

Bakersfield College 2018-2019

Program Review – Annual Update

Program Name: Journalism

Bakersfield College Mission: Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world

Describe how the program supports the Bakersfield College Mission:

The chief goal of this program is to ensure that students graduating from Bakersfield College with an Associate of Art for Transfer degree in journalism enter the next level of education with the physical and mental tools necessary for success. All students should be able to make a seamless transition to a four-year school journalism program and should be able to say that they were exposed to all facets of journalism while completing the BC program. The courses of the journalism program, which is a program within the Communication Department, offer instruction and hands-on learning in all phases of journalism and areas of media.

The journalism program provides a curriculum that covers all of the mission statement's areas of education, such as basic skills, career/technical information and transfer courses. BC journalism offers an ADT that will help students transfer more seamlessly to certain CSUs in the field of journalism. The classes include Media and Society, and Beginning Reporting that offer introduction and practical application of the early processes of journalism. The program also has two photography classes – one is an introduction to photojournalism, and the other provides instruction in the rapidly changing world of electronic media. The flagship of the program remains the student newspaper classes, in which students produce the award-winning student newspaper in a professional-type environment. Students completing this program can expect not only to understand the practical application of journalism but experience critical thinking, multiple deadlines, the ethics and standards of the field, and the repercussions and triumphs of producing a product read by thousands on campus every two weeks. They also benefit in attending the Associated Collegiate Press conference each year, which offers students a chance to interact with hundreds of other community college students in the state, compete in competitions, attend workshops and peruse newspapers from other schools.

Instructional Programs only:

- A. List the degrees and Certificates of Achievement the program offers
AA-T
- B. If your program offers both an A.A. and an A.S. degree in the same subject, please explain the rationale for offering both and the difference between the two.
N/A
- C. If your program offers a local degree in addition to the ADT degree, please explain the rationale for offering both.
N/A

Program Goals:

A. List the program's current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section. Please provide an action plan for each goal that gives the steps to completing the goal and the timeline.

1. **Program Goal:** To obtain equipment necessary for newspaper production, including cameras, lenses and video recorders. The program is looking to increase digital presence and is now seeking to obtain additional equipment to facilitate/enable podcasting capabilities.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(Student Learning, Student Progression and Completion, **Facilities**, Leadership and Engagement)

Facilities

Progress on goal achievement: This has mostly been achieved thanks to the four new cameras (for both still photographs and videos) that the program was able to obtain in Fall 2018 from an ISIT request made in Nov. 2017.

Status Update – Action Plan and any link to Resource Requests: The program is seeking to obtain (relatively inexpensive) equipment for future podcasting. Two ISIT request forms have been filled out.

2. **Program Goal:** Maintain/increase graduation rates for journalism students

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(1. Student Learning, **2. Student Progression and Completion**, 3. Facilities, 4. Leadership and Engagement)

Student Progression and Completion

Progress on goal achievement: This is an ongoing goal.

Status Update – Action Plan and link to Resource Requests. The program continues to review course section offerings to make sure all majors are able to efficiently complete the program. After JRNL B15 (Press Photography) suffered from low enrollment last spring (because it had always been offered as a Saturday class), it was cancelled. So the program switched the course to offer it on Monday and Wednesday. This semester (Fall 2018), it filled easily. That is a definitive way the program worked to accommodate the needs of our journalism majors.

B. List new or revised goals (if applicable)

Program Goal:

1. Reinstate public relations course to offer students a practical course to prepare them for a profession with measurable growth projected in the next five years, according to the U.S. Bureau of Labor Statistics and Emsi

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(**Student Learning**, Student Progression and Completion, Facilities, Leadership and Engagement)

Student Learning

Progress on goal achievement:

Communication department chair Helen Acosta completed the paperwork to implement this course, but the JRNL B4 course had been deleted so the curriculum review committee didn't send it forward.

Status Update – Action Plan and link to Resource Requests: A new number, available course number was determined (JRNL B5). The department will try to get the course established again.

Program Goal:

2. Connect students with networking and related professional opportunities.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(Student Learning, **Student Progression and Completion**, Facilities, Leadership and Engagement)

Student Progression and Completion

Progress on goal achievement:

Erin Auerbach has already brought in local print and broadcast journalists and public relations practitioners to speak to class and will continue to do so. Erin also connected several former students with editor of weekly paper for paid freelance opportunities. Unfortunately, due to required overload, she had to turn down an opportunity for students to participate in a journalism cohort because she would have needed to oversee it, and she simply didn't have the time to accommodate it. As a result of having to turn down opportunities for students due to forced overload, the program is requesting a second full-time faculty member (see faculty request).

