

Program Review Year 2006 – 2007

Name of Program:

Liberal Arts: Journalism/Broadcasting Option

Program Review Team Members

<u>Name</u>	<u>Title</u>
Amy Callahan, Chair	Faculty, Northern Essex Community College, English Department, Journalism Coordinator
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Frederic Miller	Faculty, Northern Essex Community College, English Department
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DATE: March 30, 2007

SECTION SIX: SUMMARY

I. CONCLUSIONS: PROGRAM STRENGTHS AND WEAKNESSES

A. List and describe the program's major strengths, based on information obtained in the Program Review. Cite evidence for each identified strength.

AREA OF STRENGTH	EVIDENCE
Graduation and transfer rates	The Journalism/Broadcasting Program can claim a student success rate notably higher than the College average. The success rate, as indicated by the completion and transfer rates, is also showing an increasing trend in the last three years. See pages 8-9.
Job placements in region	See page 9.
Co-ops and partnerships	See page 6.
Recognition awarded to student journalists and student newspaper	See page 6.
Faculty credentials	See page 17.
Facilities	While it is true that major improvements are needed in some areas (availability of smart classrooms and on-campus radio equipment), it is clear that students have access to adequate facilities and instructional technology via classroom computer labs, off-site TV production facilities, off-site co-op opportunities, campus libraries, and campus activities, such as the student newspaper.

B. List and describe the program’s weaknesses or areas in which improvement is desirable, based on information obtained in the Program Review. Cite evidence for each identified weakness or area for improvement.

WEAKNESS OR AREA FOR IMPROVEMENT	EVIDENCE
Lack of gateway course into program	See page 11.
Lack of advisory board	See page 19.
Lack of budget	See page 18.
Overdue curriculum review	There is a need for more journalism electives and fewer required courses outside the program. See page 7. There is also a need for more sequential learning in the curriculum. See page 14. There is also a need for a research component in the curriculum. See page 18.
Name of program does not accurately reflect mission and outcomes	See page 15.
Process for curriculum review and revision	See page 14.
Monitoring of student progress	See page 12.
Dissemination of program information	See page 8.
Low minority enrollment	While student diversity in the program is higher than the Liberal Arts Program average and has shown an upward trend, there is still a great deal of room for improvement.
Develop long-term plan for hiring another full-time faculty member.	See page 16.
Classrooms/Equipment	Need more smart classrooms and updated classrooms. Also lack of broadcasting equipment and facilities on campus.

II. ACTION PLAN

For each identified weakness or area in which improvement is desirable, submit an Action Plan.
(When designing the Action Plan, a suggested plan would include the elements of Process Management using a Plan-Do-Study-Act (PDSA) cycle.) (Note: Add as many of the following tables as necessary.)

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Lack of gateway course	Add gateway course	Program Coordinator, Amy Callahan	Special Topics on schedule for Fall 2007	
<p>Analysis:</p> <p>“Introduction to Mass Communication” will run as a special topics course in Fall 07. It should seriously be considered being added to the permanent curriculum, possibly with some modification to course content and course name.</p>				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Advisory Board	Form Advisory Board	Program Coordinator, Amy Callahan	AY07-08	
<p>Analysis:</p> <p>Some existing members Program Review Team—employers, transfer school representatives—should be asked to remain intact and serve on the advisory board. Alumni should be invited to join.</p>				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Lack of budget	Budget funding be assigned from Academic Affairs	Dean Sue Grolnic	Request should be made in Spring 2007 for FY08	
<p>Analysis:</p>				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Overdue curriculum review/revision	Develop schedule and method for curriculum review and revision	Program Coordinator, Amy Callahan	AY07-08	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Program name does not accurately reflect mission and outcomes	Name of program should be changed	Program Coordinator, Amy Callahan/ Academic Affairs Committee	Fall07	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Monitoring student progress	Data on students in program needs to be provided to Program Coordinator. Method for monitoring should be implemented	Program Coordinator, Amy Callahan	AY07-08	
Analysis:				
The program coordinator will be able to perform this task only if the College provides the data.				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Dissemination of program information	Develop website, generate brochures, increase contact with students in the program	Program Coordinator, Amy Callahan	AY07-08	

Analysis:

The program coordinator will be working in conjunction with the College's Office of Marketing Communications to build a website for the Journalism Program and the NECC Observer.

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Low minority enrollment	Offering a gateway course, increasing recruiting efforts	Program Coordinator, Amy Callahan	Fall07, ongoing	

Analysis:

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Develop long-term plan for full-time hire		Program Coordinator, Amy Callahan	N/A	

Analysis:

This could require a few years of looking at how and why the Journalism/Broadcasting Program could grow and what needs that will create for an additional full-time faculty member.

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Classrooms/Equipment	Need more smart classrooms and broadcasting equipment			

Analysis: