

2017 Journalism Annual Program Plan

JOUR Journalism

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| <p>I.A. Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College? (Program Profile: Purpose)</p> |
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Narrative

The Skyline College Journalism Department offers an academically excellent program that seeks to meet the college goal of leading the Bay Area in transfer rates and providing pathways to AA degrees and certificates. The program offers a certificate, two AA degrees (one of which is an AA-T) and transferable courses that exist on the IGETC and CSU general education course offerings. Courses also exist as either a part of the English AA degree (JOUR 120 or 121), the Communications AA-T degree (JOUR 110 or 120), or general education course offerings. Further, the program trains students to be media literate and prepares them for careers in media, especially through the campus publication, The Skyline View. The department also has the added responsibility of being the district's only remaining journalism program.

The department mission connects to the college mission and is as follows: "To empower a global community of learners to better understand, evaluate, and create media, particularly as it pertains to responsible journalism and its role in ensuring a viable and strong democracy." This mission has never been more important than it is currently.

Finally, the program connects to strategic priorities for 2012-17 under "instruction" where it is listed as a priority.

II.A. Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. Programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities. (**Analysis: Progress on Prior Program Objectives (Goals) and Activities**)

Narrative

In last year's Annual Plan, the department made several goals and actionable steps to take to move forward with planned curriculum enhancement. They are evaluated below.

1. Prepare to propose an online/hybrid JOUR 110 or 120: The journalism program coordinator took three concrete steps towards this goal. First, she served as a member of the distance learning committee for 2015-2016, which exposed her to and helped her have input to many of the requirements and processes for sheparding an online or hybrid course through curriculum. Second, she completed the STOT series. Third, in fall 2016, she was in cohort #3 for Canvas training.

Next steps: The journalism program coordinator will submit a course proposal to the curriculum committee at the beginning of fall 2017, with an eye on scheduling the class for fall 2018.

2. Explore articulation possibilities with local high schools: The department now has a formal articulation agreement with Carlmont High School. An a related note, the journalism program coordinator participated in the College and Career Connection with Sequoia Union High School District event on April 6th, leading a workshop/simulation and providing a former Skyline College Journalism student to the panel discussion.

Next steps: Participate in related outreach programs, such as the PEP Day Resource Fair, to establish stronger connections with the local high schools.

3. Explore virtual reality journalism: The journalism program coordinator just completed and was awarded a certificate for the Knight Center of Journalism in the Americas at the University of Texas Introduction to Immersive Reality MOOC, held March 6-April 9, 2017. Additionally, she recently attended a workshop while at the Journalism of Community Colleges State Convention on immersive technologies (virtual reality, 360 video, and augmented reality) as they relate to journalism from well-known tech blogger Robert Scoble. Further, she is in the process of creating a journalism-based game in the augmented reality gaming platform, Aris, with an eye on how interactivity can play a role in journalistic storytelling.

Next steps: The journalism department would like to pursue equipment options through potential partnerships with Career and Workforce Program, as immersive technologies are anticipated to be a big growth area in all sectors. This annual plan also contains a request for 360 video equipment to keep the department apace. Other funding possibilities will also be studied.

4. Expand data journalism curriculum: The program has incorporated data journalism into two of its courses. First, in JOUR 121, the students have a complete unit on data journalism that culminates in an interactive data visualization. Second, data journalism is introduced in the publication series. The program coordinator, in an attempt to develop her data journalism curriculum and promote the inclusion of data journalism more deliberately into community college (and beyond) journalism curriculum, has given four data journalism workshops this year, at state and national conferences that include faculty and students.

Next steps: Introduce data journalism at the JOUR 120 course level.

5. **Participate in meta-major discussions:** The program coordinator all but one of the flex day workshops on meta majors and has joined one of the meta major work groups. She has continued discussion in particular with the communications department because of JOUR 110 drawing an increasingly significant number of communications students.

Next steps: Continue to participate in the meta majors work group.

6. **Assess and potentially revise the ideal curriculum cycle:** Work on this is on hold until the question of how meta majors and GE focus will impact the cycle.

Next steps: Wait to reevaluate this until it is clear how the meta majors/guided pathways and GE collective work impacts this.

