



## Communications 2014 - 2015

### Year Five Focus Area: PROGRAM SELF EVALUATION and SUMMARY<sup>1</sup>

Program review should model a miniature accreditation self-evaluation process within a designated area of the campus. In essence, it provides a model and practice that generates and analyzes evidence about specific programs. Eventually this work should guide the larger work of the accreditation self-evaluation as well as guiding planning and budgeting decisions. The review should be a candid self-evaluation supported by evidence, including both qualitative and quantitative data. It should honestly document the positive aspects of the program and establish a process to review and improve the less effective aspects of a program.

#### Program Review: Setting A Standard – The Academic Senate for California Community Colleges

##### I. Program Description

The Communications Program includes instruction in journalism and mass media studies and hands-on laboratory experiences in student publications. The program includes instruction in print journalism, publications, broadcasting, narrowcasting, podcasting, public relations, desktop publishing, film studies, reporting and writing news, multimedia reporting, and visual, digital, and mobile communications. Included in the communications program are critical and analytical thinking skills, sensitivity to cultural diversity, media law and ethical communication. Communications courses satisfy general education requirements for the associate degree and lower division transfer and can be used to fulfill some of requirements for an associate degree major in Language Arts.

Students may opt for the ADT in Journalism.

Communications courses are offered during the day, in the evening and online.

##### II. Discuss progress toward objectives identified in the Educational and Facilities Master Plan 2011 - 2020.

**EFMP 1 – Collaborate with other divisions to create an interdisciplinary convergence communications program that focuses on crafting stories and delivering them in a variety of current formats (print, web, TV, radio) and emerging formats (tablet, smartphones, podcast).**

We have opened a dialogue with the Fine and Performing Arts division and we have had formal and informal meetings exploring the opportunities in this area.

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<sup>1</sup> Reference to Accrediting Commission for Community and Junior Colleges (ACCJC) Standards:

**Standard IIA.2 (b) The institution relies on faculty expertise and the assistance of advisory committees when appropriate to identify competency levels and measurable student learning outcomes for courses, certificates, programs including general and vocational education, and degrees. The institution regularly assesses student progress towards achieving these outcomes.**

Establish a viable broadcasting program to include television and radio that will integrate the Fine Arts and Communications Programs

**EFMP 2 – Collaborate with the facilities planners to create a dedicated educational environment conducive to interdisciplinary convergence communications.**

The new Fine Arts and Communications building is projected to be completed in 2016. It will have a space allocation for the communications program and student publications.

Faculty in Communications should be part of planning process for facilities and equipping that building.

Establish a space for video and radio broadcasting to support interdisciplinary programs.

**EFMP 3 – Collaborate with Speech faculty to develop a transfer degree in Communications consistent with the requirements of the statewide Academic Senate transfer model curriculum (AB 1440).**

The ADT in Communication Studies (Speech) has been approved and the ADT in Journalism has been approved. Both are in place and have students pursuing those goals.

**EFMP 4 – To improve success rate and enhance contribution to transfer mission, increase variety and number non-news production related communications course offerings.**

There has been steady growth in the number of degrees and transfers achieved by students, but there has been no progress on the number of non-news production related communications course offerings.

**III. Are there obstacles or barriers that restrict the rate of student completions or are delaying timely completion?**

As we pointed out in our program review, we need another full time communications instructor. Our classes are full every semester and we can't meet student demand.

**IV. Identify three to five measurable self-improvement objectives to improve student retention and completion during the next five years.**

- Research what has been successful in other programs, especially programs with DE classes by bringing concerns to DE or other meetings.
- Discuss and implement that knowledge gained and consider DE orientations, short-term classes or other viable practices.
- Research other emerging technologies and implement them as needed such as drone journalism.
- Create projects that could be cross-disciplinary such as Litrus and Logos to build bridges with Fine Arts and English

- Re-activate Comm 280, Magazine Production.

**V. Discuss opportunities for change that may exist within the next five years.**

- Moving into new facilities and perhaps creating an interdisciplinary degree with Fine Arts.
- Develop a radio and broadcasting degree with Fine Arts.
- Implement emerging technologies as needed.