



Skyline College

SKYLINE PRU Report

2023 – 2024

SKY Dept - Journalism

Christopher Gibson

Ch Gibson

12/21/2023

Assessment Unit Information

Program Type

Instructional

Division

Language Arts (LA)

Assessment Contact

Nancy Kaplan-Biegel

Comprehensive Program Review

2027 - 2028

Program Review Update

Fall 2023, Fall 2025

SKY Instructional Program Review Update

Submitter Name:

Nancy Kaplan - Biegel

Submitter Date:

11/15/2023

DIVISION:

Language Arts (LA)

PROGRAM NAME:

Journalism Program

YEAR OF REVIEW:

2023-2024

1. STUDENT LEARNING OUTCOMES

What notable conclusions were drawn from the assessment results? If available, note any differences in assessment results by key disaggregations (e.g. modality, learning communities, etc.). What have been the implications for the program? Specific questions to answer in your response:

i. What percentage of course SLOs have been assessed in the last three years?

Number of Course SLOs:

23

Percentage:

100

ii. Which course(s) were assessed in the last three years?

JOUR 110, 120, 121, 320, 330, 340 and 350

iii. Degree-bearing programs are expected to assess Institutional SLOs, ideally during each ISLO's featured year. List which course(s) were assessed for which ISLOs in the last three years.

2022-2023: Effective Communication

2021-2022: None

2020-2021: None

iv. Drawing from course and institutional SLOs results, what notable conclusions were drawn? Which results led to action(s) that were planned or taken, if any, to enhance student learning in those courses?

The ISLO and SLO results indicate that the student learning is positive. Learning outcomes assessed during this time, though, involve fewer numbers of students, because of pandemic-impacted enrollments.

In terms of actions plans, in the same way that ISLOs have been modified recently, it is time for a refresh on the JOUR course SLOs. Most of them are still effective and targeted to the most important elements in each class. However, some--such as the impact of the internet for JOUR 110 or fact versus opinion for 120--could use updates. In particular, some inclusion of news literacy would be important for 110.

SKY Instructional Program Review Update

2. CURRICULUM

Please indicate whether the following tasks have been completed:

Submitted a current assessment calendar with all active courses to the Office of Planning, Research, and Institutional Effectiveness

Yes

Updated the Improvement Platform with new and/or changed SLOs, after approval by the Curriculum Committee

Yes

Updated the program website with new and/or changed PSLOs after they are published in the College Catalog

Yes

Reviewed, updated (as needed), and submitted degree and certificate maps to the Curriculum Committee

Yes

3. ADDITIONAL INFORMATION

Please note anything else that has not been captured above that is relevant to program accomplishments, challenges, and resource needs. Explain and document your response as needed.

Enrollment in the Journalism courses had momentum right before the pandemic hit. Despite the reduction in enrollment in many of the program's courses during the pandemic, a point of pride is that The Skyline View was able to maintain a strong community even as they operated completely remotely. In fact, the staff went onto win many awards, including a coveted Associated Collegiate Press Pacemaker award for online journalism in 2020. The validation of the students' quality work has continued, most recently with dual general excellence awards for both their online and print editions from the Journalism Association of Community Colleges NorCal Conference in fall 2023.

With the return to campus after pandemic remote work, program enrollment took a big hit, especially with the courses that were offered face to face. However, the program and The Skyline View saw this begin to turn around during fall 2023 with face-to-face classes almost doubling in size. Moreover, the program has been experimenting with multimodal classes to give students the flexibility that they've come to need and expect. Ultimately, the program would like to increase the modalities of the classes it offers to reach a variety of students who might find synchronous, face-to-face courses a barrier, especially high school students and students from College of San Mateo and Canada College. Currently, the program offers courses in the following modalities: asynchronous online, face-to-face, and multimodal (face-to-face and synchronously on Zoom).

The program also participated in the Career Technical Education Day at Skyline College in fall 2023, with the hopes of making its connection to CE (Career Education) more official going forward.

4. The last step is to review the multi-year program goals, update their status, and add resource requests as needed. You can access program goals from the hamburger menu in the upper-left hand corner, Step 2: Goals and Resource Requests.

GOAL

Budget Magazine

Goal and Desired Impact on Students

Budget Increase to Accommodate Cost to Print Magazine; Desired impact on students is the chance to learn about creating a magazine without needing to accommodate for specific magazine classes that would not be able to be supported in this enrollment climate.

