

Administrative Response to Program Review

Journalism

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First and foremost, we want to apologize for the delay in this administrative response. Academic and bond planning along with subsequent budget issues have diverted our attention away from our core focus – educating and serving our students. We appreciate the level of energy and good work done for this Program Review.

In May 2007, the Journalism SAC presented its Program Review findings to an audience of PCC administrators and others with an interest in the discipline. We found the presentation to be informative and we appreciate the opportunity to converse with the faculty. We appreciate the tenuous circumstances that exist between PCC's curriculum and the University of Oregon's. We appreciate your constant efforts to ensure as much alignment as is practical as well as the intent for creating the Journalism Focus Award – giving students direction in a state where no Journalism transfer agreements exist. We took special note of the assessment of learning outcomes that take place in Journalism, particularly with PCC's Core Outcomes in mind. We encourage you to contact the Faculty Learning Assessment Council. They are a valuable resource for information, best practices, and are piloting various learning assessment activities throughout PCC.

This response consists of two sections:

- 1) commendations and best practices for SAC efforts/activities and
- 2) our administrative response/comments to your recommendations for the Journalism program.

Commendations & Best Practices

The Journalism SAC serves the students and the journalism profession well by employing a variety of pedagogical strategies; opportunities for service learning; assessment of learning; surveying students; and maintaining close ties with the University of Oregon's School of Journalism – all for the purpose of continuous improvement and increased opportunities for student access into the journalism profession:

- Aligning and assessing student learning at the course level and with the College's Core Outcomes
- Linking the Journalism curriculum and the PCC mission with personal achievement of potential, particularly through the development of critical thinking skills that relate ethics, cultural literacy, and social responsibility
- Survey of student satisfaction – instruction; content; facilities/equipment
- SAC requested feedback from the University of Oregon that was included in this Program Review
- Helping students who apply for admission to the U of O's School of Journalism and Communication (as a course outcome)

Administrative Response to Journalism SAC Recommendations:

1. The need for technology in the classroom – podiums and computers with internet access: We appreciate these needs as identified by faculty and students. We suggest that you work closely with your Division Dean to ensure that he/she understand your needs and are able to advocate for these technology needs. Bond funds are available for renovations and upgrade in technology. Funding will not provide technology access in every classroom, so it is important that your technology needs be included in the campus planning and is aligned with criteria established for Bond expenditures.
2. We agree that there should be constant and enhanced communication between colleges and universities within the OUS and with other community colleges as well so that as curriculum (driven from the needs of the profession) changes, PCC is current and well aligned.
3. We endorse your efforts to improve communication with advising staff at PCC, particularly as it applies to the Journalism Focus Award and the transferability of PCC courses to the U of O. It is important that students receive one message concerning what courses to take and the value of a focus award. Of considerable concern was the anticipation of considerable change to the University of Oregon's curriculum which was causing significant curriculum revisions for your SAC. We note that J 202 has been dropped from the PCC curriculum, but all other courses are in place. Have there been ongoing conversations with University of Oregon faculty about future articulations and transfer issues for our students? Please work with your Division Dean and Dean of Instruction to help facilitate such conversations and to address PCC student transfer with the University of Oregon administration.
4. We concur with your suggestion that a variety of courses should be offered in the evenings, and suggest that you consider weekends as well. You may wish to try different times of the day/evening and monitor enrollment behavior. However, with the tremendous increase in enrollments College-wide this year, it may be difficult to draw useful conclusions.
5. We applaud you in considering using Service Learning opportunities for your students and would suggest that you engage students in Service Learning in addition to internships. Service Learning is a more intentional pedagogical approach to experiential learning with faculty oversight and student reflection as it relates to student success. We are not convinced that, without a higher level of educational attainment, our students would benefit from internship experiences as they can be less directive and prescriptive from a faculty perspective. Please contact Jennifer Alkezweeny in Service Learning or your Service Learning Coordinator on your campus.
6. We endorse your efforts to reach out and collaborate with other PCC resources and we would suggest that you contact Video Services (Sue Quast) to review the resources available (like the green room) for students interested in broadcast journalism. You also mention a desire to find or offer more writing experiences. Media blogging has grown substantially and it appears to be taking its place in the mainstream media – it is something we offer up as a suggestion.

7. A Student Voice: A Student Newspaper: As you know, funding for the previous student-run newspaper was a General Fund budget line that was cut a few biennia ago. Given the current budget situation it is unlikely that new initiative funding will be available through general fund dollars. Given that PCC's student enrollment has increased, there has been some renewed interest the possibility of using Student Activity Fees to fund a student run newspaper. Please contact your respective Student Leadership Coordinator at your campus to find out more about the discussion.

8. Future direction and curriculum alignment with the U of O: We encourage continual communications with the U of O as well as monitoring the significant changes that are occurring in the profession. Please keep your Division Dean informed and Deans of Instruction are willing to help in any way possible with facilitating these discussions.

Thank you very much for your recommendations. We learned a great deal from your program review and the information is helpful for our future academic planning efforts. We support your on-going efforts for the continuous improvement of your curriculum, student learning, and enhanced transfer articulation.

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