2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

CURRENT YEAR: 2017-2018   **PROGRAM: JOURNALISM & DIGITAL COMMUNICATION**
CLUSTER: HUMANITIES   **LAST YEAR CPPR COMPLETED: 2015**
NEXT SCHEDULED CPPR: 2018-2019   **CURRENT DATE: 3/12/2018**

The Annual Program Planning Worksheet (APPW) is the process for:
- reviewing, analyzing and assessing programs on an annual basis
- documenting relevant program changes, trends, and plans for the upcoming year
- identifying program needs, if any, that will become part of the program's resource plan
- highlighting specific program accomplishments and updates since last year's APPW
- tracking progress on a Program Sustainability Plan if established previously.

Note: Degrees and/or certificates for the same program may be consolidated into one APPW.

This APPW encompasses the following degrees and/or certificates:
AA, ADT and Multimedia Journalism Certificate of Specialization

GENERAL PROGRAM UPDATE

Describe significant changes, if any, to program mission, purpose or direction. *If there are not any, indicate: NONE.*
NONE

PROGRAM SUSTAINABILITY PLAN UPDATE

Was a Program Sustainability Plan established in your program's most recent Comprehensive Program Plan and Review? **No**

   Yes ☐ If yes, please complete the Program Sustainability Plan Progress Report below.
   No ☐ If no, you do not need to complete a Progress Report.

If you selected yes, please complete the Program Sustainability Plan Progress Report below after you complete the Data Analysis section. That data collection and analysis will help you to update, if necessary, your Program Sustainability Plan.

DATA ANALYSIS AND PROGRAM-SPECIFIC MEASUREMENTS

Your responses to the prompts for the data elements below should be for the entire program. If this APPW is for multiple degrees and/or certificates then you MAY want to comment on each degree and/or certificate, or discuss them holistically for the entire program being sure to highlight relevant trends for particular degrees and/or certificates, if necessary. Responses in this document need only reference the most recent year's available data.

Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

General Enrollment (Insert Aggregated Data Chart)
Insert the data chart and explain observed differences between the program and the college.

General enrollment in the Journalism & Digital Communication Department was at an unusual 5-year all time high for the 2015-16 Academic Year with a total of 174 students.

Enrollment, however, for the 2016-17 AY has decreased by 33 to a total of 141 students. The reason for decrease is not explicitly known. However, the data shows that there was also a decrease in college enrollment overall.

There have been numerous improvements made to the program that were implemented beginning last semester, including the addition of more courses and a Multimedia Journalism Certificate of Achievement; improved and coordinated curriculum in existing courses with a focus on multimedia journalism and publication; creation of a higher visibility on campus; and, updating of the current facilities.

It is unclear why dated data is used as a measurement of the current success of a department.

One avenue to recruit more students might be through dual enrollment. The division chair has been checking into this possibility.

We are also working with informing broadcast, video and photography students about opportunities in the program and about the Multimedia Journalism Certificate of Specialization, which will have a track for visual artists that will become effective Fall 2018.

SLOCCCD Program Review Data - Enrollment

Department:	**Course:**	**Dual Enrollment:**	**Prison:**
Journalism and Digital Comm	All	All	All

Journalism and Digital Comm Enrollments

Academic Year	Enrollments
Academic Year 2012 - 2013	141
Academic Year 2013 - 2014	126
Academic Year 2014 - 2015	153
Academic Year 2015 - 2016	174
Academic Year 2016 - 2017	141
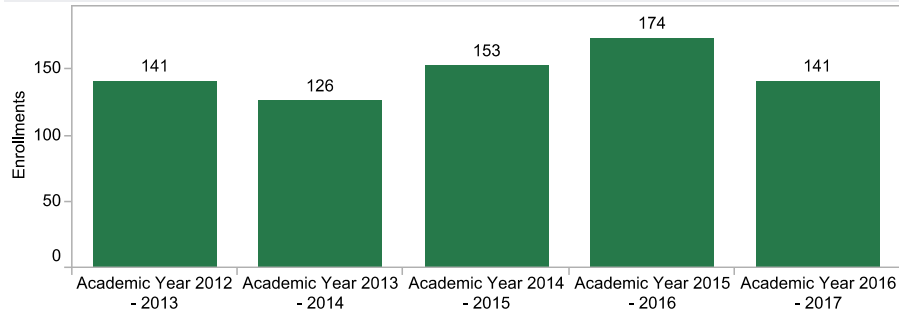
% Change - Overall College Enrollments

