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

### Journalism Courses:

T ER M	En ro I lm en t	Fill Rate	# of Sections	Mass Cap	Avg. Class Can	Aug Class Siza	FTE S	F TE F	Productivity (FTE S/FTE F)	Com pletion	Success
	Enronment	riii Kate	Sections	Mass Cap	Avg. Class Cap	Avg. Class Size	FIES	FIEF	(FIES/FIEF)	Rate	Ra te
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 .2 8	50%	40%
Spring 2012	13	52 %	1	25	25	13	1.34	0.2	6.7	77%	69%
% Change Fall											
Semesters 09 - 11	3 3.33 %	33.33%	0.00%	0.00%	0.00%	3 3.3 3%	3 3.44 %	0 .0 0%	33.51%	-12.28%	8.11%
% Change Spring											
Semesters 10 - 12	-5 5.1 7%	-10.34%	-50.00%	- 50 .0 0 %	0.00%	-10.34%	-55.18%	-50.00%	-1 0.43 %	24.19%	68.29%

#### PROGRAM COMPLETION

Number of certificates completed	Number of Associate Degrees Completed
Between Fall 2009 and Spring 2012	Between Fall 2009 and Spring 2012
N/A	3
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### 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 - ENROLLMENT, FILL RATES & WAIT LISTS

	C ou rs e													Wait Lists
	Сар		Į.	NROLLMENT -	# OF SECTIONS	_		1/8/2013						
Course		F09	S 1 0	F 10	S 11	F 1 1	S 12	F09	S 10	F 10	S 11	F 11	S 12	S 13
JRN 100	25	19 - 1	16 - 1	24 - 1	21 - 1	25 - 1	13 - 1	76 .0 0%	64.00%	10 0.0 0%	8 4.0 0%	100.00%	52.00%	
JRN 101	25	11 - 1	13 - 1	26 - 1	15 - 1	15 - 1		44 .0 0%	5 2.0 0%	5 2.0 0%	60.00%	60.00%		
CIS 137	29	30 - 1		26 - 1		29 - 1		107.14%		92.86%		100.00%		
CIS 149	29	30 - 1	31 - 1	29 - 1	63 - 2	29 - 1	32 - 1	107.14%	103.33%	103.57%	105.00%	100.00%	110.34%	
ART 160	25	28 - 1	27 - 1	24-1	25 - 1	24 - 1		1 16 .6 7 %	11 2 .5 0%	10 0.0 0%	10 4.1 7%	96.00%	80.00%	1
CIS 155	29		32 - 1		31 - 1		29 - 1		106.67%		10 3.3 3%		100.00%	
CIS 214	29		26 - 1				14 - 1		86.67%		71.43%		48.28%	
EN GL 102	25	51 - 2	58 - 3	60 - 3	67 - 3	43 - 2		68 .0 0%	116.00%	80.00%	13 4.0 0%	86.00%		
EN GL 111	25	49 - 3	43 - 2	54 - 3	53 - 2	46 - 2		65 .3 3%	17 2 .0 0%	7 2.0 0%	106.00%	92.00%	104.00%	7
ENGL/HUM 230														
EN GL 250		17 - 1		24 - 1		20 - 1		85 .0 0%		12 0.0 0%		80.00%		
PO LS 102	35	861 - 19	845 - 20	849-19	877 - 19	75 9 - 18	635-16	113.29%	118.18%	11 6.9 4%	115.70%	107.00%	100.79%	81
S OC 102	35	113 - 2	157 - 3	97 - 2	74 - 2	77 - 2	77 - 2	161.43%	149.52%	12 1.2 5%	105.71%	110.00%	110.00%	2
SPCH100	25	684 - 23	548 - 22	682-22	6 19 - 2 2	513 - 19	512 - 21	118.96%	115.37%	12 4.0 0%	13 0.3 2%	108.00%	97 . 52 %	152
SPCH 130	25				20 -1		15 - 1				8 0.0 0%		60.00%	
SPCH 150	25					19 - 1						76.00%		

