Ohlone College
Program Review Report

- **Program Description and Scope:**
  - *Program Review Title:* Journalism
  - *Academic year:* 2014/2015
  - *Review Type:* Instructional Disciplines
  - *Program/Departments:* Journalism & Legend Magazine (06003)
  - *Authority Code:* 45-Dean, Arts and Social Sciences
  - *External Regulations:* Yes ❌ No ❌
  - *Provide a brief narrative that describes the instructional program/discipline:*

    The Journalism program prepares students for work as journalists, reporting the news with an emphasis on writing the news and capturing graphics and photos for print media that also have an online component. The program serves career entry students as a CTE program as well as students seeking to transfer to a university.

- **College Mission:**
  - *Mission Statement:*
    The mission of Ohlone College is to serve the community by offering instruction for basic skills, career entry, university transfer, economic development, and personal enrichment for all who can benefit from our instruction in an environment where student learning success is highly valued, supported and continually assessed.
  - *Program Relation to College Mission:*
    - Career Entry (CTE)
    - University Transfer
  - *State Your Program Mission/Purpose:*

    The Journalism discipline trains people to write, edit, and publish news and information. Courses introducing students to the field take a Mass Media class, Newswriting, and serve in some capacity on the campus newspaper, The Monitor.

- *Briefly Describe Program Accomplishments:*

    The program has won many prestigious awards for excellent work on the college newspaper, The Monitor. In the last few years, the paper has been among top winners for the state of California.

- **Achievement and Resource Data Analysis:**
  - 1. *Research Questions:*
1. FTES has declined in the past three years, yet student success and the overall success within the department has improved. Is there something that can be done to attract more students to this successful program?

2. Completions have consistently been low, but the addition of a new ADT might help. Should the current certificate of accomplishment be revised to align with the new ADT and possibly lead students to declaring a major in Journalism?

- **Resource Assessment Summary:**

  1. **Academic Year:** 2013-14
  2. **Activity Center Fund 10 Budget Allocation:** $93122.00
  3. **FTES:** Fall: 7 Spring: 7 Summer: 0
  4. **WSCH/FTEF:** Fall: 250 Spring: 237 Summer: 0
  5. **Course Sections Offered:** Fall: 8 Spring: 8 Summer: 0
  6. **Sections Taught FT Faculty:** Fall: 0 Spring: 0 Summer: 0
  7. **Sections Taught PT Faculty:** Fall: 8 Spring: 8 Summer: 0

- **Human Resources:**

  1. **# of FT Faculty:** 0
  2. **# of PT Faculty:** 2
  3. **# of Classified Staff:**
  4. **# of Administrators:**
  5. **% Faculty release/reassigned time:**
  6. **Technology:**
     - Specialized Software
     - Desktops
  7. **Physical Resources:**
     - Specialized Labs

- **Program Analysis PSLOs - Student Learning:**

  *(Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level)*

  - **PSLO Matrix:**

    | Course   | PSLO-1 | PSLO-2 | PSLO-3 | PSLO-4 | PSLO-5 |
    |----------|--------|--------|--------|--------|--------|
    | JOUR 101A | I      | I      | I      | M      |
    | JOUR 132  | I      | I      | I      | M      |
    | JOUR 146  | P      | P      | P      | P      |
    | JOUR 147  | P      | P      | P      | P      |
    | JOUR 148  | P      | P      | P      | P      |
    | JOUR 155  | I      | I      | I      | M      |
    | JOUR 170  | P      | P      | P      | P      |
    | JOUR 171  | P      | P      | P      | P      |
2. Please Indicate the PSLO(s) which you are reporting on:
   - Describe the history, operation, and culture of different forms of mass media, including newspapers, magazines, radio, television, film, and online communication.

   Communication theory, advertising, public relations will also be covered, even though technically those are not forms of media. Field trips to the campus newspaper, radio station and TV studio augment the students’ exposure. Also, for the past four or five semesters, students have traveled by BART to San Francisco to tour Channel 5 and sit in the studio audience for a show called The Last Honest Sports Show. Outcomes are measured in several ways. Students are tested on their understanding of the various types of mass media. Some students decide to declare their majors in TV and radio after the field trips. Others use information from the field trips as the basis for their term projects, sometimes interviewing people they met during the trips.

3. Analyze and summarize your assessment findings â?? What in the data jumped out?

   By the end of JOUR-155 Mass Media and Society, most students find a way to detect misleading marketing messages. Most students have no trouble finding examples in their daily lives. These results partially support student achievement for this PSLO. This data comes from a CSLO for this course.

4. Give examples of assessments used for your PSLO analysis:

   Faculty observation of student achievement in class and through a one-page paper discussing how they think the ads are supposed to work, which demographic group the ads are aimed at, whether they think the ads are effective in grabbing attention, saying something about the product, and leaving a memory device.

5. Describe input from Program Advisory Committee (if applicable):
No active committee; no full-timer.

6. **Comments:**

This PSLO Assessment is a starting point for a more thorough assessment of PSLO #3. Note: The department lacks full-time faculty.

- **Program Improvement Objectives**

  1. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

     Increase enrollment.

     *Program PIO will address the following:*

     - Increase Degrees/Certifications
     - Increase Program Enrollments

     *How will you assess the effectiveness of your PIO:*

     The two lecture classes, 155-Mass Media and 101A-Newswriting, will achieve an 85% enrollment rate.

- **PIO Action Plan**

  1. *How will you accomplish this?*

     Publicize the classes through an email blast and flyers.

     *What is your timeline?*

     Flyers before December 1. Email blast to English 101A students in January.

     *Who is going to do this?*

     Walt Birkedahl and adjunct faculty.
PIO Resources:

- Resource: People Time

PIO Status:

- New 12/30/1899

Closing the loop - Describe the results of your PIO implementation or completion:

Conclusion: Complete if PIO has been completed

- Fiscal Resources Status:
  - Attached Files: