

Justification for the Journalism Department's request for Strong Workforce funds

January 2017

Question: Given the salary/equipment requests your program has submitted, how will those requests assist in increasing your program FTES?

1) Hire a 180-day employee to assist students with skills of reporting, photojournalism, digital (web) and graphics/layout. This would help students with persistence and increase completion rates in individual courses.

The idea behind this request is to increase student success and completions by providing more assistance to students. The instructional assistant would be a hands-on helper to students working on assignments for JOUR 21a (News Writing and Reporting), JOUR 21b (Feature Writing and Reporting); JOUR 61a, b and c (student media production and editorial leadership); and JOUR 62a, b, c, d, e and f (various facets of student media production). These courses and the lab are currently taught and supervised by one full-time faculty member. The assistant could keep the L41 office and lab open longer hours, providing more access to hardware and software in the lab. The additional access to facilities and assistance would help increase interest in the Journalism program, help students succeed and help attract more interest in the Journalism AA and AA-T degrees.

(**NOTE:** A full-time classified employee previously filled some of these duties working half-time at the La Voz lab, until the position was eliminated due to budget cuts in 2014.)

2) Hire a consultant (four-year college instructor) to help develop curriculum for newly-approved Public Relations course, and certificate and new Multimedia Journalism course and certificate. The idea is to improve completions by increasing course offerings in higher-demand occupation/transfer areas.

Offering new courses and certificate programs in areas that are growing within journalism employment is expected to increase student interest, enrollment and completions. The consultant would be familiar with articulated courses at the CSU level, and would help with curriculum for the recently-approved Introduction to Public Relations course, a new Multimedia Journalism course that will be proposed in Spring '17, and certificate programs built around each course, which will be proposed in 2017 and 2018. The certificate programs would appeal to students planning to transfer into public relations or multimedia reporting majors at four-year universities, as well as transitioning employees who may already have bachelor's degrees. In casual conversations, current students have expressed a high level of interest in both in the proposed new courses and certificates.

Submitted by
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