a total of 40 students, and the other was Spring 2013 which had an 70% fill rate, or 35 students.

1. **Productivity**

What are the trends in productivity? [[1]](#footnote-1)

Just as the enrollment and fill rates are varied, the WSCH/FTEF rates range from 195 for Spring 2012 to a high of 345 for Fall 2013, which is the same semester that had the highest fill rate (96%).

1. **Success and Retention**

Discuss the success and retention rates by day, evening (extended day), and online classes in each program and identify gaps.

Fall 2013 had the highest results, with a success rate with 69.57% and retention of 91.3%. The least successful semester was Spring 2013 with a success rate of 34.29% and retention rate of 48.57%. All journalism classes were scheduled during the day.

1. **Success and Retention by Ethnicity**

Discuss the success and retention rates by demographic diversity of students.

The largest population was Hispanic with a total of 132 students from Fall 2011 to Spring 2014. Overall success was 49.24% and retention was 66.67%. The next largest was the unknown, undeclared group with 14 students. They achieved an overall success rate of 42.86% and retention was 64.29%. In the three years, there was one African-American who was not successful or retained, and one white student who was not successful, but remained in the course. There was not a large enough pool to indicate trends, but overall success and retention show room for improvement.

1. **Degrees and Certificates**

Discuss the trends in the number of degrees and/or certificates awarded.

In this three-year period, there were two degrees earned. One was in academic year 2011-2012, and the other was in 2012-2013. This is somewhat less than previous program reviews which showed one graduate every year.

1. **Program Changes**

What program changes, if any, do you expect to have a positive effect on students?

It is anticipated that having Journalism work posted on IVC’s website will draw student interest to the Journalism program.

1. Summarize revisions, additions, deletions, and alternate delivery methods to courses and/or program based on the last program review.

As stated in the goals above, the addition of a digital photography art class or digital photography component to the photography class is being considered. A website for Journalism students to post their work has been created. It is hoped that these will breath new life into the Journalism program.

1. Evaluate the program’s viability by addressing program completion, size (FTES), projections (growing/stable/declining), and quality of outcomes.

The Journalism program has graduated two students over the last three years. The WSCH/FTEF production is low, meaning the program is not highly productive, and this needs to be rectified if the program is to be deemed viable.

Additionally, as a CTE program, Journalism needs to be evaluated with local media outlets to determine if students from the program are being hired.

**C. FUTURE – LIST OF “SMART” (SPECIFIC** **MEASURABLE ATTAINABLE RELEVANT** **TIME-LIMITED) PROGRAM OBJECTIVES FOR NEXT ACADEMIC YEAR TO ADDRESS PROGRAM IMPROVEMENT, GROWTH, OR UNMET NEEDS/GOALS. ALL PROGRAM GOALS MUST ADDRESS AT LEAST ONE OF THE INSTITUTIONAL GOALS.**

