De Anza College

Program Review – Annual Update Form

1. Briefly describe how your area has used the feedback from the Comprehensive Program Review provided by RAPP members (if unsure, request the feedback form from your dean/manager).

Mission statement

Although the mission statement was commended by the program review evaluator, we would like to make minor changes to it to better reflect the community service that the program offers.

The Journalism Department's mission is a commitment to enlightenment, inspiration, and service. Within the diverse academic landscape of De Anza College, the Journalism Department serves as a catalyst for cultivating journalistic and media literacy skills through newswriting, media studies, and La Voz News production courses. Operating in a multicultural environment, the department champions critical thinking, problem-solving, innovative communication, and meaningful community engagement. At the heart of this mission is a dedication to academic excellence and the nurturing of inquisitive minds, fostering an understanding of the profound impact of media on our world while actively contributing to the community we serve.

Program Goals

Feedback for improvement:

Goal 1: Perhaps a bit more detail can be stated about how the full-time faculty can help envision the mission and be the guardian of the program

Full-time faculty play a crucial role in envisioning the program's mission and serving as its guardians by developing and articulating clear, forward-thinking goals that align with institutional values and industry standards. They provide consistent mentoring and leadership to part-time faculty and students, ensuring the program maintains its quality and rigor. By regularly reviewing and updating the curriculum, they ensure its relevance to current trends and needs. Also, full-time faculty advocate for the program by representing it within the community and helping to secure resources and visibility. They actively support student development by creating opportunities for internships, scholarships, and connections with the industry, creating valuable real-world experiences. Their presence at campus events such as Resource Fairs, CTE tabling, and Welcome Days further strengthens the program's visibility. Full-time faculty also facilitate regular, substantive interactions with students, ensuring a more connected learning environment, while also supporting extended newsroom hours for more hands-on, collaborative work.

Reflection on Enrollment Trends

Feedback for improvement:
There was no comment on how the trends align with the program mission and goals

As mentioned in the Comprehensive Program Review, many factors contribute to the decline in enrollment. The observed trend of a 27.2% decline in Journalism course enrollment over the past five years underscores the importance of increasing program visibility and addressing the evolving needs of our students.
To mitigate this decline and strengthen alignment with our mission, we are actively pursuing several strategies. These include enhanced marketing efforts on and off campus, building partnerships with local high schools and media organizations, and introducing new courses tailored to industry demands, such as the upcoming social media course currently in the final stages of curriculum approval. We need the college's outreach and marketing departments to help bolster our recruitment efforts and ensure our program remains accessible and appealing to prospective students.

Exploring success rates:

Feedback for improvement:
A little more detail can be stated about how the department has been focused on achieving equitable outcomes.
Alignment between course success and program goals are not quite articulated.

The department strives to help all students succeed in the program. Addressing equity is challenging in an asynchronous online course where there is no in-person interaction. We offer extra support to those who need, regardless of their race or groups.
In looking at success rates reported in the last CPR, the main success gap is with black students, who represented 24 students out of 463 students enrolled in Journalism sections. In spring 2024, one of the major Journalism courses, JOUR 2, shows an increase in male student success and black student success.
The steady course success rates align with our program goals in several ways:
- Skill Development: The high success rates reflect that students are acquiring the necessary skills in reporting, writing, photography, and graphic design, as outlined in our program objectives.
- Critical Thinking: Consistent success indicates that students are developing the critical thinking abilities essential for journalistic communication, meeting our educational aims.
- Practical Experience: The maintenance of success rates suggests that students are effectively engaging with practical experiences through our student-produced publications, reinforcing their learning and preparation for future endeavors.
The consistent success rates indicate that a significant majority of our students are achieving the learning outcomes established by our courses. This stability suggests that our instructional methods and curriculum are effectively supporting student learning and progression. The consistent success rates serve as evidence that students are meeting the intended learning outcomes, thereby validating the structure and delivery of our curriculum.

2. Describe any changes or updates that have occurred since you last submitted program review (comprehensive program review [submissions](#))

The program has replaced the full-time faculty who retired. It also hired one part-time faculty in replacement of the two who left the positions.
Eleven courses in the department were revised. One new course was created.

3. Provide a summary of the progress you have made on the goals identified in your last program review (as included in the comprehensive program review).

Hiring a Full-Time Faculty Member
One of our primary goals has been achieved with the hiring of a full-time faculty member, to replace the retired faculty. Now she is the sole full-timer in the department. This addition has regained our capacity to support students, enhance program offerings, and address the evolving needs of the journalism field.

Increasing Enrollment
The Journalism Department has actively worked to increase visibility and enrollment by participating in a variety of on-campus and off-campus events:

- On-Campus Efforts: Participation in events such as Resource Fairs, Welcome Days, and CTE events to engage with current and prospective students. Advertising initiatives have targeted key areas of the campus, including the Language and Communication Village.

- Off-Campus Outreach: High school outreach has been a priority, including hosting High School Media Day, where students explore journalism opportunities and connect with the program. Participation in high school events has also been a consistent focus.
  Despite these efforts, challenges persist. We believe that greater support from the College Outreach Program and marketing efforts is essential to effectively promote the Journalism Department.

Expanding Multimedia Course Offerings
The department has prioritized the integration of multimedia elements into the curriculum:

- A new Social Media course has been developed and is in the final stages of approval by the curriculum committee.

- The La Voz News production classes have been actively incorporating podcast creation into their work over the past few quarters, offering students hands-on experience in audio journalism and storytelling.