7. **Investigate developing a magazine course:** For the third consecutive year, the spring semester journalism program students will produce Viewpoint, the campus magazine. The viability of a magazine course should remain on the table, but the program coordinator would first like to see other course considerations addressed first, considerations such as growing the number of JOUR 110 sections or adding an online or hybrid version of 110, 120 and/or 121. However, the magazine itself has proven to be viable and budget priorities should be increased to secure its annual funding. Further, the program should consider producing the magazine once a semester, instead of once a year.

Next steps: Secure funding to produce Viewpoint twice a year.

8. **Discuss alternate newsroom space:** The Skyline View is continuing to outgrow its space. Not only has the overall increase in students since the beginning of our time in 8110 challenged the ability to function successfully in the space, but also the utilization of the space has challenged its effectiveness. Specifically, the newsroom is no longer used solely to produce a print version of the paper. Instead, the students currently use the space for audio and video production too. What this has meant is that the backroom is used for a) archived paper storage, b) video production with a green screen, and c) very cramped and insufficient meeting space. Further, there is a constant struggle to find space for learning materials and equipment storage.

Next steps: As re-allotment of space is made during the next construction phase, seek to secure a new space that has more room.








9. **Hire a department assistant:** While not having the required funding to hire a department assistant, the program has benefited greatly from having a student intern this year. The internship has reinforced the necessity of a permanent assistant. The current intern has produced department promotional materials; developed advertising materials; monitored, reported on and trained staff in analytics; revamped the system for checking out equipment; and communicated with our advertisers, amongst many other things. He has proven invaluable and has allowed the coordinator to tackle more projects this year. Therefore, it is clearer than ever that the department needs a permanent assistant.

Next steps: Expand the journalism budget to fund a permanent part-time department assistant.

10. **Grow the budget to include funding for technological support software:** The department budget has not increased in years; however, expenditures now include software necessary to keep pace with industry standards and a digital first approach. The formal budget needs to grow to include funding for the content management system (Camayak), the web host (School Newspapers Online), and the audio host (Soundcloud Pro). Additionally, we have received no equipment budget in the last several years and our equipment is getting old and, in some cases, is no longer working. Thankfully, the newsroom recently received updated computers.

Next steps: Secure formal funding for Camayak, School Newspapers Online and Soundcloud Pro.

Associated Objectives

-  179-Forge stronger relationships with local high schools and the Career and Workforce Program.
-  119-Fund a permanent part-time department assistant.
-  112-Incorporate 360 video into instruction for the 300-level courses.
-  115-Introduce data journalism at the JOUR 120 course level.
-  118-Investigate possibilities for new journalism newsroom and lab.
-  116-Secure funding to produce Viewpoint twice a year.
-  176-Submit a proposal for an online or hybrid journalism course to the curriculum committee.

II.B. Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur. (**Analysis: Program Environment**)

Narrative

One internal change has been the big increase of communications majors in the JOUR 110: Mass Media and Society course. Since JOUR 110 was added to the Communications AA-T, the number of communications majors in the course has gone from a handful to 13 during spring 2017, making it the number one major choice out of the class of 40, surpassing the number of journalism majors as well.

One significant external change that is expected to impact the program is the development of meta majors and the potential move of the journalism program to a new house. The journalism program coordinator has engaged with the process by attending flex day workshops and volunteering for the meta majors work group in social sciences. She has been in dialogue with the communications department about its placement as well, particularly since the two majors now share a lot of students.

II.C. (1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.

(2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable. (**Analysis: Student Learning Outcomes (SLOs and PSLOs)**)

Narrative

The two courses evaluated during fall 2016 and spring 2017 were JOUR 120: Writing and Reporting for the Media and JOUR 121: Advanced Writing and Reporting for the Media. For JOUR 120, I used Article #5: Campus Event to assess two different SLOs: a) Interviewing Sources and b) Distinguishing Fact from Opinion. Because Data Visualization has become a department priority, this is the SLO I focused on for the assessment of JOUR 121. I used Assignment #3 for the assessment.

