Chaffey College
Program Review Report

Program Review Title: Journalism/Student Newspaper
Program Code: 6962 - JOURNALISM/STUDENT NEWSPAPER
Review Type: Instructional
Type: SLO's

Overview of Chaffey College Program:
Describe the program mission as it relates to the college mission:

The purpose of the vocational Journalism program is to provide instruction in the discipline of Journalism and emphasize the academic as well as the professional approach to the principles, writings, and obligations of a free press in a free society. Students completing the program are equipped to understand and write memos, ads, press releases, and stories for employers. Journalism majors are also prepared for further studies in mass communication and the vocational requirements of a print media profession. As an important byproduct of the program, the college is provided with a quality forum for dissemination of campus-wide information to the student body specifically and to the college community as a whole. The campus newspaper, The Breeze--with its on-line edition--acts as a unique forum for students to address current issues of interest to them.

Responses to Prior Year PSR
Prior Year's Recommendations and recommendation

Commendations Publication of Summer Breeze and use of internet publication of the school newspaper. We appreciate the efforts to work with the local newspapers to ascertain funding for the Breeze.

Recommendations Make a stronger case of the Journalism instructor and submit prior to PSR faculty request deadline.

Program Changes NONE

State how program/service addressed these recommendations

We have no idea why the journalism instructor was delayed last year. The program was just acquired by Visual Performing and Communications Arts for 2007-08. We hope the issue of a new instructor is addressed eventually.

New Activities and Outcomes

1. Journalism
   1. Identify 3-5 learning outcome for each program in this discipline(add one at a time):
      Convey a message using words, pictures, and graphics

      Provide an assessment statement for one outcome for each program articulating the following (means of assessment, population to be assessed, point of assessment, and criteria for assessment):
      Assessment was obtained from the end of semester collection of four papers written by the Journalism 10 (basic newswriting) students. One paper was required to have a graphic component to at least one story.

      What were the results of the assessment for the outcome. If no data has yet
been collected, please describe the plans for assessment:  
16 of 18 students who completed Journalism 10 class were successful here.

Describe the response to the assessment results for the learning outcome  
(noting whether or not the assessment satisfactorily confirmed the outcome or  
indicating what instructional modifications will to be made for improvement) If  
no data is yet available, then this section does not apply:  
Study of results confirms that students do indeed pick up on this relationship. The outcome us SATISFACTORY.

2. Understand the legal and ethical concerns of journalism

In production classes (Journalism 61a,b,c) students will be provided an ethics survey. The student must choose one project (photo shoot, print story, cartoon) that the student has completed and answer questions concerning the legal and ethical parameters of the project. The program instructors then will review the responses for adequate understanding of those issues.

Assessment will begin at the end of the fall semester with Fall 07 classes.

3. Demonstrate objectivity, accuracy, completeness, clarity, balance, and fairness in journalism.

At the end of each Journalism 61a,b,c class the student will receive and respond to an assessment form for one project the student has completed. The form will address concerns of objectivity, accuracy, completeness, clarity, balance, and fairness in a news event. Instructors will then review the student responses for vigor in maintaining good journalist standards.

Assessment will begin in the Fall 07 classes.

4. Enhance critical thinking skills requisite in the analysis of news.

We have not yet started assessment of this SLO.

5. Write various types of stories and develop skills in news gathering (research techniques).

We have not yet started the assessment of this SLO.

Requests

**52000 - Classified Requests**

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<td>Previous Recommended:</td>
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<td>Employee Status:</td>
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**Remarks**

Our journalism program and the Breeze student newspaper are in need of assistance/support in the newspaper lab and for various other tasks on a weekly basis. This lab is used by students and faculty. Positive attendance is collected in this lab and should adequately fund this position. Currently the position is temporary funded through Dr. Howdyshell's office for 15 hours per week. We are finding that this is just not enough hours to handle the needs of this award winning program.

**54430 - Instructional Software**

<table>
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<th>Category:</th>
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<tr>
<td>Item Desc:</td>
<td>MicroTrack 24/96 Professional 2-channel Mobile Digital Recorder Software, which records WAV and MP3 files to compact flash or microdrives.</td>
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</tbody>
</table>
Price: 550
Quantity: 1
Total Cost: 550
Recommended For
Purchase: No
Purchased: No
Remarks
To enter into video field in journalism online activities two pieces of software are essential. Consultation with other users tells us that this is the state-of-the-art for web posting audio software.