4. If your goals are changing, use this space to provide rationale, or background information, for any new goals and resource requests that you'll be submitting that were not included in your last program review.

Not changing

5. Describe the impact to date of previously requested resources (personnel and instructional equipment) including both requests that were approved and were not approved. What impact have these resources had on your program/department/office and measures of student success or client satisfaction? What have you been able to and unable to accomplish due to resource requests that were approved or not approved?

We greatly appreciate the allocation of the budget for our program, which has allowed us to make some progress in meeting the needs of our students and supporting their success. However, there is still significant room for improvement, particularly in the areas of equipment, supplies, conferences and competitions and personnel.

1. Equipment and Supplies
   While the budget allocation has enabled us to address some needs, we still require additional resources to fully equip the newsroom lab. Purchasing necessary equipment, such as updated cameras, audio recorders, and software applications, would enhance the multimedia capabilities of our program. This investment would enable students to gain practical, hands-on experience with tools that align with industry standards, directly contributing to their success and preparedness for journalism careers. Archiving and digitizing the publication is another area that needs to be funded.

2. Conferences and Competitions

   Conference attendance and competitions are crucial for our faculty and students. This area needs more funding and support.

3. Personnel
   The newsroom lab has extensive needs that require consistent attention and maintenance. The lack of dedicated personnel, such as a lab technician or assistant, has created challenges in ensuring the smooth operation of the lab and timely support for students. This position would not only alleviate the workload on faculty but also ensure a more seamless and supportive learning environment for students.

4. Challenges in the Approval and Spending Process
   The process for approving and spending allocated resources is often cumbersome, confusing and time-consuming, which delays the implementation of necessary improvements. Simplifying and streamlining this process would allow us to act more quickly and effectively in addressing program needs, thereby improving the overall student experience and program quality.

6. How have these resources (or lack of resources) specifically affected disproportionately impacted students/clients?

The availability — or lack — of resources has a significant impact on disproportionately impacted students in the following ways.

Many students from disproportionately impacted backgrounds are unable to afford the costs associated with attending journalism conferences and events, such as registration fees, travel, and accommodation. Without funding support, these students miss out on valuable networking opportunities, skill-building sessions, and exposure to industry standards, placing them at a disadvantage compared to their peers.

Students who do not own personal equipment, such as laptops, cameras, or recording devices, and cannot afford to purchase apps and the equipment are disproportionately affected. While the newsroom lab provides some access to shared equipment, the limited quantity often leads to delays and compromises in their ability to complete assignments, particularly for those who rely on these tools for multimedia journalism projects.

For students who do not have a safe or equipped environment at home, the inability to access the newsroom lab outside scheduled times is a significant barrier. These students are deprived of the resources they need to complete homework and projects, further limiting their opportunities to succeed in the program.

The absence of a lab technician or assistant exacerbates challenges for students who require additional support, particularly those unfamiliar with technology or needing help troubleshooting equipment

The lack of updated software, applications, and multimedia tools disproportionately impacts students who depend on the program to acquire competitive, industry-relevant skills.

Students from disproportionately impacted groups often benefit from community-building activities, such as workshops, mentorship programs, and collaborative events. However, limited resources restrict our ability to offer such opportunities consistently, which can hinder engagement, retention, and a sense of belonging in the program.

The complexities and delays in the approval and spending process disproportionately affect students who need timely access to resources. These delays hinder the program's ability to quickly respond to students' needs and provide equitable opportunities to all learners.

7. Refer back to your Comprehensive Program Review under the section titled Assessment Cycle as well as the SLO website (https://www.deanza.edu/slo/) for instructional programs. In the table below provide a brief summary of one learning outcome, the method of assessment used to assess the outcome, a summary of the assessment results, a reflection on the assessment results, and strategies your area has or plans to implement to improve student success and equity. If your area has not undergone an assessment cycle, please do so before completing the table below.

Table 1. Reflection on Learning Outcomes (SLO, AUO, SSLO)

Learning Outcome (SLO, AUO, SSLO)	Analyze and critique the impact of mass media in society and articulate controversies surrounding each medium, including legal and ethical issues and the role of women and minorities.
Method of Assessment of Learning Outcome (please elaborate)	Assessing the learning outcome using a discussion question and an essay question that were given to students on Canvas in an asynchronous course.
Summary of Assessment Results	This assessment was done in fall 2024 in JOUR 2 asynchronous class. Students were given a discussion question and an essay assignment focusing on stereotypes in the media. They were asked to analyze various stereotypes in digital media (movies, TV, social media) and how those influenced them as a youth and now. Critical thinking was demonstrated by all students.
Reflection on Results	20 students exceeded the expectations and 2 students met the expectations. Overall, the learning outcome was met and the results are satisfactory. We are pleased with the outcome.
Strategies Implemented or Plan to be Implemented (aka: enhancements)	The next time this specific SLO is assessed it should focus on legal and ethical issues in the media.

Done? Please email this form to your dean/manager.

8.   Dean Manager Comments:

The Journalism Department and its flagship newspaper, La Voz, are exceptional programs, recognized each year by awards at statewide competitions and events. In the past two years, enrollment in the program has stabilized and appears to be on a trajectory of growth. Farideh has created new noncredit certificates and courses that will attract additional enrollment in the coming years. The transition of news media from print to digital media is being effectively managed and reflected in new curriculum, including social media journalism, multimedia, and public relations. I'm

looking forward to seeing the direction and progress that Farideh will make as she implements her new ideas and programming.