

Bakersfield College

Comprehensive Program Review

Program Information:

Program Name: Journalism

Program Type: Instructional Student Affairs Administrative Service Other

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:

Program Mission Statement:

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

Progress on Program Goals, Future Goals, and Action Plans:

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 goals, please duplicate this section.

Current Program Goals	Which institutional goals from the 2015-2018 Strategic Directions for Bakersfield College will be advanced upon completion of this goal? (select all that apply)	Progress on goal achievement (choose one)	Comments
1. To obtain equipment necessary for newspaper production, including cameras, lenses and video recorders.	<input type="checkbox"/> 1: Student Learning <input type="checkbox"/> 2: Student Progression and Completion <input checked="" type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	<input type="checkbox"/> Completed: _____ (Date) <input type="checkbox"/> Revised: _____ (Date) <input checked="" type="checkbox"/> Ongoing: _____ (Date)	
2. Maintain/increase graduation rates for journalism students	<input type="checkbox"/> 1: Student Learning <input checked="" type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	<input type="checkbox"/> Completed: _____ (Date) <input type="checkbox"/> Revised: _____ (Date) <input checked="" type="checkbox"/> Ongoing: _____ (Date)	We're reviewing course section offerings to make sure all majors are able to efficiently complete the program.

B. List the program's goals for the next three years. Ensure that stated goals are specific and measurable. State how each program goal supports the College's strategic goals. Each program must include an action plan.

Future Goals	Which institutional goals from the 2015-2018 Strategic Directions for Bakersfield College will be advanced upon completion of this goal? (select all that apply)	Action Plan	Timeline for Completion	Lead person for this 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 the U.S. Bureau of Labor Statistics and Emsi	<input checked="" type="checkbox"/> 1: Student Learning <input type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	Need to add PR (JRNL B4) to our ADT. Note: The state model includes PR, but ours does not. Apply to CID so that we can offer the course.		Erin Auerbach
2. Create more opportunities for students to connect with professional and network for more potential job opportunities.	<input type="checkbox"/> 1: Student Learning <input type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability <input checked="" type="checkbox"/> 5: Leadership and Engagement	Bring guest speakers to campus. Create additional opportunities for students to connect with working journalists and PR practitioners.		Erin Auerbach

Best Practices:

Programs often do something particularly well; usually they have learned through assessment – sometimes trial and error – what solves a problem or makes their programs work so well. These are often called Best Practices and can help others. Please share the practices your program has found to be effective.

1. An experienced staff of one full-time professor and two adjuncts meet periodically to discuss curriculum and stay current in the field.

The program has a solid core of professors to teach a subject that consists mainly of learned skills. The new full-time professor, Erin Auerbach, has worked for 17 years as a reporter, writer and public relations professional. She was a features writer for The Press-Enterprise (a mid-sized daily), and her work has been published in print and online in major publications including the Washington Post, Los Angeles Times, Good Housekeeping, Delish, Back Stage, etc. Adjunct professor John Harte worked for 30 years for the Bakerfield Californian as a photojournalist and has vast experience in film-camera photography, digital photography and multimedia. Adjunct professor Christina Lopez is a former anchor, producer and reporter who worked at KGET TV17 - Telemundo 17.3 - CW12 and spent two years as an Associate Producer for ABC News – 20/20. They are knowledgeable about the current work force and will provide references for jobs and entrance into higher levels of education. The instructors will meet periodically to evaluate the curriculum of courses to ensure that they are up-to-date to reflect changing environments in journalism as well as maintaining methods that remain intact.

2. The journalism faculty will remain available to students for consultation on degree requirements and transferring.

The new full-time professor will develop an orientation to be instituted in all journalism courses on the first day of each semester, which will give all students a clear presentation of the path they need to take to complete the associate degree for transfer (AA-T) program in two years, which will guarantee them entrance into a 4-year school and put them on the path to complete their BA degrees in timely fashion.

3. Continue to provide a curriculum in the student newspaper classes that maintains a professional-style environment and develop the newspaper's and online publication's roles as important figures in the culture of the campus community.

The student newspaper has maintained an 88-year tradition through its first-semester and second-semester newspaper/online production classes. Most important is the students' commitment to making a schedule for newspaper publication and sticking to it. A basic format for producing a print and online product is outlined in the class by the instructor, but the students use that as a shell to determine what works best for them. This is the journalism professor's first year at BC, and despite several challenges, including a small staff, issues have thus far made it to the printer on time. The deadline has always been made for The Rip. This is a commitment made by the students who have embraced standards set by the curriculum of the program. This has instilled an attitude in the journalism program coined by the students as "The Rip way," meaning that everything starts with being on time and completing tasks on time. That translates to success at four-year colleges and in the professional market.

3 Year Program Analysis:

Take a look at your trend data. Provide an analysis of program data throughout the last three years (all programs should have some form of data that is used to look at changes over time) and report:

1. Changes in student demographics (gender, age and ethnicity).
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 52% average for the last three years) versus the college-wide percentage (45%). Journalism has slightly fewer students who are younger than 19 and older than 30, compared to the rest of the college. The journalism program has slightly more African American students (6% average over the last three years) than the rest of the college. The number of Hispanic/Latino students dropped six percent between 2015-16 and 2016-17, to 63%, 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.
2. Changes in enrollment (headcount, sections, course enrollment, and productivity).
There haven't been significant changes in enrollment.
3. Changes in achievement gap and disproportionate impact.
Numbers seem to indicate that older students, age 30 to 39 do better than those not in this age range.
4. Success and retention for face-to-face as well as online/distance courses.
Numbers indicate that retention rates have slightly increased, but success rates have experienced a noticeable increase over the last three years, from 66% in 2014-15 to 75% in 2016-17
5. Any unplanned events that affected your program.
Not that I know of, but this if my first semester at Bakersfield College.
6. Degrees and certificates awarded (three-year trend data for each degree and/or certificate awarded).
7. Reflect on any changes you would like to see in your program in the next 3 years.
In addition to re-instating the public relations course, I would like to provide students with more opportunities to gain practical and professional experience while they're still in school
8. List degrees and certificates awarded (three-year trend data for each degree and certificate awarded). Include targets (goal numbers) for the next three years.

