

CAREER TECHNICAL EDUCATION (CTE) TWO-YEAR PROGRAM REVIEW FOR 2025

Program Planning Year: 2025

Unit: Journalism and Digital Communication

Cluster: 2

Last Year of CPPR/Voc. Ed Review: 2023

INSTRUCTIONS: CTE programs will complete and submit the below Two-Year Program Review as part of a regular two-year program review cycle (Ed Code 78016). In addition, CTE programs will complete and submit an APPW on an annual basis and an Instructional Comprehensive Program Planning and Review (CPPR) every four years according to the institutional comprehensive planning cycle for instructional programs.

California Ed Code 78016

Every vocational or occupational training program offered by a community college district shall be reviewed every two years by the governing board of the district to ensure that each program, as demonstrated by the California Occupational Information System, including the State-Local Cooperative Labor Market Information Program established in Section 10533 of the Unemployment Insurance Code, or if this program is not available in the labor market area, other available sources of labor market information, does all of the following:

1. Meets a documented labor market demand.
 2. Does not represent unnecessary duplication of other manpower training programs in the area.
 3. Is of demonstrated effectiveness as measured by the employment and completion success of its students.
- A. Any program that does not meet the requirements of subdivision (A) and the standards promulgated by the governing board shall be terminated within one year.
- B. The review process required by this section shall include the review and comments by the local Private Industry Council established pursuant to Division 8 (commencing with Section 15000) of the Unemployment Insurance Code, which review and comments shall occur prior to any decision by the appropriate governing body.
- C. This section shall apply to each program commenced subsequent to July 28, 1983.
- D. A written summary of the findings of each review shall be made available to the public.

NARRATIVE: Review your CTE program according to the following three prompts with analysis of [data provided by the State](#).

If assistance is needed to retrieve data, please contact your Instructional Dean.

Provide a written summary for each prompt. If yes, explain why and/or how. If no, explain why.

I. Meets a documented labor market demand, [data provided by the State](#).

According to data from the Employment Development Department of the State of California, the journalism and digital communication program meets a documented labor market demand for 2022-2032. In California, there will be a 4.4% growth in demand for News Analysts, Reporters and Journalists (SOC 27-3023) between 2022-2023, with a numeric change of 300 positions.

2022-2032 Occupational Employment Projections						
California						
Statewide						
SOC Level ^[1]	SOC Code ^[2]	Occupational Title ^[3]	Base Year Employment Estimate 2022 ^{[4][5]}	Projected Year Employment Estimate 2032	Numeric Change 2022-2032 ^[6]	Percent-age Change 2022-2032
4	27-3023	News Analysts, Reporters, and Journalists	6,800	7,100	300	4.4%

II. Does not represent unnecessary duplication of other manpower training programs in the area.

The journalism and digital communication program does not represent any unnecessary duplication of other manpower training programs in the area.

III. Is of demonstrated effectiveness as measured by the employment and completion success of its students, [Core Indicator Reports \(Summary by TOP code\)](#)

There is demonstrated effectiveness as measured by the employment and completion success. For TOP Code 0602, Journalism core areas 2-3 exceed the state performance goals: Core 2 for Completion is at 100%, exceeding the state goal of 89%; Core 4 for employment is at 100%, exceeding the state goal of 73.23%. It should be noted that the total count for Core 4 employment is less than 10.



PERKINS IV Core Indicators of Performance by Vocational TOP Code
Indicators for 2020-2021 Fiscal Year Planning
Summary by College for: CUESTA - SAN LUIS OBISPO

To display 4 or 6 digit TOP codes, click on the plus sign to the left of the TOP code.

		Core 1 Skill Attainment	Core 2 Completion	Core 3 Persistence	Core 4 Employment	Core 5a NT Participation	Core 5b NT Completion
⊞ 01	AGRICULTURE AND NATURAL RESOURCES	25.00	100.00	100.00	33.33	75.00	75.00
⊞ 02	ARCHITECTURE AND RELATED TECHNOLOGIES	93.10	100.00	93.10	40.00	27.59	32.00
⊞ 05	BUSINESS AND MANAGEMENT	85.62	97.42	94.50	73.91	52.21	55.39
⊞ 06	MEDIA AND COMMUNICATIONS	84.78	96.88	95.65	100.00	25.93	27.78
⊞ 0602	JOURNALISM	83.33	100.00	100.00	100.00		

Core 1 - Skill Attainment, GPA 2.0 & Above: 91.75% Performance Goal - (2017- 2018)

Core 2 - Completions, Certificates, Degrees and Transfer Ready: 89.00% Performance Goal - (2017- 2018)

Core 3 - Persistence in Higher Education: 91.00% Performance Goal - (2017- 2018)

Core 4 - Employment: 73.23% Performance Goal - (2017- 2018)

Core 5 - Training Leading to Non-traditional Employment: Greater than 23.93% Participation & 28.02% Completion - (2017- 2018)

Source: CCCC MIS Database, EDD Base Wage File, CSU Chancellor's Office,
UC Office of the President, 2000 Census, Student Loan Clearing House

Page 1 of 1

Report Create Date: 02/01/2010