Status Update – Action Plan and link to Resource Requests: Erin is just added a new course request in eLumen that will enable students to participate in internships with professional media outlets. Within the next year or so, the plan to enable students to participate in internships at Bakersfield Life, the Kern Business Journal and other local publications for course credit. In 2017, Erin created a CTE advisory committee with local educators and working journalists to address the needs of students and identify professional opportunities for them.

Program Goal:

3. The program wants to ensure that the printer, the primary vendor it works with, is paid in a timely manner, so the program can retain the ability to print the Renegade Rip consistently.

Student Learning, **2. Student Progression and Completion**, 3. Facilities, 4. Leadership and Engagement)

Progress on goal Achievement:

Last year, Business Services had many issues processing the payments for reasons that are still not entirely clear. Toward the end of the year, Business Services notified Erin that there were not sufficient funds to pay the rest of the printer's invoices for the semester (and it took several months to make sure the printer was paid). Erin knew this was not true because she kept depositing checks from advertisers in the BC Rip account. The Department Chair and Dean had to intercede on Erin's behalf to make sure that the printer was paid. Part of the issue was that checks Erin deposited were absorbed into the general GUI fund and not reflected on the ledger for the BC Rip account, which Erin was not given access to anyway. So, on paper, it looked like the funds fronted by BC were depleted but didn't reflect that they had been fully replenished (and even exceeded by the money that was deposited). Erin was told that she sold more ads and produced more funds than her predecessor did in the previous year.

Status Update – Action Plan and link to Resource Requests: The Dean and VP approved a higher amount of money to be fronted for printing the Renegade Rip for 2018-2019, especially in consideration of fact that longtime printer Reed had gone out of business in December 2017. Erin found the most economical option, an LA area printer with reasonable rates. But the issues need to be shipped to campus and that adds an additional expense. Currently the adviser (Erin) is working with dean and VP to make sure printer gets paid in a timely manner. A budget increase was approved (by dean and VP) to increase fronted money to \$11200, but for some reason, the amount that was provided remained the same (\$9500). As a result, Erin decreased the paper to a tabloid size and the number of the issues to be published for the academic year.

Program Analysis:

Take a look at your trend data (all programs should have some form of data that is used to look at changes over time). *All programs will answer the following questions unless otherwise indicated.*

1. Please report on any unexpected changes or challenges that your program encountered this cycle:
There has not been a significant change in gender, and the journalism program's numbers for female, male and not reported students are fairly consistent with the college numbers. There are more journalism majors who are between the ages of 20-29 (just over 51% average for the last three years) versus the college-wide percentage (44%).

2. How does your trend data (or other data your area collects) impact your decision making process for your program?
Certainly, the program will pay attention to trends to determine if any specific adjustments need to be made. Right now, much of the overall numbers are in alignment with the college. In order to keep up with the school's growth and data compiled for CTE, the journalism program is looking to expand its offerings to satisfy student needs and increase professional opportunities.

3. Evidence of Department Dialog of data

- If you have had time to review and discuss your program's data with members of your department, attach documentation of your discussion. Documentation can come in the form of minutes from meetings or retreats, email dialog or any other ways that show substantive discussion.
- During first meeting of CTE Advisory committee that Erin formed last year, we talked about the demographics of the students. All BC journalism faculty are part of this committee.
 - CTE Meeting notes from Nov. 2017 and May 2018 will be attached with program review files

4. Were there any changes to student demographics (age, gender, or ethnicity) for the past cycle?

In the last year (2017-2018), Journalism had 42% students who were younger than 19. That's 6% more compared to the rest of the college. The journalism program has slightly more African American students (over 6% average over the last three years; 7% in 2017-2018) than the rest of the college. The number of Hispanic/Latino students in the program increased 2% in 2017-2018 from the previous year, to 65%, compared with 67% for the rest of the college. There are no significant changes in the percentages of other ethnicities during the last three years.

5. Were there any changes to student success and retention rates for face-to-face and online courses? (instructional only)

Numbers indicate that retention rates have continued to increase slightly each year, but success rates have experienced a noticeable increase over the last four years, from 66% in 2014-15 to 74% in 2017-18

6. Equity gaps

- Please look for large differences, or gaps, between top performing groups and others. Consider how you could identify the reasons behind these gaps, and if there changes that could be made to reduce them. For in depth review of equity issues, and on changes that are being made campus-wide, please refer to the current [Bakersfield College Student Equity Plan](#).

Numbers seem to indicate that older students, age 30 to 39 and 40 and older, do slightly better than those not in this age range. That statistic is in alignment with the college overall. However, the difference within the journalism program is actually less pronounced than the college. Meaning, there is more parity in terms of success rates across all ages.

7. Please describe any recent achievements of your department, including but not limited to faculty who have won awards or distinctions, new projects your department has implemented, professional development work, professional conference presentations or recently published work.