# JOURNALISM - PRODUCTIVITY (FTES/FTEF)

	FT ES						FTES					FTES						
C ou rs e	F09	S 10	F 10	S 11	F 11	S 12	F09	S 10	F 10	S 11	F 11	S 12	F09	S 10	F 10	S 11	F11	S 12
JRN 100	1.95	1 .6 5	4.11	2.16	2 .5 7	1.34	0.20	0.20	0.20	0.20	0.20	0.20	9.75	8.25	20.55	10.80	12.85	6.70
JRN 101	1.13	1.34	1.34	0.21	1 .5 4		0.20	0.20	0.20	0.20	0.20		5.65	6.70	6.70	1.05	7.70	
CIS 137	3.09		2.67		2.98		0.20		0.20		0.20		15.45		13.35		14.90	
CIS 149	3.09	3 .1 9	2.98	6.48	2.98	3.29	0.20	0.20	0.20	0.20	0.20	0.20	15.45	15.95	14.90	32.40	14.90	16.45
ART 160	4.8	4 .6 3	4.11	4.29	4 .1 1		0.2	0.20	0.20	0.20	0.20		24.00	23.15	20.55	21.45	20.55	
CIS 155		3 .2 9		3.19		2.98		0.20		0.20		0.20		16.45		15.95		14.90
CIS 214		2 .6 7		2.06		1.44		0.20		0.20		0.20		13.35		10.30		7.20
E NG L 1 02	5.25	5 .9 7	6.16	6.89	4.42		0.40	0.60	0.60	0.60	0.40		13.13	9.95	10.27	11.48	11.05	
E NG L 1 11	5.04	4.42	5.55	5.45	4 .7 4	5.35	0.60	0.40	0 .6 0	0.40	0.40		8.40	11.05	9.25	13.63	11.85	
ENGL/HUM 230																		
E NG L 2 50	1.75		2.47		2 .0 6		0.20		0.20		0.20		8.75		12.35		10.30	
POLS 102	8 8.55	68.91	87.33	90.21	78.07	65.32	3.8	4.00	3.80	3.80	3.60	3.20	23.30	17.23	22.98	23.74	21.69	20.41
SO C 1 02	11.62	16.15	9.97	7.61	7 .9 2	7.92	0.40	0.60	0.40	0.40	0.40	0.40	29.05	26.92	24.93	19.03	19.80	19.80
S PC H 10 0	70.36	56.37	70.14	63.67	52.78	52.64	4.6	4.40	4.40	4.40	3.80	4.20	15.30	12.81	15.94	14.47	13.89	12.53
S PC H 13 0				2.06		1.54				0.20		0.20				10.30		7.70
S PCH 150					1.95						0.20						9.75	

# JOURNALISM - COMPLETION & SUCCESS RATES

			Co m pl e	tion Ra	te		S uccess Rate						
Course	F09	S 10	F10	S 11	F 11	S 12	F09	S 10	F 1 0	S 11	F 11	S 12	
JRN 100	63 %	5 0%	4 4%	76 %	60 %	7 7%	42.00%	38.00%	3 2 .0 0%	38.00%	44.00%	69.00%	
JRN 101	45 %	7 7%	5 4%	60 %	33 %		27 %	4 6%	31%	47 %	3 3%		
CIS 137	83 %		8 5%		76 %		33 %		65%		5 9%		
CIS 149	97 %	8 4%	8 6%	86 %	83 %	9 4%	83 %	65%	72%	65 %	5 9%	66 %	
ART 160	93%	8 9%	83%	96%	92 %	10 0%	93 %	8 8%	83%	85 %	7 9%	88 %	
CIS 155		8 4%		84 %		9 0%		6 9%		61%		66 %	
CIS 214		8 8%		80 %		10 0%		77%		65 %		93 %	
E NG L 102	78.0%	72.0%	80.0%	73.0%	81.0%	84.0%	55.0%	57.0%	65 .0 %	5 5.0%	60.0%	53.0%	
E NG L 111	65.0%	77.0%	69.0%	72.0%	7 6.0%	75.0%	45.0%	47.0%	56.0%	63.0%	39.0%	38.0%	
ENGL/HUM 230													
E NG L 2 50	88 %		6 5%		93 %		53 %		79%		6 5%		
POLS 102	87 %	79%	8 7%	84 %	86%	9 0%	62 %	5 4%	66%	59%	69%	66 %	
SO C 1 02	96%	9 5%	9 3%	85 %	90 %	8 4%	56%	8 7%	71%	59%	6 9%	71 %	
S PCH 100	85 %	88%	9 0%	85 %	89 %	8 9%	79 %	79%	84%	73 %	8 0%	74 %	
S PCH 130				85 %		8 7%				50%		73 %	
S PC H 15 0					89 %						68%		

Recent Enrollment Demand: High	MediumX	Low
Projection for Future Demand: Growing	StableX	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

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.