54430 - Instructional Software
Category: 54430
Item Desc: Apple Final Cut Pro
Price: 1300
Quantity: 4
Total Cost: 5200
Recommended For
Purchase: Yes
Purchased: No
Remarks
Delivers high-performance digital video editing for capturing, saving and sharing media files on the web. This is the choice of many professional web masters and will not only help us improve the look for the website, but also allow us to teach our students the current technology being used in the real world. We could add four additional licenses to those held by Multimedia/Digital Art for a reduced price.

56000 - Capital Equipment
Category: 56000
Item Desc: MAC computer with a 2.0 GHz dual-core Intel processor, 4 GB of memory and two serial hard drives. The machine will also require a graphics card and a large screen.
Price: 4200
Quantity: 8
Installation: 0
Total: $33600
Previous Recommended: NO
Remarks
Sections of Journalism courses produce the student newspaper, the Breeze as well as the breeze website. Both inperson and online course offerings & lab sections would be supported by this equipment to meet professional standards. This includes the production of video news stories, audio inserts, as well as substantial photographic additions. In addition, a daily update and monitoring of the journalism/breeze web page needs to be conducted on a daily basis on a dedicated computer. IN order for our students to enter the video field, computer upgrades are absolutely necessary. The program also needs these high-performance computers to edit student
produced news videos. We have been operating on "reappropriated" computers for several years but now the software will not adequately run.

### 54000 - General Supplies

**Category:** 54000  
**Item Desc:** Supply Budget  
**Price:** 1500  
**Quantity:** 1  
**Total Cost:** 1500  
**Approve For Purchase:** No  
**Purchased:** No  
**Remarks**

This is a joint request with the Dean of VPCA. We came to VPCA without any supply budget. We are in constant need of materials for our students such as paper and ink for the printers. Journalism students due pay materials fees yet we have not received any of those funds. Previously we operated under the budget for the English dept but since our move to VPCA we do not have a dedicated supply account.

### 54000 - General Supplies

**Category:** 54000  
**Item Desc:** Faculty travel augmentation  
**Price:** 3000  
**Quantity:** 1  
**Total Cost:** 3000  
**Approve For Purchase:** No  
**Purchased:** No  
**Remarks**

Because of the constant modernization of the program and the need to send instructors to state contests twice a year, the faculty travel budget must be set at $3000. These conferences allow us to bring new information and techniques directly back to our courses at Chaffey and directly affect our students. In some instances our students have raised money to attend as well.

No travel budget came to VPCA with addition of one FT Journalism/English instructor and the adjunct journalism instructor that is also the Breeze adviser. We will ask Professional Development for funding but this will not adequately cover our annual travel costs. Last year we received a one time augmentation from Dr. Howdyshell for approximately 1600.00 and the rest was covered by the School of Language Arts. VPCA does not have the extra travel funds for us. It seems as though we are being penalized for the reorganization of our department to another school.

### Previous Activities and Outcomes

1. **Activity: 8.1.5**  
   The first identifiable SLO assessment was entered by the program. It is as follows: "50% of students of Journalism 10 will produce a story that conveys a message using at least 2
of the following: writing, photography, graphics.

Outcome: Results will be gathered each semester from student end-of-term portfolios/string books.

The program will gather results from the Journalism 10 class this semester and the next.

Fully
88% of students that completed Journalism 10 (18) fulfilled the requirements.

2. Activity: Journalism is undergoing dynamic changes because of the technical advances that the profession is encountering. The term used is called "convergence," meaning the uniting of a news gathering and disseminating organization involving TV, Radio, Newspapers, and the Internet under one umbrella. This means now, for example, that the internet web page of the paper must become more active in disseminating news using video, audio, blogging and blend that with photography and writing. The place of the reporter is still being defined in this era of "citizen" journalism, and the program needs to meet this challenge of defining the profession and producing people for it.

Outcome: To do this, the internet offerings at Chaffey must be substantially altered and expanded to meet profession needs and the demands of the public.

Partially
Journalism 10 class syllabus now reflects the changing dynamics of journalism, emphasizing now writing news stories for the internet.

Journalism 11 class, to be offered in the spring, is undergoing revision in its syllabus to meet those changes as well.

The program is also in the process of starting an AA degree in journalism (with three emphases: print media, broadcasting, visual media).

Awards Data

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Budget

If any unexpended funds in last years budget, please briefly explain why these funds were not spent.
No

Were any additional funds requested (VTEA, other grants, etc.)? If so, please list source of additional funds and amount received.
No

http://www.curricunet.com/Chaffey_reviews/reports/review_report_html.cfm?program_reviews_id=400[12/10/2008 2:02:13 PM]
Data for FTEF

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Retention Data

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