IMPERIAL VALLEY COLLEGE DISTRICT REVIEW OF CAREER TECHNICAL EDUCATION TRAINING PROGRAMS 2013

JOURNALISM

I. Program Description

Journalism is the occupation of reporting, writing, editing, photographing, or broadcasting news or of conducting any news organization as a business. The Journalism program provides both a general academic experience and professional preparation. The IVC program emphasizes writing, editing, writing from interactive media, web design, and other courses necessary to prepare students for success in media-related jobs. The courses offered provide the basic preparation for students seeking careers in reporting, writing, and editing for newspapers and magazines.

A. Degree Associate in Science, Journalism

II. Career Opportunities

Writers and Authors

- III. Industry Certification/Accreditation (to be completed by faculty)
- IV. Industry Recognized Credentials (IRC) (to be completed by faculty)

V. Labor Market Demand

The Journalism program at Imperial Valley College meets a documented labor market demand. Employment trends for this field are derived from a variety of sources. These are listed below:

A. Employment Trends (Employment Development Department):

Occupation	TOP Code	SOC Code	2008	Average Job Openings per Year
Writers and Authors	1506.00	273043	110	3*

*Same data as 2012. No updates from State Employment Development
Occupational Employment Projections 2008-2018
Imperial County
http://www.labormarketinfo.edd.ca.gov/CommColleges/

B. Employment Trends (Faculty Assessment):

Employment with an Associates Degree is possible, however it is dependent on having work experience and skills. There was no employment placement recorded for the IVC graduate in 2012-2013. Most journalist positions require a bachelor's degree or above.

VI. Other Regional Programs

There are no other similar training programs in Imperial Valley.

VII. Employment and Completion

(Based on State Core Measures Report, 2011-2012, 2012-2013 & 2013-2014)

Core 2: Completions. Measures completions for Career Technical Education student concentrators. Receipt of a certificate or degree or enrollment in a California four-year public university with or without a degree is considered a completion.

Fiscal Year Planning	Program	Total Completions	IVC Completion Rate	State Avg. Completion Rate
2013-2014	Journalism	1/1	100%	87.79%
2012-2013	Journalism	1/1	100%	90.97%
2011-2012	Journalism	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
Core Indicator Two – Total Completions – Certifications, Degrees and Transfer

https://misweb.ccco.edu/perkins/Core Indicator Reports/Summ coreIndi TOPCode.aspx

<u>Core 3:</u> Persistence and Transfer. The percent of Career Technical Education student concentrators (students who have successfully completed a minimum of 12 units of related Career Technical Education coursework) who persist in education at the community college level or transfer to a two or four-year institution.

Fiscal Year Planning	Program	Persistence	IVC Persistence Rate	State Avg. Persistence Rate
2013-2014	Journalism	1/1	100%	90.93%
2012-2013	Journalism	1/1	100%	90.63%
2011-2012	Journalism	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report Core Indicator Three – Persistence and Transfer

https://misweb.cccco.edu/perkins/Core Indicator Reports/Summ coreIndi TOPCode.aspx

<u>Core 4:</u> Student Placement. The percent of Career Technical Education students who have earnings the following year (as found in the unemployment insurance base wage file) or are in an apprenticeship program, or the military.

Fiscal Year Planning	Program	Placements	IVC Placement Rate	State Avg. Placement Rate
2013-2014	Journalism	1/1	100%	68.55%
2012-2013	Journalism	0	0	68.82%
2011-2012	Journalism	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report

Core Indicator Four – Employment

https://misweb.cccco.edu/perkins/Core Indicator Reports/Summ coreIndi TOPCode.aspx

Pursuant to the FCMAT report, CTE programs are also being evaluated for student demand, certificate and program completion, local labor demand, and a facility utilization for CTE programs in the new CTE building.

VIII. Enrollment Trends

Course	Year	Sections	Avg. Class	CAP	Fill Rate
JRN100	2012-2013	2	20	25	80%
JRN100	2011-2012	2	19	25	76%
JRN100	2010-2011	2	23	25	92%

Course	Year	Sections	Avg. Class	CAP	Fill Rate	

JRN101	2012-2013	1	12	25	48%
JRN101	2011-2012	1	15	25	60%
JRN101	2010-2011	2	14	25	56%

IX. Completions

	201:	2012-2013		2011-2012		2010-2011	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates	
Journalism	1	N/A	1	N/A	1	N/A	

X. FTES/FTEF Analysis

Year	FTES	FTEF	FTES/FTEF
2012-2013	433.33	28.26	15.33
2011-2012	364.01	23.12	15.74
2010-2011	410.93	24.66	16.66

XI. Facility Utilization Plan (to be completed by faculty)

The Journalism classes must be taught in an existing computer lab with special software.

XII. SWOT Analysis (to be completed by faculty)

Strengths The program has a strong part time faculty member with a lot of professional experience and excellent teaching skills. The few graduates have gone on to four-year institutions and professional careers.	Weaknesses The program is very small, graduating one student per academic year for the past three years. Enrollment and demand is low. There are not a lot of jobs in the county for someone with an associate degree in Journalism, especially with no experience.
Opportunities Journalism classes are included in the Communications and Humanities degrees and may pick up enrollment as these degrees grow. Online radio would be a great addition to the College, adding opportunities for students to gain experience while promoting activities at the College.	Threats The Journalism instructor is seeking full time employment and may have to move, leaving the program with no instructor. We are unaware of other qualified potential instructors in the area. The College must change degrees to Transfer Model Curriculum requiring the creation of several specific journalism courses which will not fill at current enrollment numbers.

XIII. Program Evaluation (to be completed by EWD office)

XIV. Recommendation (to be completed by EWD office)