Academic Year	% Change in Enrollment
Academic Year 2012 - 2013	
Academic Year 2013 - 2014	-3.111%
Academic Year 2014 - 2015	-0.559%
Academic Year 2015 - 2016	2.039%
Academic Year 2016 - 2017	1.833%

% Change - Journalism and Digital Comm

Academic Year	% Change
Academic Year 2012 - 2013	
Academic Year 2013 - 2014	-10.64%
Academic Year 2014 - 2015	21.43%
Academic Year 2015 - 2016	13.73%
Academic Year 2016 - 2017	-18.97%
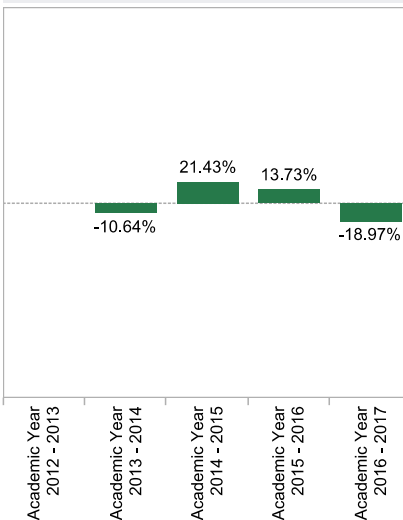
Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

S a n   L u i s   O b i s p o   C o u n t y   C o m m u n i t y   C o l l e g e   D i s t r i c t
I n s t r u c t i o n a l   A n n u a l   P r o g r a m   P l a n n i n g   W o r k s h e e t
Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

3

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

[General Student Demand (Fill Rate) (Insert Aggregated Data Chart)](#)
Insert the data chart and explain observed differences between the program and the college

Student Demand for journalism courses has increased nearly 5 percent from 63.97 in the 2015-16 AY to 68.78 percent for 2016-17. This data reflects the slight increase in the overall college fill rate.

JOUR 200, Intro to Mass Comm, (formerly JOUR 201B) has seen a significant increase from 66.96 to 87.50 in between 2015-16 and 2016-17 due to this course now being a GE course.

JOUR 201, Beginning Reporting, (formerly JOUR 201A) has also seen an increase from 63.10 in 2015-16 to 75 percent in 2016-17.

JOUR 205, Multimedia Journalism, saw a slight drop from 66.7 to 62.86 percent during the same time period.

JOUR 202A-C also experienced a drop from 56.52 to 48.28 percent. However, this number has increased with the addition of JOUR 203A-B last semester to an all-time high of 18 students. JOUR 203A-B is not included in the data set. It is anticipated that with the addition of JOUR 203C-D in the fall that the demand may increase even more.

San Luis Obispo County Community College District
Instructional Annual Program Planning Worksheet
Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

4

SLOCCCD Program Review Data - Student Demand (Fill Rate)

Department: **Course:** **Dual Enrollment:** **Prison**
Journalism and Digital Comm All All All

Overall College Fill Rate

Academic Year	Fill Rate
2012 - 2013	81.79%
2013 - 2014	81.26%
2014 - 2015	78.88%
2015 - 2016	77.06%
2016 - 2017	83.85%

Journalism and Digital Comm Fill Rate

Academic Year	Fill Rate
2012 - 2013	75.00%
2013 - 2014	72.83%
2014 - 2015	78.06%
2015 - 2016	63.97%
2016 - 2017	68.78%

Fill Rate: The ratio of enrollments to class limits. Cross listed class limits are adjusted appropriately.
Also, courses with zero class limits are excluded from this measure.