Year Initiated

2019 - 2020

Implementation Step(s) and Timelines

Create a magazine with The Skyline View staff each spring semester.

Mapping

- SKY Strategic Goals: (X - Highlight Selected)

- Civic Mindedness Cultivation: X
- Increased Student Enrollment: X
- Student Support and Resources: X

- SKY College Values: (X - Selected)

- Academic Excellence: X
- Open Access: X
- Student Success and Equity: X

STATUS

Goal Status Date

11/14/2023

Academic Year Updated

2023 - 2024

Goal Status

On Schedule

Goal Status Narrative

Indeed, the staff of The Skyline View is publishing a magazine every spring. However, there is still no designated or increased funding in the journalism budget for it. Instead, the money is being budgeted at the expense of other things. This goal could be achieved by either a journalism budget increase or potentially through Perkins money if the program becomes an official CE program here at Skyline College.

Resource Request

Division Name

Language Arts (LA)

Year of Request

2022 - 2023

Resource Type

Contract Services

Resource Name

Budget Magazine

Resource Description

The students of The Skyline View produce a magazine of between 24-32 pages every spring. The contract services are for the printing of this magazine.

Funds Type – Mark all that apply.

Recurring Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

While students at larger schools get experience in magazine writing and production through standalone courses, the Skyline journalism program must work efficiently within the confines of a small program. We currently must carve out the cost of magazine production from the current budget which has not seen an increase in upwards of 20 years. This request fits in with academic excellence by giving students in a small program access to experiences that will increase their workforce skills.

Cost

3,000

Level of need, with 1 being the most pressing

2

FOR ADMINISTRATIVE USE ONLY

Resource Request

Division Name

Language Arts (LA)

Year of Request

2023 - 2024

Resource Type

Contract Services

Resource Name

Budget Magazine

Resource Description

The resource request for this has gone up, because of the increased cost of printing. For a 32-page, glossy magazine, the cost has increased. While the program has accommodated the cost for the magazine each spring, this has only been possible at the expense of printing the newspaper eight times a semester, as was done for the 20 years prior to the pandemic. Additionally, with the students enhancing their website and multimedia presence, the budget has had to incur fees for supporting elements.

Funds Type – Mark all that apply.

Recurring Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

This request expands the knowledge base of the program's graduates. Because the program is, by default, smaller than programs at school's with much larger enrollments (such as schools with 30,000 students), we cannot offer standalone magazine classes. The inclusion of a magazine into the curriculum for the newspaper staff courses allow the program to equitably address this training within the confines of the classes that are already offered. Further, the skills learned by doing the magazine are directly supportive of the role of the program as Career Education.

Cost

4,312.59

Level of need, with 1 being the most pressing

2

FOR ADMINISTRATIVE USE ONLY

GOAL

Increase Enrollment

Goal and Desired Impact on Students

Serve students better and increase journalism enrollment through a variety of modalities. This includes experimenting with hyflex teaching, which we will do during Spring 2023.

Year Initiated

2022 - 2023

Implementation Step(s) and Timelines

We are offering JOUR 110 hyflex during spring 2023. The goal is to offer 300-level classes via hyflex as well.

Mapping

- SKY Strategic Goals: (X - Highlight Selected)

- Increased Student Enrollment: X

- SKY College Values: (X - Selected)

- Academic Excellence: X
- Open Access: X
- Student Success and Equity: X

STATUS

Goal Status Date

11/14/2023

Academic Year Updated

2023 - 2024

Goal Status

On Schedule

Goal Status Narrative

Enrollment is increasing in the program and this may be a result of the varieties of modalities that are offered. In particular, the program launched the multimodal JOUR 110 on schedule in spring 2023. If the program gets a mobile Smart Board, the next class to launch as a multimodal offering will be the 320/330/340/350 series.

Resource Request

Division Name

Language Arts (LA)

Year of Request

2022 - 2023

Resource Type

Technology

Resource Name

Smart Board

Resource Description

The journalism department is requesting a mobile Smart Board with camera to facilitate hyflex courses. The board will also serve as a needed resource for the Journalism newsroom, which currently is not equipped with these capabilities.

Funds Type – Mark all that apply.

One-time Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor’s Office.