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| **FUTURE PROGRAM GOALS**  (Describe future program goals. List in order of budget priority.)  You are not required to list 3 goals. Only list/identify goals that are viable in one year’s time or can be carried over a number of program cycles. | | | | | | | **INSTITUTIONAL GOAL(S)**  (Select one primary institutional goal) |
| **1** | **2015-2016 PROGRAM GOAL #1**  Budget Priority #1 | | | | | | **INSTITUTIONAL GOAL(S)** |
| **Identify Future Global Goal:** Make work by Journalism students more accessible to the campus community and public. | | | | | | | **1 Mission & Effectiveness**  1.1  1.3  1.2  1.4  **2 Student Learning Outcomes**  2.1  2.4  2.2  2.5  2.3  2.6  **3 Resources**  3.1  3.4  3.2  3.5  3.3  **4 Leadership & Governance**  4.1  4.4  4.2  4.5  4.3 |
| **Objective:** Showcase Journalism students' work while highlighting college and other activities and issues. | | | | | | |
| **RESOURCE PLAN**  (Check all that apply.) | | | | | | |
| Facilities  Marketing  Technology  Professional Development  Staffing | | | | | | |
| **Task(s)** | | | | | | |
| 1. Implement the College news site on the IVC homepage, with website news and multimedia classes as part of a Communications program. A Journalism website has been created. Student work needs to be uploaded on it and the link made live. | | | | | | |
| **Timeline:** Use website by Spring 2015. | | | | | | |
| **Expense Type** | | | | **Funding Type** | | **Budget Request** |
| One-Time  Recurring | | | | General District  Categorical (Specify) | | **$ none** |
| **How will this objective be measured?** The work of Journalism students will be posted on the IVC website. | | | | | | | |
| **How will the completion of tasks identified improve student/program success?** Students will have published journalist work. Other students and the community will be able to access students' writing from the IVC website. | | | | | | | |
| **Who are the responsible party(ies) and assigned user(s)?** Carol Hegarty, Gina Germani | | | | | | | |
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| **2** | | **2015-2016 PROGRAM GOAL #2**  Budget Priority #1 | | | | | **INSTITUTIONAL GOAL(S)** |
| **Identify Future Global Goal:** Establish feasibility for Journalism Program health. | | | | | | | **1 Mission & Effectiveness**  1.1  1.3  1.2  1.4  **2 Student Learning Outcomes**  2.1  2.4  2.2  2.5  2.3  2.6  **3 Resources**  3.1  3.4  3.2  3.5  3.3  **4 Leadership & Governance**  4.1  4.4  4.2  4.5  4.3 |
| **Objective:** Develop remediation plan. | | | | | | |
| **RESOURCE PLAN**  (Check all that apply.) | | | | | | |
| Facilities  Marketing  Technology  Professional Development  Staffing | | | | | | |
| **Task(s)** | | | | | | |
| **A**. Poll area media outlets to see if they have hired any IVC Journalism students. | | | | | | |
| **Timeline:** By Fall 2015. | | | | | | |
| **Expense Type** | | | | **Funding Type** | | **Budget Request** |
| One-Time  Recurring | | | | General District  Categorical (Specify) | | **$\_\_\_\_\_\_\_0\_\_\_\_\_\_\_\_\_** |
| 1. Discontinue current associate degree in Journalism due to availability of ADT in Journalism. | | | | | | |
| **Timeline:** Fall 2015 | | | | | | |
| **Expense Type** | | | **Funding Type** | | **Budget Request** | |
| One-Time  Recurring | | | General District  Categorical (Specify) | | **$ none** | |
| **C.** Determine feasibility of developing Associate Degree for Transfer (ADT) in Journalism. | | | | | | |
| **Timeline:**  Spring 2016 | | | | | | |
| **Expense Type** | | | **Funding Type** | | **Budget Request** | |
| One-Time  Recurring | | | General District  Categorical (Specify) | | **$\_\_\_\_\_\_\_\_0\_\_\_\_\_\_\_\_** | |
| **How will this objective be measured?** If there are enough students hired for jobs in journalism to warrant continuing Journalism as a program, then it will be updated to the new transfer degree. | | | | | | | |
| **How will the completion of tasks identified improve student/program success?** The current Journalism degree is outdated. Journalism program is suffering from low enrollment and thus not helping students. Journalism needs to be updated or discontinued as a program. | | | | | | | |
| **Who are the responsible party(ies) and assigned user(s)?** Dr. James Patterson, Carol Hegarty, Efrain Silva | | | | | | | |

1. (WSCH/FTEF) The goal is 525 as per state guidelines. A low number means that we are below target levels for productivity. For example, in a small class that has a mandated cap of 15 students, the fill rate may be 100% but the productivity number (WSCH/FTEF) will be very low. A class with a cap of 40 students with a 100% fill rate will have a productivity number close to or above 525. [↑](#footnote-ref-1)