The results for all three SLOs were very positive overall. In JOUR 120, 88% of the students met the criteria for the SLO on interviewing. That was very encouraging. Likewise, 85% of the students in JOUR 121 met the criteria for the data visualization SLO. While the criteria was also met for the JOUR 120 SLOS on fact versus opinion, with 70% of the students meeting the criteria, there is more work to do to help students further understand how the only opinion in their news articles should be those of their sources.

III.A. Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness. **(Reflection: Considering Key Findings)**

Narrative

The program has successfully identified its longer term priorities and goals and is making progress towards these. In particular, the program is making progress in its bid to include an online or hybrid course in its offerings. The program, through its program coordinator, is also actively involved in the meta major discussions. There is an ongoing and pressing need to adequately fund the changes that have occurred in technology as it impacts the program. Specifically, there is the need for an updated budget that includes allowances for new cloud services that The Skyline View is dependent on, funding for Viewpoint magazine and money for new or replacement equipment. Further, the program would benefit greatly from the addition of a part-time assistant.

III.B. If the program participated in assessment of ISLOs this year:

- (1) What are the findings and/or conclusions drawn?
- (2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do. (**Reflection: ISLOs**)

Narrative

The department was not involved with formal assessment of the ISLOs. However, the department has mapped its PSLOs to the ISLOs.

IV.A. Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item. **(Strategy for Program Enhancement: Continuation/Modification)**









Narrative

The program is continuing with the goals set out previously. Specifically, the program hopes to make progress in the following areas:

1. Approval of an online or hybrid course offering.
2. Stronger relationships with the high schools and the career workforce center.
3. Introduction and training in 360 video.
4. Introduction of data visualization skills to JOUR 120.
5. Participation in continued meta-major discussions.
6. Accommodation in budget and secured funding for several areas of growth: Viewpoints magazine; equipment, particularly for 360 video; expanded newsroom space; department assistant; and supportive cloud-based software, such as Camayak, School Newspapers Online and SoundCloud Pro.

Additionally, related to the 360 video goal, the program needs to update its current multimedia equipment. Specifically, the program needs to ensure that just as it replaces aging equipment and stays up to date with industry-standard resources.

Associated Objectives









-  [188-Ensure that aging multimedia equipment is updated or replaced.](#)
-  [179-Forge stronger relationships with local high schools and the Career and Workforce Program.](#)
-  [119-Fund a permanent part-time department assistant.](#)
-  [112-Incorporate 360 video into instruction for the 300-level courses.](#)
-  [115-Introduce data journalism at the JOUR 120 course level.](#)
-  [118-Investigate possibilities for new journalism newsroom and lab.](#)
-  [116-Secure funding to produce Viewpoint twice a year.](#)
-  [176-Submit a proposal for an online or hybrid journalism course to the curriculum committee.](#)

IV.B. Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

(1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.

(2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. **(Strategy for Program Enhancement: Action Plan and Resource Requests)**

Associated Objectives

-  [188-Ensure that aging multimedia equipment is updated or replaced.](#)
-  [179-Forge stronger relationships with local high schools and the Career and Workforce Program.](#)
-  [119-Fund a permanent part-time department assistant.](#)
-  [112-Incorporate 360 video into instruction for the 300-level courses.](#)
-  [115-Introduce data journalism at the JOUR 120 course level.](#)
-  [118-Investigate possibilities for new journalism newsroom and lab.](#)
-  [116-Secure funding to produce Viewpoint twice a year.](#)
-  [176-Submit a proposal for an online or hybrid journalism course to the curriculum committee.](#)

Task Details Report

Planning Year: 2017-2018

Planning Unit: Journalism
Unit Manager: Kaplan-Biegel, Nancy

Objective: 112 - Incorporate 360 video into instruction for the 300-level courses.

Objective Description:

This objective supports the program's goal of exploring virtual/ augmented reality and immersive journalism.

