

PROGRAM REVIEW STATUS REPORT

PROGRAM: Journalism/Communication *

Date of update: Feb. 4, 2011

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IMPROVEMENT ACTIVITIES AND RESOURCE REQUESTS		STATUS OF ACTIVITIES AND REQUESTS	
DATE RECORDED	ACTIVITY OR RESOURCE REQUEST	DATE OF STATUS REPORT	STATUS
March 2007	Lack of gateway course into program	Dec. 2008	Completed. Gateway course "Introduction to Mass Communication" has been approved by Academic Affairs Committee and added to the permanent curriculum.
March 2007	Lack of Advisory Board	Feb. 2011	Underway: Formation of board is scheduled for completion in Fall 2011
March 2007	Lack of Budget	Feb. 2010	Completed: Observer's \$33,500 budget was moved to Academic Affairs for oversight by Journalism/Communication Program.
March 2007	Overdue Curriculum Review	Dec. 2008	Completed. Program Proposal for curriculum change was approved by Academic Affairs Committee, and letters were mailed to all journalism students informing them of the curriculum change. *This included program name change from Journalism/Broadcasting to Journalism/Communication.
March 2007	Name of program does not accurately reflect mission and outcomes	Dec. 2008	Completed. Program Proposal for program name change was approved by Academic Affairs Committee. New name for program effective Jan. 2009 is: Liberal Arts: Journalism/ Communication Option
March 2007	Process for curriculum review and revision	Feb. 2011	Curriculum changes completed since 2007: Addition of COM115, COM113, JRN101 hybrid, and COM112 hybrid. Plan in place to explore multi-media options in curriculum.
March 2007	Monitoring of student progress	Feb. 2011	Improvement: Data from Institutional Research indicates retention is improving, from 58% in 2007, to 78% (Journalism/Broadcasting) and 66% (Journalism/Communication) in 2009.
March 2007	Dissemination of program information	Feb. 2011	Ongoing. Collaboration is underway between JRN/COM program and Marketing/Publications office.

March 2007	Low minority enrollment	Feb. 2011	Action taken: Introduction of “gateway” course COM115 is designed to help improve diversity in the program.
March 2007	Develop long-term plan for hiring another full-time faculty member.	Dec. 2008	No immediate action necessary.
March 2007	Classrooms/Equipment	Feb. 2010	Addressed. Smart classrooms installed in Spurk. Also, Journalism I (JRN101) was created as hybrid course.