The request concurs with both the college and district’s enrollment and access goals, enabling the journalism program to offer courses in a multimodal way. This mobile smart board is especially important for the classes that make up The Skyline View, courses that are not a practical fit for a regular classroom. The mobile smart board will allow us to give remote students "access" to the newsroom.

Cost

10,000

Level of need, with 1 being the most pressing

1

FOR ADMINISTRATIVE USE ONLY

Resource Request

Division Name

Language Arts (LA)

Year of Request

2023 - 2024

Resource Type

Technology

Resource Name

Smart Board

Resource Description

The program seeks to reach more students by offering an expanded menu of multimodal courses. Currently, JOUR 110 is offered both online and as a multimodal course with face-to-face students and those joining via Zoom. Skyline College remains the only college in the district that has a student news publication; we should capitalize on the opportunity to attract students from Canada College and College of San Mateo, as well as potentially drawing from the local high schools. Because the newsroom itself is such an important part of The Skyline View experience, a Smart Board would allow us to extend the newsroom to those on Zoom. Further, because the newsroom is not set up to allow certain types of instruction (no white board, no overhead projector, etc.), a Smart Board would enhance the educational experience as well.

Funds Type – Mark all that apply.

One-time Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

This request connects directly to the goal of increasing enrollment and the goal of providing support for educational goals.

Cost

10,000

Level of need, with 1 being the most pressing

1

FOR ADMINISTRATIVE USE ONLY

GOAL

Conference Access for Students

Goal and Desired Impact on Students

Create opportunities for more students to attend crucial college journalism conferences.

Year Initiated

2019 - 2020

Implementation Step(s) and Timelines

Each fall and spring, give students opportunity and funding to attend journalism conferences to network, train and compete.

Mapping

- SKY Strategic Goals: (X - Highlight Selected)

- Antiracist and Equitable Institution: X
- Civic Mindedness Cultivation: X
- Student Support and Resources: X

- SKY College Values: (X - Selected)

- Academic Excellence: X
- Community Partnership: X
- Open Access: X
- Student Success and Equity: X

STATUS

Goal Status Date

11/15/2023

Academic Year Updated

2023 - 2024

Goal Status

Behind Schedule

Goal Status Narrative

Journalism conference attendance is a big part of the Skyline Journalism Program experience. It offers opportunities to take workshops and be mentored by professionals in the field, as well as compete in journalism contests that replicate the experience of producing journalistic content. Unfortunately, it costs a lot of money to travel to contests and stay on site. For years, the program has relied on a patchwork of unstable funding sources, including ASSC and SOCC funds, foundation money, journalism ad money, and the students own finances, which automatically eliminates those students who can't afford to self-fund, an equity issue for sure.

Resource Request

Division Name

Language Arts (LA)

Year of Request

2022 - 2023

Resource Type

Other

Resource Name

Conference Opportunities for Students

Resource Description

Students from community colleges sometimes miss out on opportunities to network and grow through professional and college journalism conferences. This funding will allow us to guarantee that eligible and promising students have a chance to network, learn and compete alongside students with more financial resources.

Funds Type – Mark all that apply.

Recurring Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

This is all about access and equity, as well as academic excellence. These conferences are life-changing and a lack of financial resources should not prohibit our students from attending these crucial events. Much in the way we have developed resources for our students to participate in global experiences, we should also be funding workforce and collegiate experiences such as professional conferences, which are so crucial to the networking and skill-building that our students need to flourish in the workforce.

Cost

10,000

Level of need, with 1 being the most pressing

1

FOR ADMINISTRATIVE USE ONLY**Resource Request**

Division Name

Language Arts (LA)

Year of Request

2023 - 2024

Resource Type

Other

Resource Name

Conference Access for Students

Resource Description

This funding request is an attempt to create a more stable funding source for journalism students to be able to access crucial journalism conferences, which are major networking and learning events for our students. This funding would help cover the registration costs, hotels and travel expenses to attend conferences such as the Associated Collegiate Press and Journalism Association of Community College conferences.

Funds Type – Mark all that apply.

Recurring Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

Students from community colleges sometimes miss out on opportunities to network and grow through professional and college journalism conferences. This funding will allow us to guarantee that eligible and promising students have a chance to network, learn and compete alongside students with more financial resources. These conferences are life-changing and a lack of financial resources should not prohibit our students from attending these crucial events. Much in the way we have developed resources for our students to participate in global experiences, we should also be funding workforce and collegiate experiences such as professional conferences, which are so crucial to the networking and skill-building that our students need to flourish in the workforce.

