



BAKERSFIELD COLLEGE: CAREER TECHNICAL EDUCATION

TWO YEAR PROGRAM REVIEW FORM

PROGRAM INFORMATION

Chair Name	Helen Acosta	Date	Sept . 5, 2018
Department	Communication	Discipline	Journalism
Most Recent Program Plan Completed On		Date	
Most Recent Program Review Completed On		Date	Nov. 2017
Faculty Name	Erin Auerbach		
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1. MEETS A DOCUMENTED LABOR MARKET DEMAND

Source of information (check all that apply)

<input checked="" type="checkbox"/>	Bureau of Labor Statistics (http://www.bls.gov)
<input checked="" type="checkbox"/>	State of California Labor Market Information (www.labormarketinfo.edd.ca.gov/)
<input checked="" type="checkbox"/>	Advisory Committee Meeting held on May 4, 2018 Attach Minutes
<input type="checkbox"/>	Professional Association
<input type="checkbox"/>	Other EMSI Modeling Specialists

Findings	<p>What are the projected annual openings and median salary?</p> <p>Median salary is \$20.91/hour in Kern County (\$22.19/hour nationwide) Approximately 450 jobs in journalism and directly related fields are projected.</p>
	<p>List the SOC codes (Occupational Titles and codes) in which students who complete the CA will be able to obtain entry-level employment.</p> <p>27-3021, 27-3022, 27-3043, 27-3011, 27-3031</p>
	<p>What are the number of jobs and percent change for the projected 5-year period?</p> <p>There is 7.3% expected growth in journalism/PR jobs for Kern County There are approximately 450 jobs in these fields and 33 new positions are expected to be created in the next five years.</p>

2. DOES NOT REPRESENT UNNECESSARY DUPLICATION OF OTHER MANPOWER TRAINING PROGRAMS IN THE AREA.

List programs from other institutions (private/fee based/public):

<i>Name of Institution</i>	<i>Name of Program</i>	<i>Distance to College</i>	<i>Public/Private</i>	<i>Approx Enrollment</i>
CSUB	Communications	8.5	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private	
			<input type="checkbox"/> Public <input type="checkbox"/> Private	
			<input type="checkbox"/> Public <input type="checkbox"/> Private	

Findings	CSUB is a four-year university offering a bachelor's degree program, which is not what Bakersfield College offers in journalism.
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3. DEMONSTRATED EFFECTIVENESS AS MEASURED BY EMPLOYMENT AND COMPLETION OF STUDENTS

Core Indicator Data Reviewed	<input type="checkbox"/> Yes <input type="checkbox"/> No	Date
Insert Scores Below:		
Success: (Core Indicator 1) 100%	Completion: (Indicator 2) 84.62 %	Employment: Indicator 4 N/A
Non-Traditional: Core Indicator 5a N/R		Non-Traditional Completion: Indicator 5b N/R
Finding s	<p>Yes, according to 2015/16 Perkins IV report, the program met and mostly exceeded district-negotiated levels for all relevant core indicators. However, there wasn't available info (as indicated above) for some of them.</p> <p>Here pull your core indicator reports https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Forms_All.aspx Click on Form, Part 1, 6 digit TOP code, Select Bakersfield College, Select fiscal year (in this case 15/16, choose your TOP code, if you don't know it go here. (http://extranet.cccco.edu/Portals/1/AA/Credit/2013Files/TOPmanual6_2009_09corrected_12.5.13.pdf Review the information did your program meet the district negotiated levels If you didn't meet levels then describe what you may do in the future.</p>	
4. Y		
Date	Signature	Title
		Department Head
		College Dean
Presentation to Curriculum Committee		Click here to enter a date.
Presentation to College Council		Click here to enter a date.
Presentation to Board of Trustee		Click here to enter a date.

[Using EMSI / Educational Analyst / Programs / Program Report](#)

Run a historical Program Report for 2010 to 2015 to show the following data:

What TOP code(s) are you using for this report? **Using EMSI data answer the questions below**

- A) number of jobs within the above occupation(s) for 2010
- B) number of jobs within the above occupations(s) for 2015
- C) number and percent change (2010to 2015)
- D) the average hourly earnings for the above occupation(s)
- E) number of completions (awards) from our college 2010-2015
- F) number of completions (awards) from regional colleges 2010-2015

Then run a projection Program Report for 2015 to 2020 to show the following data:

- A) number of jobs within the above occupation(s) for 2015
- B) number of jobs within the above occupations(s) for 2020
- C) number and percent change (2015 to 2020)

D) the average hourly earnings for the above occupation(s)

E) number of annual openings and total replacement jobs

Does the above program meet a documented labor market demand? Please explain.

Yes, EMSI reports are available and can be attached to show that there is projected growth in related fields, from broadcasting to marketing and public relations.

Using EMSI / Career Pathways / Occupation Analysis / Occupational Program Report

List all related programs of study by other educational institutions in our region:

CSU Bakersfield (8.5 miles from Bakersfield College's main campus offers a Bachelor's program in Journalism

Does the above program represent unnecessary duplication of training programs in our area? Please explain.

No. CSUB is a four-year university offering a bachelor's degree program.