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

General Efficiency (FTES/FTEF) (Insert Aggregated Data Chart)
Insert the data chart and explain observed differences between the program and the college.

General Efficiency in the journalism program increased .77 percent from 8.15 during 2015-16 to 8.92 in 2016-17. This is higher than the overall college increase of .54 percent, although the college FTES/FTEF is at 13.46.

Again, many of the measures implemented last semester are not reflected in this data.

San Luis Obispo County Community College District
Instructional Annual Program Planning Worksheet
Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

6

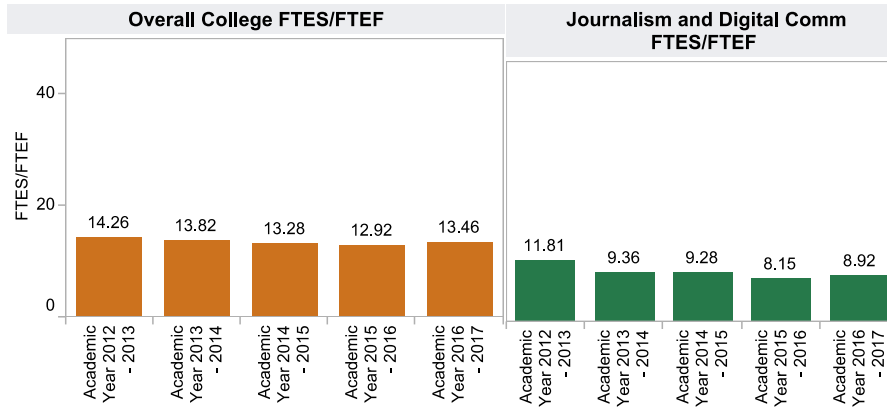**SLOCCCD Program Review Data - Efficiency (FTES/FTEF)**

Department: Journalism and Digital Comm   **Course:** All   **Dual Enrollment:** All   **Prison:** All

Overall College FTES/FTEF

Academic Year	FTES/FTEF
2012 - 2013	14.26
2013 - 2014	13.82
2014 - 2015	13.28
2015 - 2016	12.92
2016 - 2017	13.46

Journalism and Digital Comm FTES/FTEF

Academic Year	FTES/FTEF
2012 - 2013	11.81
2013 - 2014	9.36
2014 - 2015	9.28
2015 - 2016	8.15
2016 - 2017	8.92

FTES/FTEF: The ratio of total FTES to Full-Time Equivalent Faculty
(SXD4 Total-Hours/17.5)/XE03 FACULTY-ASSIGNMENT-FTE)

Student Success—Course Modality (Insert Data Chart)
Insert the data chart and explain observed differences between the program and the college.

While Successful Course Completion for the Face-to-Face Modality for the overall college only rose . 16 percent from 75.52 in 2015-16 to 75.68 in 2016-17, it rose in the journalism program by 6.87 percent from 80.52 to 87.39.

Many measures have been taken to ensure student success, including more in-class exercises in all courses, which have, in turn, led to more confidence in assignments and better preparation for students who move onto subsequent courses. Additionally, there has been a push to encourage student submissions for publication in The Cuestonian in non-News Production courses. This has also worked to increase enthusiasm and confidence and, thus, success.

However, there appears to have been a significant decline in Student Success in the Distance Education course offered during this timeframe, JOUR 205. There was a 20 percent drop from 2015-16 to 2016-17. There does not appear to be one explicit factor that contributed to this decline.

According to the journalism instructor who teaches DE courses: "In 2016/17, I feel that some students who failed to complete JOUR 205 were surprised with the rigor required to complete required assignments. There are also several students each semester who registered for a DE journalism course and did not log into Canvas, or reply to instructor announcements, complete any assignments, or reply to direct emails, and dropped with no explanation."