Students in the journalism department earned several awards from CCMA (California College Media Association) in March 2018. This included recognition for breaking news, feature writing, photography, opinion and column writing. Bakersfield College represented well at the Associated Collegiate Press Conference, a national conference for college media, taking eighth place for news website and ninth place overall for college newspaper.

As the full-time professor in the program, Erin Auerbach continues to publish articles for various media outlets. She has also written about Bakersfield College's achievements (such as the first graduating class for the baccalaureate degree in industrial automation at Bakersfield College) for the Kern Business Journal and other articles about BC's offerings for Bakersfield Life magazine. Adjunct professor John Harte worked for 30 years for the Bakersfield Californian as a photojournalist and has vast experience in film-camera photography, digital photography and multimedia. He continues to work as a professional photographer. Adjunct professor and broadcast journalist Christina Lopez continues to produce stories for Valley Public Radio.

During the summer 2018, Erin Auerbach participated in a Journalism Design Workshop at the New School in New York City. This two-day workshop comprised journalism professors from around the country who participated in collaborative exercises to explore ways in which journalism is changing as well as possible teaching methods to accommodate the changing landscape in news media.

8. The college has embarked on significant efforts such as **Guided Pathways, affinity groups** and **completion coaching communities** to improve the success and completion rates of our students. Please describe what your program/department/office is doing to contribute to these efforts. The journalism program's involvement with CTE provides incentives and opportunities for students to garner practical experience. This is why one of our goals it to implement an internship course to provide students with the opportunity to learn and network with professional organizations, which may lead to future job placement.

9. Explain your role if you are involved in Dual Enrollment, Inmate Education, or Rural Initiatives.

N/A

Analysis of Received Resources from Previous Cycle

Discuss the type of resources you received and their Impact on program effectiveness?

Facilities:

If your program received a building remodel or renovation, additional furniture or beyond routine maintenance, please explain how this request or requests impacts your program and helps contribute to student success.

1: Space Allocation - As a result of the Measure J building projects, we've been moved to a much smaller room. This is a challenge, but one we're working our best to handle, especially with a very full newspaper staff.

2: Renovation - LA 119 was renovated (it had to be because it was loaded with non-functioning equipment). It was cleared out, painted and carpeted to make room for journalism classes (B26, B27a and B15)

3: Furniture - Most of our furniture from the old Rip Room (in campus center 1) was moved to LA 119.

4: Other - N/A

5: Beyond Routine Maintenance - N/A

Technology:

If your program received technology (audio/visual – projectors, TV's, document cameras) and computers, how does the technology impact your program and help contribute to student success?

- 1: Replacement Technology - We were given new computers from IT (iMacs), which are terrific and were very much needed. Almost half of the Macs we had before were no longer functioning.
- 2: New Technology - - The new cameras received (from last year's ISIT request) have already been put to good use and have photographed several stories and multimedia packages. When I began teaching at Bakersfield College last year, the Rip had no cameras to work with. This is a vast improvement.
- 3: Software – IT recently finished installing adobe programs (InDesign; photoshop; lightroom; bridge and premiere) as well as flash players needed for the computers.
- 4: Other__N/A_____

Other Equipment

If your program received equipment that is not considered audio/visual or computer equipment technology, please explain how these resources impact your program and help contribute to student success.

Conclusion:

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract or synopsis of your program's current circumstances and needs. Consider this a snapshot of your program if someone were to only read this portion of your annual program review.

Though Erin Auerbach is only in her second year at Bakersfield College, the journalist program continues to thrive, despite limited resources. In light of all the campus renovations and changes, our program has had to make adjustments, such as moving into a much smaller workspace. However, new iMacs and cameras have helped provide the program with critical equipment students need to learn and implement the appropriate skillset. Additional resources will be needed to help qualifying students attend Associated Collegiate Press Conference, which will be held in March 2019 in La Jolla, Calif.

In keeping with the school's longstanding tradition, the first issue of the Renegade Rip for 2018-19 was published on Sept. 6, and the second issue was published on Sept. 20. At least 11 more editions of the student-run newspaper will follow throughout the 2018-19 academic year. While the school has fronted money to cover the majority of printing costs, and efforts have been made to increase dwindling ad sales (a problem faced by newspapers nationwide), more funds may be needed to ensure the paper can continue to print and the therip.com website and app can be maintained to ensure that this award-winning publication continues to run smoothly. This is especially critical because Reed printing (the Rip's local printer) went out of business in December 2017. The Rip is now printed in the greater Los Angeles area and shipped to Bakersfield College, which has caused the program to incur additional expenses. The budget issues have been a strain. The printer is not getting paid efficiently, especially late in the school year when the money fronted by the school is depleted and even though ad revenues were brought in to more than fully replenish the accounts in 2017-18.

While opportunities for the journalism program grow, they cannot always be accommodated with only one full-time faculty member who is working on an overload, which is why a request is being made for a second full-time faculty member.