



**Annual Update**  
**Approved 9/2/08 Governing Council**

This Annual update is due on March 25<sup>th</sup> of each year that your three year Program review and planning document is not due. Please email a copy of this to you Division dean, the VP of Instruction and the Academic Senate President.

1. What is the name of your Department and/or Division?

Journalism Department, Technology Division

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2. List the names of everyone who participated in developing this annual update.

Ed Remitz

3. Based on the elements in your Annual Update Data Sheet (Provided by PRIE to your dean) and goals stated in your most recent Program Review, please identify any key successes and challenges.

Low enrollment remains the primary challenge to journalism studies at CSM. "Headcounts" continue to shift. For example, enrollment reached 117 in 2005-2006, lowered to 82 in 2006-2007 and climbed to 90 in 2007-2008. Low and varying enrollments occur in many journalism programs, so CSM's experience is not unusual. However, several continuing goals cited in the department program review for 2007-2008 have been pursued. These include enhancement of the campus newspaper web site, which now carries video, that has resulted in top state journalism honors. The journalism department has co-hosted a popular regional high school journalism "boot camp" on campus for the last two years as part of its outreach efforts. This follows many years of journalism department representation at area high school journalism conferences.

4. Are you on track for meeting the goals/targets that your program identified in its most recent Program Review? If not, please explain possible reasons why. If needed, update your goal/targets based on these reason.

Yes except for gaining approval to develop advanced news production curriculum

5. Have you identified any new goals or projects for the program to focus on during this next year? Please explain (grants, stipends, initiatives, etc.)

Development of outreach program to Cañada College and area high schools, ongoing development of Digital Media program in collaboration with other communications disciplines, and development of advanced news production curriculum

6. Are there any critical issues you expect to face in the coming year? How will you address those challenges?

A critical issue facing journalism studies is low enrollment. These will be addressed with an outreach program to Cañada College and area high schools, expected enrollment benefits from the new Digital Media program and availability of advanced news production curriculum.

7. Student Learning Outcome and Assessment focus for this year:

- a. Academic areas: Identify at least one course SLO in on which to focus. Describe the assessment strategies you will use and your method of reflection and documentation for this cycle.

Journalism 120 — Newswriting:

SLO1: Students will demonstrate progress in techniques of news gathering

Measurement: Students provide beat reports and story ideas based on campus and off-campus research that contribute to creation of student publications.

Evaluation: The instructor assesses and grades progress demonstrated by students in gathering news, including comparison with commercial press in the process. Assessment values including timeliness and appropriateness of the student work.

Recommendation/Action: The instructor teaches methods for news gathering, including interview and electronic techniques. The instructor also may shadow a student in news gathering as part of a coaching process.

- b. Student services areas: TBD

Input text here.

8. **SUMMARY OF RESOURCES NEEDED TO REACH PROGRAM ACTION STEPS** (*Data resources: Educational Master Plan, GE-SLOs, SLOs; department records; Core Program and Student Success Indicators; previous Program Review and Planning reports*)

- a. In the matrices below, itemize the resources needed to reach program action steps and describe the expected outcomes for program improvement.\* Specifically, describe the potential outcomes of receiving these resources and the programmatic impact if the requested resources cannot be granted.

*\*Note: Whenever possible, requests should stem from assessment of SLOs and the resulting program changes or plans. Ideally, SLOs are assessed, the assessments lead to planning, and the resources requested link directly to those plans.*

Full-Time Faculty Positions Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
One full-time instructor	Granted: Program continues Not Granted: Program ends	Full-time instructor allows program to continue and advance new outreach program to Cañada College, Digital Media program and advanced news production curriculum

Classified Positions Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
None	N/A	N/A

b. For instructional resources including equipment and materials, please list the exact items you want to acquire and the total costs, including tax, shipping, and handling. Include items used for instruction (such as computers, furniture for labs and centers) and all materials designed for use by students and instructors as a learning resource (such as lab equipment, books, CDs, technology-based materials, educational software, tests, non-printed materials). Add rows to the tables as necessary. If you have questions as to the specificity required, please consult with your division dean. Please list by priority.

Resources Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
<b>Item:</b> Apple iMac 20-inch, 2.666GHz Intel, Part No. Z0FN computer, with Apple Keyboard with Number 065-8010; Keypad (English) = User's Guide Accessory Kit, Part No. 065-8016; iWork '09 preinstalled, part No. 065-8643; 320GB Serial ATA Drive, Part No. 065-7997; Final Cut Express preinstalled, Part No. 065-7682; Apple Mighty Mouse, Part No. 065-8007; 4GB, 1066MHz DDR3 SDRAM - 2x2GB, Part No. 065-7993; AppleCare Protection Plan for iMac – Auto-enroll, Part No. S3128LL/A, \$119	If Granted: Supports development of video processing for journalism publication Not Granted: Video production is restrained by older computer	New computer will create needed video production resource

<b>Number:</b> One <b>Vendor:</b> CSM Bookstore <b>Unit price:</b> N/A <b>Total Cost:</b> \$1,466 <b>Status*:</b> New		
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*\* Status = New, Upgrade, Replacement, Maintenance or Repair.*

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*Primary faculty contact* *Date*

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*Additional faculty* *Date*

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*Additional faculty* *Date*