JOUR 206 has an enrollment of 22 students this semester. Seven have dropped without explanation. However, the numbers in this course appear to be better than 205. It is interesting to note that these DE classes have two distinct student populations. J205 contains all journalism majors. J206, on the other hand, contains those from business administration, CIS, broadcast, engineering and community members interested in professional development.

Again, it would be much more useful to have current data from Fall 2017 and Spring 2018 that actually reflects what is currently happening in the department.

San Luis Obispo County Community College District
Instructional Annual Program Planning Worksheet
Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

8

SLOCCCD Program Review Data: Successful Course Completion

Select Department:
All

Course:
All

Legend:
🟩 Face to Face Modality
🟥 Online Modality

Successful Course Competion by Modality -All
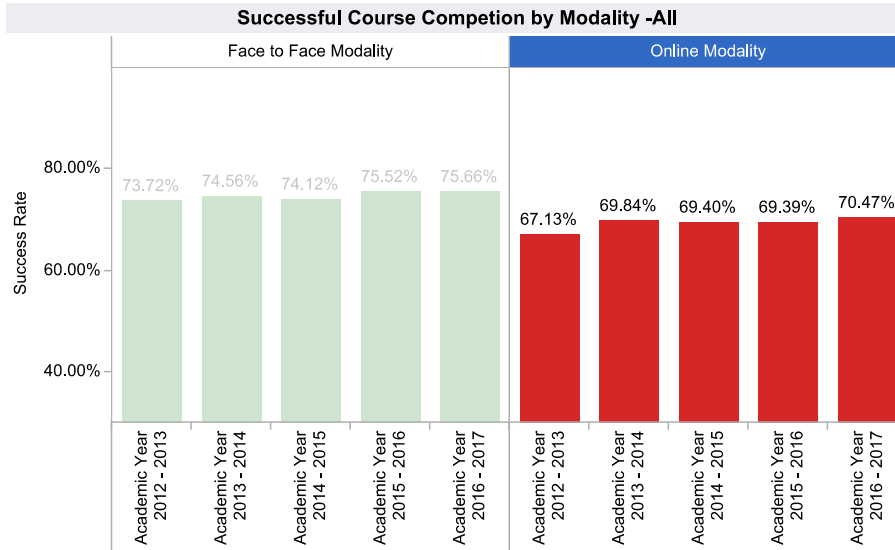
Successful Course Competion by Modality Table - All

		Academic Year 2012 - 2013	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017
Face to Face Modality	Department Success Rate	73.72%	74.56%	74.12%	75.52%	75.66%
	Total Department Enrollments	53,865	51,005	48,584	47,724	47,022
Online Modality	Department Success Rate	67.13%	69.84%	69.40%	69.39%	70.47%
	Total Department Enrollments	6,557	7,101	8,112	9,950	10,442

