

Note: revisions have been highlighted. The first column below matches the list of requested information as indicated on TracDat. The second column is where you can input your data at this time. The third column represents the information you would see if you pressed the help button (a question mark). You will be able to copy and paste or type in your information from the center column directly into the APRU on TracDat. Save this word doc in the following format: s12apru_deptname. Last steps, remember, you will be uploading this copy in to the Trac Dat, Documents file. ALWAYS keep a soft copy of your work in your files to ensure that your work is not lost. Please refer to your workshop handout or contact: leewheatcole@deanza.edu if you have questions.

Information Requested	Input your answers in columns provided. Use word wrap. Note: reference documents can also be attached. Make sure to note the name of any reference documents in your explanations.	? Trac Dat Help button will reveal (sorry no hyperlinks)
I.A Department Name:	Journalism	
Program Mission Statement:	The Journalism Department at De Anza College offers students the opportunity to develop media literacy, critical thinking and media production skills through academic courses and vocational/technical training, leading to transfer and/or pursuit of journalism careers.	You may create a new one or copy from your 2008-09 comprehensive program review.
What is the primary mission of your program?	Transfer	Basic Skills, Transfer. Career/Technical, Learning Resources/Academic Services, personal enrichment, N/A
Choose a secondary mission of your program.	Career/Technical	Basic Skills, Transfer. Career/Technical, Learning Resources/Academic Services, personal enrichment, N/A
Number of Certificates of Achievement Awarded		If applicable, enter the number of certificates of achievement awarded during the current academic year. Please refer to: http://research.fhda.edu/factbook/deanzadegrees/dadivisions.html leave blank if not applicable to your program
Number Certif of Achievement-Advanced awarded:		If applicable, enter the number of certificates of achievement awarded during the current academic year. Please refer to http://research.fhda.edu/factbook/deanzadegrees/dadivisions.html leave blank if not applicable to your program

Number AA and/or AS Degrees awarded:	8	If applicable, enter the number of certificates of achievement awarded during the current academic year. Please refer to http://research.fhda.edu/factbook/deanzadegrees/dadivisions.html leave blank if not applicable to your program
Academic Services and LR: # Faculty Served		Only for programs that serves staff or students in a capacity other than traditional instruction, e.g. tutorial support, service learning,etc. 0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
Academic Services and LR: # Student Served		Only for programs that serves staff or students in a capacity other than traditional instruction, e.g. tutorial support, service learning,etc. 0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
Academic Services and LR: # Staff Served		Only for programs that serves staff or students in a capacity other than traditional instruction, e.g. tutorial support ,service learning,etc. 0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
# Faculty Employees	(.25)-	For ALL programs (Total FTEF that has changed this year, if the computer does not accept a decimal then please round up or down to the nearest whole number). At this time only a numerical response will be accepted. (program reviews 2008s-10 available at: http://www.deanza.edu/gov/IPBT/program_review_files.html) 0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
# Student Employees	(0)	For ALL programs. Total number that has changed this year. At this time only a numerical response will be accepted. 0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
# Part-time Faculty Employees	(.25)	For ALL programs (Total PTFTEF that has changed this year, if the computer will not accept a decimal then please round up or down to the nearest whole number). At this time

		only a numerical response will be accepted. (0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
# Staff Employees	(0)	For ALL programs. At this time only a numerical response will be accepted. ONLY report the number of staff that directly serve your program only, Deans will make a report regarding staff who serve multiple programs. 0 = no change; (X)= decreased; X = increased; blank= not applicable to your program
II.A-Growth and Decline of targeted student populations	There was a decrease in overall enrollment with an increase in the targeted population group. The number of students from the targeted population who were successful also increased; however, successful students in the targeted population did not increase as quickly as the total targeted population, causing a slight decrease in the percentage for success for targeted population. The overall success rates for both targeted and not targeted increased nominally.	Briefly, address student success data relative to your program Growth or decline in targeted populations (Latina/o, African Ancestry, Pacific Islander, Filipino) refer to the sites: www.research.fhda.edu/programreview/DAProgramReview/DeAnza_PR_Div_pdf/DeAnzaProgramReviewDiv/htm (prior to 2010 PR sheets) and www.deanza.edu/ir (2010-11 PR sheets here)
Trends in equity gap:	Success rates improved in the demographic groups, “White,” “Asian,” “Hispanic,” “Native American,” “Other,” and “Unrecorded.” Success rates for “Black,” “Filipino,” and “Pacific Islander” decreased; however, the actual numbers of successful students in these groups largely unchanged, while the actual number of unsuccessful students in these categories increased slightly. The total numbers of students in some of the key targeted demographic groups are not sufficiently large to identify clear trends and have fluctuated over the recent three-year period.	Refer to http://www.deanza.edu/president/EducationalMasterPlan2010-2015Final.pdf , p.16. Briefly address why this has occurred.
Closing the student equity gap:	The Journalism Program has continued to participate in De Anza’s outreach programs such the New Student and Parent Open House, has continued to use the list serve to promote student membership in minority journalism organizations that offer scholarships, provides access to hardware and software in the journalism lab, promotes relevant De Anza College services such as the computer give-away program and emergency loan program, encourages faculty to attend workshops to improve their communication and teaching skills, and has successfully reduced the cost of some	What progress or achievement has the program made relative to the plans stated in your program’s 2008 -09 Comprehensive Program Review, Section III.B, towards decreasing the student equity gap? See IPBT website for past program review documentation. If a rationale for your strategies was not stated in the 2008-2009 CPRU, then briefly explain now.