Full Name of Degree or Certificate	2015- 2016	2016- 2017	2017- 2018	2018- 2019	2019- 2020	2020- 2021
ADT Associate Degree for Transfer (AA-T) Journalism	5	6	10	12	14	
AA Journalism	2	1				

Resource Request and Analysis:

Resource Request		If Fulfilled, Discuss How Previous Year's Requests Impact Program Effectiveness?
<p>Positions: <i>Discuss the impact new and/or replacement faculty and/or staff had on your program's effectiveness.</i></p>	<p><input type="checkbox"/> 1: Classified Staff <input checked="" type="checkbox"/> 2: Faculty</p>	<p>Danny Edwards retired in May 2017. Erin Auerbach was hired as his replacement. She is the only full-time faculty member in Journalism. She would like to expand course offerings to ensure majors can complete the program. The goal is to eventually add more adjuncts, and in the next few years, a second full-time faculty member, to grow the program.</p>
<p>Professional Development: <i>Describe briefly, the effectiveness of the professional development your program has been engaged in (either providing or attending) during the last cycle</i></p>	<p><input type="checkbox"/> 1: Provided Professional Development <input checked="" type="checkbox"/> 2: Attended Professional Development</p>	<p>On Sept. 1, Erin Auerbach attended the California Community College Association for Occupational Education's More and Better CTE program. As a new faculty member Erin is attending as many campus workshops as possible to learn the campus and understand the needs of our students.</p>
<p>Facilities: <i>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.</i></p>	<p><input type="checkbox"/> 1: Space Allocation <input type="checkbox"/> 2: Renovation <input type="checkbox"/> 3: Furniture <input type="checkbox"/> 4: Other <input type="checkbox"/> 5: Beyond Routine Maintenance</p>	<p>N/A</p>
<p>Technology: <i>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?</i></p>	<p><input type="checkbox"/> 1: Replacement Technology <input type="checkbox"/> 2: New Technology <input type="checkbox"/> 3: Software <input checked="" type="checkbox"/> 4: Other Equipment (cameras, low-light lenses, scanner, color printer)</p>	<p>Funds from CTE provided a new printer for The Rip newsroom during the previous semester. This was necessary as the previous printer became inoperable.</p>

Resource Request		Discuss How Effective Request is for Student Success?
<p>Other Equipment: <i>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.</i></p>	<p><input type="checkbox"/> 1: Replacement <input type="checkbox"/> 2: New <input type="checkbox"/> 3: Other _____</p>	
<p>Budget: <i>Explain how your budget justifications will contribute to increased student success for your program. (Fiscal requests will be submitted by the faculty chair and/or area administrator.)</i></p>		<p>Printing and duplication issues of The Renegade Rip is top priority. A 10-page issue with two pages of color costs \$752 to print; a 12-page issue with 2 pages of color is \$822. The Rip publishes 14 times per year at a cost of about \$12,000 per year. The Rip website costs about \$600 annually and maintaining the related app is about \$700 annually. <u>Total request for newspaper printing/website each year: \$13,000 (\$9500 fronted for these costs for 2017-2018 from GU001 fund)</u> Student travel is number two priority and covers the goals of student learning and student progress and completion. The communication department has allotted \$2000/year for travel to the Associated Collegiate Press conference (which will be in March 2018). <u>The cost of the conference, including registration, travel and accommodations, will likely be about \$4000.</u> For other misc. professional development memberships and associated contests, including ACP, California Colleges Media Association, California Newspapers Publishers Association is <u>approximately \$700/year.</u></p> <p><u>Equipment (See ISIT forms):</u> Currently, there are no cameras available for student journalists to use. This means that student photographers have to use their own cameras. Cameras are essential for any journalism program. Low-light lenses, which are important for shooting live events such as sports and theaters, are also needed. The Rip newsroom also does not have any video equipment that could be used for multimedia projects. The room lacks a scanner, which would be useful for the purposes of student journalists.</p>

Conclusions & Snapshot:

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 Comprehensive Review.

Danny Edwards ran a robust, thriving journalism program with limited resources. While CTE funds were used to purchase a new printer for the Renegade Rip room last year. For Erin Auerbach to continue his success, more money is needed to provide student journalists with basic necessary equipment such as cameras, low

light lenses, external hard drives (for storage), a color printers and a scanner. Additional resources will be needed to help qualifying students attend Associated Collegiate Press Conference, which will be held in March 2018 in Long Beach.

In keeping with the school's longstanding tradition, the first issue of the Renegade Rip for the 2017-2018 was published on Sept. 7 and 13 more editions of the student-run newspaper will follow throughout the 2017-2018 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 can be maintained to ensure that this award-winning publication continues to run smoothly.

While there are nearly 100 Journalism majors at BC, only a handful of Journalism majors complete the program each year. We are working to find out where the bottlenecks are that keep students from progressing to degree completion so that, in the future, when students enter BC as Journalism majors, they can complete in two years and transfer more successfully.