SLOCCCD Program Review Data: Successful Course Completion

Select Department:
Journalism and Digital Comm

Course:
All

Legend:
🟩 Face to Face Modality
🟥 Online Modality

Successful Course Competion by Modality -Journalism and Digital Comm
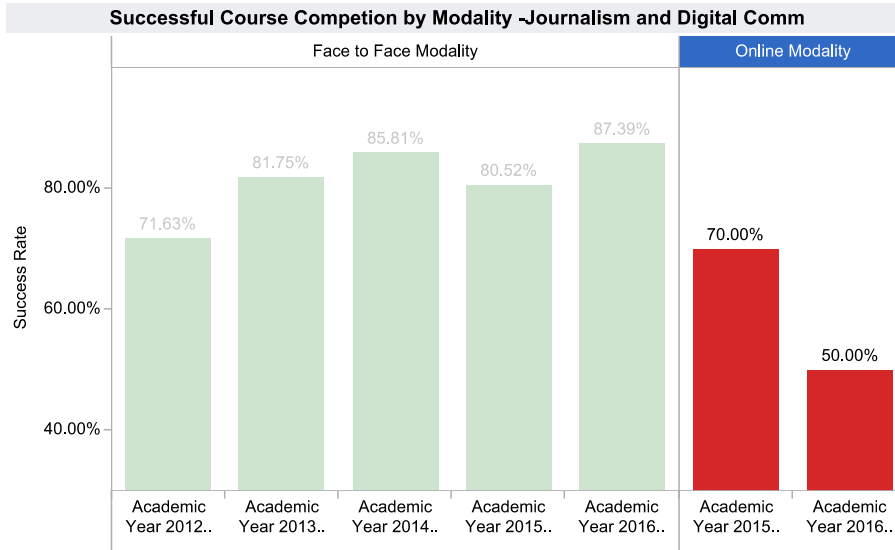
Successful Course Competion by Modality Table - Journalism and Digital Comm

		Academic Year 2012 - 2013	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017
Face to Face Modality	Department Success Rate	71.63%	81.75%	85.81%	80.52%	87.39%
	Total Department Enrollments	141.0	126.0	155.0	154.0	119.0
Online Modality	Department Success Rate				70.00%	50.00%
	Total Department Enrollments				20.0	22.0

Degrees and Certificates Awarded (Insert Data Chart)
Insert the data chart and explain observed differences between the program and the college.
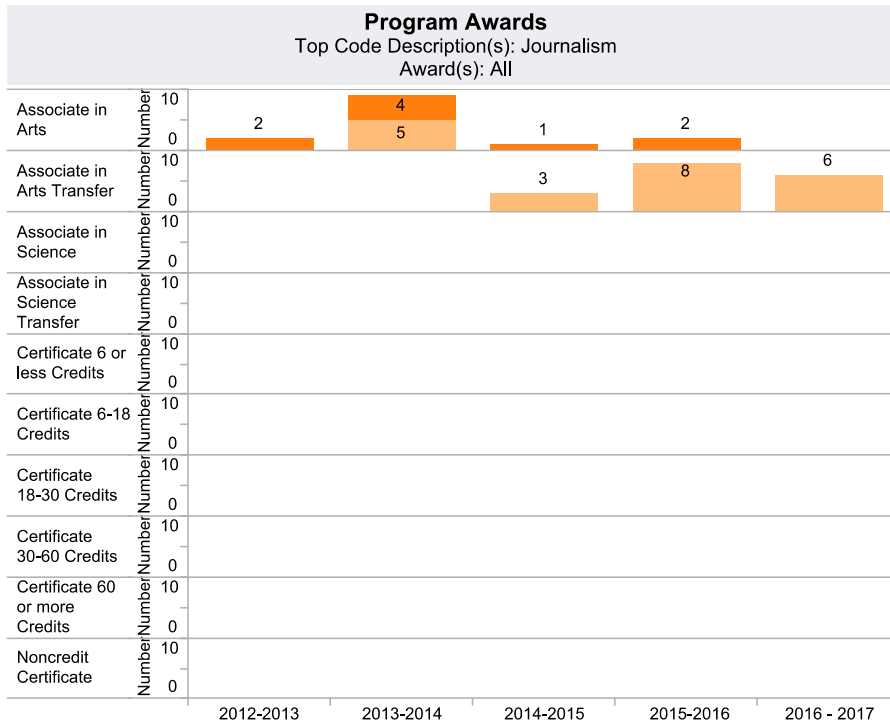
There were likely four less degrees awarded because there were fewer students enrolled. Additionally, I am aware that numerous students didn't even earn a degree or graduate from Cuesta, but they did transfer to four-year universities.

