

Program: Journalism and Media Studies

Division: Arts & Humanities

Date: October 31, 2023

Writer(s): Melissa Korber

With the approval of the Academic Senate and the Institutional Planning and Effectiveness Committee, we are moving to a bi-annual cycle of program review updates and full program reviews. **Fall 2023 is a Program Update cycle.**

Please note: Program Update is NOT in itself a vehicle for making requests. All requests should be made through appropriate processes (e.g., Instructional Equipment Requests) or directed to your dean or supervisor.

Time Frame: This Program Update *should reflect* on program status during the 2022-23 academic year. It should *describe plans* starting now and continuing through 2023-24.

Key Terms: The Program Review Glossary defines key terms that you can review before writing: <https://bit.ly/2LqPxOW>

HELPFUL LINKS:

- 1) [Program Review Committee Page for Writers](#)
- 2) [Fall 2023 Program Reviews](#)
- 3) [Frequently Asked Questions](#)

For Help: Contact Nadiyah Taylor: ntaylor@laspositascollege.edu.

INSTRUCTIONS:

- 1) Please respond to each question with enough detail to present your information, but it doesn't have to be very long.
- 2) If the requested information does not apply to your program, write "Not Applicable."
- 3) Suggested: Communicate with your dean while completing this document.
- 4) Send an electronic copy of this form to Nadiyah Taylor and your dean **by November 1, 2023**

IMPORTANT CHANGES AND REMINDERS

Some sections have been removed for ease of completion. However, these important tasks will need to be reviewed by programs:

✓ **Check for Title V updates required for any of your courses or Programs:**

1. To check on the status of courses and programs to see if any updates are required
 - a. Log in to CurricUNET
 - b. Select "Course Outline Report" under "Reports/Interfaces"
 - c. Select the report as an Excel file or as HTML)
2. If updates are needed, submit these updates to the Curriculum Committee
3. Then, compare each Program Map to your current course offerings and course sequencing. Pay close attention to prerequisite information and to classes that may only be offered during certain semesters.
 - a. If your map requires a **non-Curricular** change (i.e., course sequencing) consult your [Pathway counseling faculty liaison](#) to initiate any changes.
 - b. If your map requires a **Curricular Change** (Program modifications) - these are initiated through the Curriculum Committee.

✓ **Review your programs to see if there are any modifications needed**

✓ **Review your programs and courses to see if any will be sunset or deactivate**

HAS YOUR PROGRAM HAD ANY SIGNIFICANT UPDATES SINCE THE LAST PROGRAM REVIEW?

- ✓ **No, I'd like to skip the update this year, and I understand that I can only do this twice in three years.**

THERE ARE TWO SECTIONS:

1. Updates - *All programs* (page 3)
2. CTE Review – *CTE programs only* (pages 4-7)

ALL PROGRAMS: SECTION ONE

1. Please describe the most important updates, achievements, challenges, or barriers to your program in academic year 22-23.
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The Journalism and Media Studies (JAMS) program had a successful year.

Updates

After several unsuccessful attempts to update Student Learning Outcomes and Program Outcomes with the new program name in 22-23, the program coordinator determined that the best approach would be to revise all outcomes in the 23-24 academic year and to input them in the new curriculum-based SLO manager in academic 24-25. That work is progressing.

In 22-23 the JAMS program was required to scale back on the number of classes planned for the 23-24 year. The JAMS pathway provided guidance for eliminating course offerings for the upcoming year. The number of survey courses offered was reduced in order to meet the reduced allocation.

Achievements

- **Graduation:** The 2023 LPC graduation was the best ever for the JAMS program. A total of 10 students graduated from the program, with one student, [Sophia Sipe](#), serving as valedictorian for the morning ceremony. Others graduated with honors and other academic distinctions. The following is a list of the graduates and their degrees. Most have transferred to UCs and CSUs to continue their education.

Continued on the next page.

LPC Equity Definition: Equity is parity in student educational outcomes. It places student success and belonging for students of color and disproportionately impacted students at the center of focus. 3