Cost

10,000

Level of need, with 1 being the most pressing

1

FOR ADMINISTRATIVE USE ONLY**GOAL**

Flexible Work Space

Goal and Desired Impact on Students

Recreate a newsroom that reflects the flexible nature of work these days and that encourages creative and design thinking.

Year Initiated

2022 - 2023

Implementation Step(s) and Timelines

Fall 2023: Redesign the newsroom to accommodate a more flexible and creative set up.

Mapping

- SKY Strategic Goals: (X - Highlight Selected)

- Increased Student Enrollment: X
- Student Support and Resources: X
- Thriving Environment: X

- SKY College Values: (X - Selected)

- Academic Excellence: X
- Student Success and Equity: X

STATUS**Goal Status Date**

11/15/2023

Academic Year Updated

2023 - 2024

Goal Status

Behind Schedule

Goal Status Narrative

This is a goal that is solely dependent on funding to be implemented. The newsroom was designed with tables that are hard-wired into the internet and cannot be adjusted nor moved. In fact, it can't even accommodate students coming in with their own laptops, because most of the table space is taken up by desktops. The desktops are perfect for doing layout and sharing the journalism network, but they afford no flexibility.

Resource Request**Division Name**

Language Arts (LA)

Year of Request

2022 - 2023

Resource Type

Instructional Equipment

Resource Name

Flexible Classroom Furniture

Resource Description

We are finding that the set up in the newsroom no longer reflects the work the students do. In addition to moving around and discarding some of the current furniture, we would like to purchase 12 chairs and desks on castors that can be configured into 3 pods of 4 desks each, but that can be reconfigured as needed. We would also like a narrow 8-foot conference table with chairs that have a narrow foot print. (If there is a surplus narrow conference table on campus, we will take it.)

Funds Type – Mark all that apply.

One-time Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

This request aids in preparing journalism students for a flexible and collaborative work environment. The current furniture relies on hardwired rectangle desks with desktops that do not reflect how students--and the workforce--collaborate. Further, a major goal of the journalism department is to make The Skyline View experience accessible to those who are not on campus through offering it in a multimodality sequence. As a result, the newsroom itself needs to transform to enable students both in the room and at home to work together. The traditional set up of everyone working in their own immovable space is no longer practical. With the anticipation of a smart board in the room, the flexible furniture will enable different configurations depending on who is "in" the space--those F2F and those from remote settings.

Cost

13,000

Level of need, with 1 being the most pressing

1

FOR ADMINISTRATIVE USE ONLY

Resource Request

Division Name

Language Arts (LA)

Year of Request

2023 - 2024

Resource Type

Instructional Equipment

Resource Name

Flexible Work Space

Resource Description

We are requesting at least 12 chairs and desks on castors that can be configured into 3 pods of 4 desks each, but that can also be reconfigured as needed. We would also like a narrow 8-foot conference table with chairs that have a narrow footprint. (If there is a surplus narrow conference table on campus, we will take it.)

Funds Type – Mark all that apply.

One-time Cost

Briefly explain how this request helps to advance the goals and priorities of your program, the College, the District, and/or the California Community College Chancellor's Office.

This request connects with the program goal to increase enrollment, as the furniture we are requesting, along with the Smart Board we are requesting as well, because the combination will allow a more fluid classroom set up that can accommodate both traditional classes and multimodal experiences. Additionally, it makes more sense than the immobile, hard-wired tables with desktop computers that we currently have. While those desktops are great for layout, the students post-pandemic come in with their own laptops, but have no place to use them except their laps.

Cost

20,000

Level of need, with 1 being the most pressing

1

FOR ADMINISTRATIVE USE ONLY

GOAL

CE Designation

Goal and Desired Impact on Students

Become an official CE-designated program at Skyline College.

Year Initiated

2023 - 2024

Implementation Step(s) and Timelines

Research what needs to be done to become a designated CE program, including the creation of an advisory board, during spring 2024. Depending on what needs to happen and if it ultimately makes sense for the program, launch the program as a CE program in 2024-2025 or 2025-2026.

Mapping

- SKY Strategic Goals: (X - Hightlight Selected)

- Increased Student Enrollment: X
- Student Support and Resources: X