SLOCCCD Program Review Data: Degrees and Certificates Awarded

Program: Journalism

Award Type: All

Program Awards
Top Code Description(s): Journalism
Award(s): All

Program Awards: The number of degress and certificates awarded by program type

Program Awards Table

Award T..	Award	2012-2013	2013-2014	2014-2015	2015-2016	2016 - 2017
Associate in Arts	Journalism (AA)	2	4	1	2	
	Journalism (AAT)		5			
	Total	2	9	1	2	
Associate in Arts Transfer	Journalism (AAT)			3	8	6
	Total			3	8	6

Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

SLOCCCD Program Review Data: Successful Course Completion

Select Department:
Journalism and Digital Comm

COURSE
All

Legend:
🟩 Department Success Rate
🟧 Overall College Success Rate

Successful Course Completion - Journalism and Digital Comm
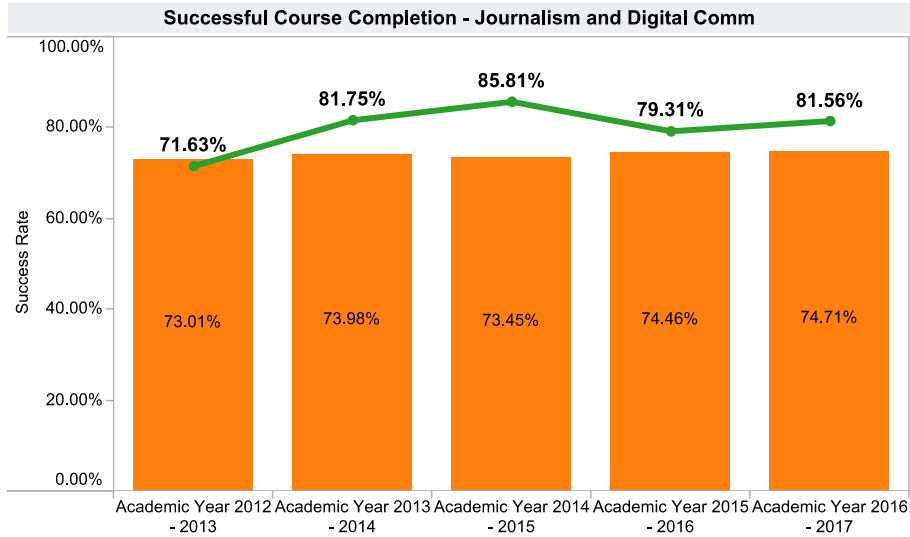
Journalism and Digital Comm Success Rate Table

	Academic Year 2012 - 2013	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017
Department Success..	71.63%	81.75%	85.81%	79.31%	81.56%
Total Enrollments	141	126	155	174	141

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

S a n   L u i s   O b i s p o   C o u n t y   C o m m u n i t y   C o l l e g e   D i s t r i c t
I n s t r u c t i o n a l   A n n u a l   P r o g r a m   P l a n n i n g   W o r k s h e e t
Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

13

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

OTHER RELEVANT PROGRAM DATA (OPTIONAL)

Provide and comment on any other data that is relevant to your program such as state or national certification/licensure exam results, employment data, etc. If necessary, describe origin and/or data collection methods used.

PROGRAM OUTCOMES ASSESSMENT CHECKLIST AND NARRATIVE

CHECKLIST:

☐ SLO assessment cycle calendar is up to date.
☐ All courses scheduled for assessment have been assessed in eLumen.
☐ Program Sustainability Plan progress report completed (if applicable).

NARRATIVE:

Briefly describe program changes, if any, which have been implemented in the previous year as a direct result of the Program or Student Services Learning Outcomes Assessment. *If no program changes have been made as results of Program or Student Services Learning Outcomes Assessment, indicate: NONE.*

The overall department success rate has remained stable as reflected in the last graph above. However, it is anticipated the numbers will rebound in the online modality to reflect the increase in face-to-face modality due to numerous measurements implemented beginning last semester, which is not reflected in this data, including more standardization across the curriculum with more exercises to better prepare students for assignments and increase their confidence level and, hence, completion.