Start Date: 4/25/2017	Task Type: Department/Division/Unit	Priority Level: High	Task Order: 1
Due Date:	Completion Date:	Task Status: New/Pending	Budget: \$398

Working through the appropriate district channels, the program coordinator will purchase 2 Insta360 Nano cameras at \$199 each plus tax and shipping.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
4510	Journalism	The program coordinator working through the appropriate district channels will order two Insta360 Nano cameras at \$199 each. The justification for this equipment request is that we currently have no equipment that will allow us to forge into this new area. We are starting with the entry-level equipment as we experiment with this new technology. The price point allows us to jump into this burgeoning area without a huge investment to start.	\$398.00	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Planning Unit: Journalism
Unit Manager: Kaplan-Biegel, Nancy

Objective: 116 - Secure funding to produce Viewpoint twice a year.

Objective Description:

For the third consecutive year, the spring semester journalism program students will produce Viewpoint, the campus magazine. As the magazine is consistently published and considers increasing the magazine from once a year to once a semester, the budget should be increased to secure its annual funding.

Start Date: 4/25/2017	Task Type: Department/Division/Unit	Priority Level: High	Task Order: 1
Due Date:	Completion Date:	Task Status: New/Pending	Budget: \$5,827

Increase the journalism printing budget by \$5827.46 per year to support two issues of Viewpoint.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
5694	Journalism	We would like to have formalized funding for two issues of The Skyline View magazine, Viewpoint, one issue in the fall and one in the spring. For the past two years, the program has published Viewpoint in the spring, but the fall students miss out on that experience. The funding for the project has come from a variety of sources, including ad money and contributions from the Journalism Club. However, these are unsustainable and unstable funding sources: The ad money fund is used to support our convention trips and is contingent on inconsistent ad sales, and the Journalism Club was able to help because it had a temporary surplus of funds built up over the course of 15 years. That surplus has now been used up.	\$5827.46	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Planning Unit: Journalism
Unit Manager: Kaplan-Biegel, Nancy

Objective: 119 - Fund a permanent part-time department assistant.

Objective Description:

A department assistant is necessary to help with the promotion of the program and its advertising opportunities, recruit new students and aid instruction in analytics and technology and equipment.

Start Date: 4/29/2017	Task Type: Department/Division/Unit	Priority Level: High	Task Order: 1
Due Date:	Completion Date:	Task Status: New/Pending	Budget: \$6,804

A part-time department assistant will work for 9 hours a week, at minimum wage, which is currently \$10.50. This would come to \$3,402 for 18 weeks of work per semester.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
1495	Journalism	(Note: We are not sure if this is the correct GL code for this request.) A part-time department assistant will work for 9 hours a week, at minimum wage, which is currently \$10.50. This would come to \$3,402 for 18 weeks of work per semester. The program coordinator needs help in the areas of ad sales and billing, equipment check-out and training, software training, recruitment and marketing, among other things. Having an assistant for 9 hours a week would greatly expand the programs capabilities in all these areas and more.	\$6804.00	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Planning Unit: Journalism
Unit Manager: Kaplan-Biegel, Nancy

Objective: 176 - Submit a proposal for an online or hybrid journalism course to the curriculum committee.

Objective Description:

Submit a course proposal to the curriculum committee at the beginning of fall 2017, with an eye on scheduling the class for fall 2018.

Start Date: 4/29/2017	Task Type: Department/Division/Unit	Priority Level: High	Task Order: 1
Due Date:	Completion Date:	Task Status: New/Pending	Budget: \$0

Nancy Kaplan-Biegel, who has already taken the required training to teach a hybrid or online course, will submit a DE addendum to the Curriculum Committee by fall 2017, since the classification for this would be an Existing Course with Addition of Online/Hybrid Modality. Then, working in consultation with the CTTL and Canvas trainers during fall 2017 and early spring 2018, Kaplan-Biegel will seek approval of the final course design.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Planning Unit: Journalism
Unit Manager: Kaplan-Biegel, Nancy

Objective: 179 - Forge stronger relationships with local high schools and the Career and Workforce Program.

Objective Description:

Participate in related outreach programs, such as the PEP Day Resource Fair, to establish stronger connections with the local high schools, particularly local high school journalism programs. Also, pursue partnerships through the Career and Workforce Program.