	<p>textbooks by joining the bookstore's textbook rental program and using reserve services at the library. The Journalism Program has been successful at identifying and hosting expert guest speakers from targeted and minority populations.</p> <p>One of the rationales is to make the program more affordable for all students including targeted groups and to increase awareness of opportunities for minority journalists.</p>	
Overall growth/decline in # students:	Budget cuts in the Language Arts Division that led to the previous year's significant reduction in number of sections continued to take a toll in enrollment, resulting in a slight decline. We expect enrollment to stabilize and hope to return to growth in the future as the budget allows.	Briefly address the overall enrollment growth or decline of a comparison between all student populations and their success.
Changes imposed by internal/external regulations		Address program changes implemented as a response to changes in College/District policy, state laws, division/department/program level requirements or external agencies regulations? How did the change(s) affect your program? (e.g. any curriculum, program reorganization, staffing etc.)
Progress in "Main Areas of Improvement"	The budget has not permitted increased staffing. Informal collaboration between Journalism and the Film/TV Department has increased through <i>Video La Voç</i> . Reclassification of the laboratory technician has not occurred. Relationships with local media outlets have increased for internships. Greater access to wireless has enabled more students to participate in online activities.	Based on the 2008-09 Comprehensive Program Review, Section I.C. "Main Areas for Improvement", briefly address your program's progress in moving towards assessment or planning or current implementation of effective solutions.
CTE Programs: Impact of External Trends:	In spite of turbulence and rapid change in the news media industry, enrollment and interest in the program have remained.	Career Technical Education (CTE) programs, provide regional, state, and labor market data, employment statistics, please see "CTE Program Review Addenda" at: www.deanza.edu/gov/IPBT/resources.html Identify any significant trends that may affect your program relative to: 1) Curriculum Content; 2) Future plans for your program e.g. enrollment management plans.
CTE Programs: Advisory Board Input:	Regular meetings with the advisory board have continued and have provided valuable insight and access to professionals and internship opportunities.	Career Technical Education (CTE), provide recommendations from this year's Advisory Board (or other groups outside of your program, etc.) Briefly, address any significant

		recommendations from the group. Describe your program's progress in moving towards assessment or planning or current implementation of effective solutions.
IV. A Budget Trends	Overall, the ongoing budget crisis has forced a decrease in course offerings, discourages exploration of new curriculum and new courses and has limited access to emerging technologies. Further, reductions in "B" budget resources has the potential to jeopardize future access to new and emerging technologies, training opportunities, professional resources for students.	Assess the impact of external or internal funding trends upon the program and/or its ability to serve its students. If you don't work with Budget, please ask your Division Dean to give you the information.
Enrollment Trends	Given no further cuts to the program, division, or college budgets, enrollment will likely remain stable; however, any further cuts could have a devastating impact on enrollment, particularly because it is not a large program.	Assess the impact of external or internal funding changes upon the program's enrollment and/or its ability to serve its students. If you don't work with Enrollment Trends, please ask your Division Dean to give you the information.
V. A -Faculty Position Needed	No Faculty Needed	A drop down menu will allow you to choose: Replace due to Vacancy, Growth, No Faculty Needed
Staff Position Needed	NA	A drop down menu will allow you to choose: Replace due to Vacancy, Growth, No Faculty Needed Only make request for staff if relevant to your department only. Division staff request should be in the Dean's summary.
Justification for Faculty/Staff Positions:	NA	Provide information such as: institutional, SLO, PLO data that supports the need for this replacement, what would be impact of not replacing this position, services lost if not replaced, include all assessment data that supports a need for growth, etc.
Equipment Request	NA	A drop down menu will allow you to choose: Under \$1,000 or Over \$1,000 or no equipment requested. At this time, the majority of your equipment requests have been submitted through Measure C processes. But, if you have items that cannot be covered through Measure C, please input your requests here.

Equipment Title and Description, Quantity	NA	Description should identify if the item(s) are new or replacement(s), furniture/fixtures, instructional equipment, technology related, expected life of item, recommended warranties etc. Did this request emanate from a SLOAC or PLOAC process? Does this item require new or renovated infrastructure (eg wireless access, hardwire access, electric, water or heat sources . . .)
Equipment Justification	NA	Who will use this equipment? What would the impact be on the program with or without the equipment? What is the life expectancy of the current equipment? How does the request promote the college mission or strategic goals? Etc.
Facility Request		Name type of facility or infrastructure items needed. Renovation vs new. Identify associated structures needed to support the facility e.g. furniture, heat lamps, lighting, unique items above and beyond what is normally included in a similar facility
Facility Justification		Who will use this facility? What would the impact be on the program with or without the facility? What is the life expectancy of the current facility? How does the request promote the college mission or strategic goals? Etc.
B Budget Augmentation	Please refer to the Dean’s summary.	How much? Who/what could be supported if this additional funding was awarded? What would the impact be on the program with or without the funds? How does the request promote the college mission or strategic goals? If you do not deal with the B budget directly, you can use the comment: “please refer to the Dean’s summary”.
Staff Development Needs	1) SLO and PLO faculty training & coordination 2) Hybrid and DL training (Catalyst) 3) LinC staff training and development We have a number of new faculty members and staff development	What assessment led to this request? What would the impact be on the program with or without the funds? How does the request promote the college mission or strategic goals?

	in these and other forms is vital to integrating the new faculty into the college and its programs.	
SLOAC and PLOAC summary	Part-time faculty have taken advantage of the training opportunities and other SLOAC and PLOAC activities this year; however, the department has not had a full-time faculty member to take the lead in these activities.	What did you learn from your SLOAC and PLOAC activities this year?
Future plans	Future plans will be better articulated once a new full-time faculty member has been hired to lead the department.	How do you plan to reassess the outcomes of receiving each of the additional resources requested above?
Submitted by:	Thomas P. Ray	APRU writer's name, email address, phone ext.