This data does not reflect the changes that were implemented last semester, including heavily promoting student publication in The Cuestonian from non-Cuestonian classes, such as J201 (formerly J201A), J204 and J205.

Additionally, this data does not reflect the implementation last semester of either J204 or J203A-B, which significantly increased enrollment in the Cuestonian sequence. The addition of J203C-D in the fall will ensure continuity and increase numbers even more, now that students see they can actually take courses required on the Multimedia Certificate of Specialization, which has drawn an interest from both the art and broadcast departments.

Nor does it reflect the addition of J206 this semester, which has an usually high enrollment for a first-time course and will likely serve to increase the overall program numbers. Unexpectedly, students are non-journalism majors in this course and, instead, come from computer, engineering, business administration, broadcast and the community for professional development. If numbers stay strong in this course, might be beneficial to overall department numbers to offer it each semester.

Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

PROGRAM PLANNING / FORECASTING FOR THE NEXT ACADEMIC YEAR

Briefly describe any program plans for the upcoming academic year. These may include, but are not limited to the following: *(Note: you do not need to respond to each of the items below)*. *If there are no forecasted plans for the program, for the upcoming year, indicate: NONE.*

A. New or modified plans for achieving program-learning outcomes.
Continued use of in-class exercises, peer review and group activity to increase involvement and skills.

B. Anticipated changes in curriculum, scheduling or delivery modality

Continued use of in-class exercises, peer review and group activity to increase involvement and skills. Continued encouragement of student publication in the Cuestonian from non-Cuestonian classes to develop publishable material and develop confidence in reporting, writing and multimedia skills.

Continued and frequent discussion between journalism instructors about new ideas to interest students and develop skills. More interaction between Cuestonian leadership and J200 students when they are doing their pitches for the Beginning Reporting Course. Continued use of a shared story budget for both courses.

Instructors asked for student feedback regarding scheduling. Students said they would prefer, if possible, breaking up three-hour classes, such as Beginning Reporting, like occurred with Mass Comm this semester, and starting a 15-week semester at the same time as an 18-week. This has been a constant refrain from students for a few semesters.

C. Levels, delivery or types of services
A mobile app is being developed for the newspaper. Additionally, J203C-D will now be offered providing students with an opportunity to meet their academic and career goals.

D. Facilities changes
The backroom has been remodeled and now has tables and chairs to better accommodate students. This additional space has tremendously facilitated productivity and a professional atmosphere. More computers would also be extremely helpful for students who are developing photography, graphic, layout and design skills.

E. Staffing projections
None. It is unclear how the 18-minimum enrollment required next semester will affect the survival of the journalism program, especially given that only J200 and sometimes the J202/203 sequence surpasses 18.

The department is currently run by a part-time instructor. There are also three other adjunct instructors. The program is in great need of full-time leadership.

F. Other

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

Approved by Academic Senate 2017-04-28 Document to be Used for Submission Spring 2018

PROGRAM SUSTAINABILITY PLAN PROGRESS REPORT

This section only needs to be completed if a program has an existing Program Sustainability Plan. Indicate whether objectives established in your Program Sustainability Plan have been addressed or not, and if improvement targets have been met.

Area of Decline or Challenge	Identified Objective (Paste from PSP)	Planning Steps (Check all that apply)	Has the Improvement Target Been Met?
Enrollment		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Student Demand (Fill Rate)		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Efficiency (FTES/FTEF)		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Student Success – Course Completion		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Student Success— Course Modality		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Degrees and Certificates Awarded		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one

If Program Sustainability Plan is still necessary, provide a brief description of how you plan to continue your PSP and update your PSP to remove any objectives that have been addressed and include any new objectives that are needed.

2018 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

OPTIONAL SURVEY

Please take 15 minutes to complete the IPPR Survey. Your assessment will serve to help us make the form and process better.

Thanks,

The IPPR Committee

Survey Link: https://www.surveymonkey.com/r/J79W8GW