Start Date: 4/29/2017	Task Type: Department/Division/Unit	Priority Level: Medium	Task Order: 1
Due Date: 6/1/2018	Completion Date:	Task Status: New/Pending	Budget: \$0

The journalism program coordinator, Nancy Kaplan-Biegel, will seek out opportunities to better connect with the local high schools in coordination with Skyline's college recruitment coordinator and related resources.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Planning Unit: Journalism
Unit Manager: Kaplan-Biegel, Nancy

Objective: 188 - Ensure that aging multimedia equipment is updated or replaced.

Objective Description:

It has been several years since the program has received any instructional equipment resources for its multimedia equipment. During that time, some of the equipment has broken due to usage, while other equipment is aging or outdated. We are in need of updated cameras that can shoot video, tripods, and more. We are requesting a budget to replace or update equipment on an ongoing basis.

Start Date: 4/30/2017	Task Type: Department/Division/Unit	Priority Level: High	Task Order: 1
Due Date:	Completion Date:	Task Status: New/Pending	Budget: \$3,897

If approved, the journalism program coordinator will work with the appropriate district resources to order updated multimedia equipment.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
4510	Journalism	The only camcorder the program current has is a Canon HG10 AVCHD High Definition Camcorder that it purchased in 2008. We are requesting \$2499 to purchase the Canon XF105 HD Professional Camcorder which, in addition to shooting video, allows for live streaming.	\$2499.00	\$0.00
4510	Journalism	The program would like to purchase two Canon EOS Rebel T5i Digital SLR (with 18-55mm STM + 75-300mm EF III Lens + 2.2x Pro Telephoto Lens + 0.43x Wide Angle Lens + Slave Flash + 32GB SDHC Deluxe Accessory Kit) at \$699 each. While not new (hence, the good price for the cameras and included accessories), the cameras are late model ones that are far superior to the models the program purchased in 2007.	\$1398.00	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Objectives by Planning Unit and Status

Planning Year: 2017-2018

Planning Year: 2017-2018

Unit Code	Planning Unit	Unit Manager
2413JOUR00	Journalism	Kaplan-Biegel, Nancy

Objective Status: New/In Progress

112	<p>Incorporate 360 video into instruction for the 300-level courses.</p> <p>This objective supports the program's goal of exploring virtual/ augmented reality and immersive journalism.</p>
115	<p>Introduce data journalism at the JOUR 120 course level.</p>
116	<p>Secure funding to produce Viewpoint twice a year.</p> <p>For the third consecutive year, the spring semester journalism program students will produce Viewpoint, the campus magazine. As the magazine is consistently published and considers increasing the magazine from once a year to once a semester, the budget should be increased to secure its annual funding.</p>
118	<p>Investigate possibilities for new journalism newsroom and lab.</p> <p>The program is outgrowing its current newsroom. As the college undergoes its next phase of construction, the program would like to be included in discussions about opportunities for expanded newsroom space.</p>
119	<p>Fund a permanent part-time department assistant.</p> <p>A department assistant is necessary to help with the promotion of the program and its advertising opportunities, recruit new students and aid instruction in analytics and technology and equipment.</p>
176	<p>Submit a proposal for an online or hybrid journalism course to the curriculum committee.</p> <p>Submit a course proposal to the curriculum committee at the beginning of fall 2017, with an eye on scheduling the class for fall 2018.</p>
179	<p>Forge stronger relationships with local high schools and the Career and Workforce Program.</p> <p>Participate in related outreach programs, such as the PEP Day Resource Fair, to establish stronger connections with the local high schools, particularly local high school journalism programs. Also, pursue partnerships through the Career and Workforce Program.</p>
188	<p>Ensure that aging multimedia equipment is updated or replaced.</p> <p>It has been several years since the program has received any instructional equipment resources for its multimedia equipment. During that time, some of the equipment has broken due to usage, while other equipment is aging or outdated. We are in need of updated cameras that can shoot video, tripods, and more. We are requesting a budget to replace or update equipment on an ongoing basis.</p>
554	<p>Ensure that aging multimedia equipment is updated or replaced.</p> <p>The program was approved money to replace aging multimedia equipment this last APP cycle. However, this is an ongoing objective, because the equipment will continue to age out.</p>