

### **1. Catalog description of the program (program goals and objective)**

De Anza College's Journalism program prepares individuals for careers in a number of fields including traditional print news media, Web-based, interactive publications, and multimedia news outlets. The goal of the program is provide all students will a solid foundation in English composition, rhetoric, and critical thinking in tandem with familiarity with professional photography, graphic design, and digital film and video production. The Journalism A.A. degree program is modeled after Journalism programs at local public, four-year universities. Since De Anza' Journalism program is committed to preparing students for the workforce, program design also incorporates the recommendations of the industry Advisory Committee.

De Anza College's Journalism program gives students the necessary research, writing, and critical thinking, and technical skills and the opportunity to gain pre-professional experience. De Anza' award-winning, student-run La Voz weekly has opportunities for reporters, feature writers, business managers, graphic designers, photojournalists, and editors. La Voz publishes print and on-line versions that include campus news, feature stories, sports coverage, and editorials. Many Journalism majors take advantage of the work-experience opportunities afforded by La Voz. While the number of employment opportunities in traditional print news media is decreasing, there will continue to be a demand for individuals with Journalism education and professional writing abilities, coupled with technical and multimedia design skills. De Anza's Journalism program aspires to prepare students for current and future employment opportunities in convergence journalism, public relations, and technical writing.

### **2. Certificate and degree programs offered (title and units)**

A.A. Degree – **Journalism** – 27-33 units plus General Education

### **3. Program-level Student Learning Outcomes**

#### **4. Data on certificate and degree awards for previous year (2009-10)**

Associate in Arts degrees

Journalism – 4

#### **5. Regional and State Labor Market Data**

Employment opportunities for graduates from De Anza's Journalism program exist in almost every industry sector. Public agencies, non-profit organizations, and private enterprises all seek out individuals with professional writing, editing, and solid technical skills for positions in marketing, public relations, and technical writing. Although the traditional career opportunities for reporters, correspondents, and editors are decreasing, employment opportunities in related fields are continuing to show steady growth in demand. According to the California Employment Development Department's Labor Market Information data for the San Jose-Sunnyvale-Santa Clara MSA, there are projected to be 255 combined annual openings for media and communications workers for the period 2006-2016. This number includes 27 annual openings for reporters, 25 annual openings for editors, and 67 annual openings for technical writers. The statewide labor market projections for individuals with journalism training mirror those for Santa Clara County. There are projected to be 3,720 annual openings for media and communication workers throughout California for the period 2008-2018. Included in the statewide projections are 170 annual openings for reporters and 210 annual openings for technical writers. Students who enter De Anza's Journalism program with previous education and/or work experience in a closely aligned field will be the most competitive applicants in this highly competitive career.

#### **6. Areas for new course and/or program development**

#### **7. Recommendations of Advisory Committee (retain or delete program)**