

**Unit Planning
LA Harbor College**

Academic Unit Plan

Division COMMUNICATION Academic Year 2010-11 Division Chair CARILLO

Executive Summary

The journalism program is locked in neutral, despite growth in numbers. It does not have a full-time instructor to advise it. Printing of the student newspaper was suspended for the second time in college history in Spring, 2010. The news Web site is using an out-dated platform. We have fallen further behind in helping students complete the new A.A. degree by not launching courses needed to complete that degree. The program has made limited progress. For instance, the staff of the Harbor Tides student newspaper has obtained time in the new departmental learning lab. But they still do not have a newsroom to call their own as those at most other area community college newspapers do.

Activities Description Narrative: please describe suggested activities, including grant proposals to be written, new course or program initiatives, or program viability studies in priority order.

Hire full-time Mass Communication instructor to teach Journalism, Mass Communication, Basic Newswriting, Public Relations and possibly multi-media related courses as the division sees fit, advising the student newspaper, web site and magazine.

Secure \$10,000 printing budget from the college media publications.

Obtain adequate support from other Division disciplines to help funnel top-flight students to serve on the student newspaper.

Transition College Publisher Web site www.hctides.com from 4.0 platform to 5.0 platform.

Complete the current A.A. degree by updating Journalism 103 and Journalism 108.

Add Journalism 219 (Techniques for staff editors – 1 unit) as an A.A. requirement.

Introduce and create an annual campus magazine through implementation of Journalism 108.

Design a three-unit, Public Relations course as part of the A.A. requirement.

Add Journalism 105 (Mass Media) night course once a week for three hours.

Consider name from "Journalism" to "Mass Media."

Create Journalism Advisory Committee.

SLO Assessment Results Narrative: please describe assessment activities that support proposed unit initiatives.

Please see attachment

Staffing Implications: if any request will require additional classified support or training, please describe its extent.

With no full-time instructor to oversee the Journalism department, pressure to fulfill this unit plan falls squarely on the Communication Division chair, who would have to hire as many as four adjunct instructors to implement all of the courses recommended to complete the A.A. degree program.

Technology Implications: if any request involves technology, please describe its impact on the network, licensing, repair, training and support.

There is always a need for journalism to update software as media makes technological advances, but the scope of this is unknown at this time.

LAHC - Journalism 218 Student Learning Outcomes

I Expanded Statement of Institutional Purpose	II Course Student Learning Outcomes	II Assessment Method and Criteria for Success	IV Assessment Results	V Use of Results
<p>Ultimately provide a comprehensive broad range of high-quality courses and programs to enable students to pursue educational objectives and career goals. The LAHC journalism program provides a broad range of academic classes leading to successful transfer to four-year colleges and universities as communications majors. The program also seeks to provide course instruction leading to entry-level jobs in the journalism profession.</p>	<ol style="list-style-type: none"> 1. Students will demonstrate mastery of Associated Press style and comprehend proper defense for libel and slander. 2. Students will be able to post copy, photos, audio, video to the website hctides.com. 3. Students will demonstrate working knowledge in page layout and design of the Harbor Tides student newspaper using Adobe Creative Suite 2 software. 	<ol style="list-style-type: none"> 1. Sixty-five percent of students will exhibit mastery of Associated Press style rules and comprehend proper defense for libel and slander by scoring 70 percent or better on a style/libel/slander examination administered near the end of the semester. 2. By the fourth week of class, following completion of required web-based self-tutorials, 60 percent of students will be functioning hands-on at the College Publisher 4.0 mainframe. 3. By the 10th week of class, 50 percent of students will demonstrate hands-on ability to layout and design a newspaper page on a PC or MAC computer. 	<ol style="list-style-type: none"> 1. A trial style/libel/slander test was given in the spring semester, 2009, with less than the expected level obtaining the desired result. A follow-up exam will be administered in fall, 2009, with adjustments, if necessary, to follow in results and/or administration. 2. Assessment for SLO 2 will begin in fall, 2009 with results to follow. 3. Assessment for SLO 3 will begin in fall, 2009 with results to follow. 	<p>Results will be evaluated and SLOs examined regularly. This course publishes a student newspaper and operates a REAL TIME web site. Within its structure are many individualized roles (or "job descriptions"), which lend themselves more to Individualized Educational Plans, rather than generalized outcomes. Therefore SLOs 2 & 3 will be closely monitored.</p>

LA Harbor College

Unit Plan Activity Summary Sheet

Division Communications Academic Year 2010-11 Division Chair Carrillo

Discipline ID#	Department Priority (1 to 99)	College Strategy Supported (separate columns if two)	Student Success Initiative	Technology Access	Department Objective (link to Program Review)	Proposed Activity	Brief Summary of SLO Assessment Results (See attached forms)	List Other Supporting Documents/Links Attached (E.G., WSCH, Wait Lists, Retention, Environmental Scans)	Resources Required (list faculty, equipment, etc.)	Estimated Total Cost and Source (E.G., Program 100, VTEA, etc.)
30	1	1.5	x		To facilitate the learning process	Hire full-time Journalism instructor		Program Review; WSCH; success rates		\$65,000 program 100
30	2	2.3	x		To provide students with appropriate tools to enhance learning	Secure annual line item publications printing budget		Program Review	Contract with print house	\$10,000 VTEA
30	3	1.5	x		To promote collegiality	Obtain support from other disciplines			Academic Affairs	
30	4	1.5		x	To enhance program	Transition Web site to CP 5.0			n/a	No cost.
30	5	1.2	x		Emerging need from Program Review	Complete A.A. by adding J103 & J108		AA degree		Rotation of schedule
30	6	1.2	x		Emerging need for Prog Rev	Add J219 as A.A. requirement		AA degree		Rotation of schedule
30	7	1.5	2.3	x	New emerging need	Introduce campus magazine		Program Review	Contract with print house	See No. 2 above
30	8	1.2	x		Emerging need from Prog Rev	Add public relations course to A.A.		AA degree		Rotation of schedule

30	9	1.5		x		To serve students better	Add J105 night class		Course maxes each semester with current 48 students and wait list 10-20 deep.	\$4,500 Program 100
30	10.	2.3		x		Emerging need from Prog Rev	Consider name change from Journalism to "Mass Media."		Program Review	No cost
30	11.	3.3		x		2 year vocational Program review	Create Journalism Advisory Committee.		Faculty, community	No cost