Journalism and Media Studies Graduates 22-23

Name	Degrees and Certificates	After Graduation (if known)
Sophia Sipe <ul style="list-style-type: none"> ● Valedictorian 	<ul style="list-style-type: none"> ● AAT in Journalism with highest honors 	CSU Long Beach
Asia Alpher	<ul style="list-style-type: none"> ● AAT in Journalism with honors 	UC Riverside
Maria Gomez Castro	<ul style="list-style-type: none"> ● AAT in Journalism with highest honors 	
Brandon Byrne	<ul style="list-style-type: none"> ● AA in Journalism ● CA in Journalism 	Las Positas College
Farai Mutiro	<ul style="list-style-type: none"> ● AAT in Journalism ● AA in Mass Communications ● CA in Journalism ● CA in Mass Communications 	
Gibran Beydoun	<ul style="list-style-type: none"> ● AAT in Journalism 	SFSU
Brittany Bracy	<ul style="list-style-type: none"> ● AAT in Journalism ● Liberal AS in Languste Arts & Communications 	
Michelle Pacheco	<ul style="list-style-type: none"> ● AAT in Journalism 	UC Berkeley
Joel Martinez	<ul style="list-style-type: none"> ● AAT in Journalism ● Liberal AS in Languste Arts & Communications ● Liberal AS in Social & Behavioral Science 	SJSU
Lizzy Rager <ul style="list-style-type: none"> ● Finalist for RiskTakers and Dream Makers Award ● Pathways Ambassador ● Honors Transfer Program 	<ul style="list-style-type: none"> ● AAT in Journalism ● AAT in Communication Studies ● Liberal AS in Language Arts & Communications ● Liberal AS in Social & Behavioral Science 	UC Santa Barbara

- **Awards**

The 2022-23 academic year was an especially good year for the program in terms of student accomplishments. Below are two press releases from JAMS, highlighting student accomplishments at regional, state, and national/international journalism competitions, usually connected to journalism conferences.



Students compete in the News Writing and Opinion Writing contests at the Journalism Association of Community College NorCal Conference at Las Positas College on Oct. 22, 2022. Members of LPC's team, Express Managing Editor Lizzy Rager (left), Copy Editor Gibran Beydoun (center) and Editor in Chief Sophia Sipe (right), are featured. Photo courtesy of Partick Schmiedt, Citrus College Faculty.



PRESS RELEASE

November 3, 2022

Contact: Melissa Korber Media Adviser, (925) 424-1240

NEWSPAPER WEBSITE: www.lpcexpressnews.com

The goal was to be the host with the most when Las Positas College's Journalism and Media Studies program welcomed colleges from around the region to a conference on Oct. 22. That goal was accomplished in terms of expertise garnered, connections made and awards earned by the 14 LPC journalism students who attended.

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Our students took home multiple awards and were successful hosts as the Journalism Association of Community Colleges' NorCal Conference returned to in-person.

Conference keynote speaker Edreece Arghandiwal, Co-Founder and Creative Marketing Officer of the Oakland Roots Sports Club, spoke about how he collaborated to build a successful equity-based league during the pandemic — including the launch of an equally paid women's team, the Oakland Soul, making its debut in the spring. Students were unanimous in their praise of Arghandiwal, who presented on his progressive business model and then pivoted to press-conference mode, answering questions from student journalists for 30 minutes.

Sophia Sipe, editor in chief of *The Express* and managing editor of *Naked*, said that Arhandiwal's presentation exceeded her expectations. "The keynote was refreshingly authentic," Sipe said. "His genuine presence and the discussions he led became my favorite part of the entire conference."

Over 100 students, faculty, and presenters from Northern California attended the conference, which featured 10 speakers and five competitions. An interactive workshop with representatives from San Francisco State University and San Jose State University gave students the opportunity to connect with the four-year schools as well as with students from other community colleges.

During the conference, students competed in five different On-the-spot contests, newswriting, opinion writing, feature photo, copy editing and social media. The host school, and Sipe herself, showed their mettle in the contests. Every LPC student who competed earned at least one award. All told, LPC journalism students earned 20 awards in the On-the-spot and Publications contests.

Sipe earned four awards, while LPCEXpressNews.com earned another impressive General Excellence award.

Sipe emphasized the community created by the successful JAMS journalists. "Above all else, my team is just that — a team. We always strive to learn and understand more about each other, and it's created an environment where we can lean on each other even in a professional workspace. Without the bond and cohesiveness, I don't think hard work would've nearly been enough," Sipe said.

Below is a list of the awards from the conference.

JACC NorCal On-the-spot Awards Fall 2022

- 1st Place Copy Editing: Sophia Sipe
- 2nd Place Social Media: Asia Alpher and Sagurika Ujjal
- 3rd Place Opinion Writing: Lizzy Rager
- 4th Place News Writing: Jude Strzemp
- Honorable Mention Copy Editing: Gibran Beydoun

JACC NorCal Publications Awards for 2021-22

Online General Excellence: LPCExpressNews.com

- 1st Place Sports Feature Photo: Josh Jones
- 1st Place Sports Game Story: Josh Jones
- 2nd Place Sports Game Story: Taylour Martinez Sparkman and Gibran Beydoun
- 2nd Place Column Writing: Sophia Sipe for Sophia's School of Thought
- 2nd Place Informational Graphic: Josh Jones
- 2nd Place Student-Designed Ad: Josh Jones
- 3rd Place Student-Designed Ad: Sagurika Ujjal
- 3rd Place Feature Photo: Josh Jones
- 3rd Place Feature Story (non-profile): Lizzy Rager
- 3rd Place Inside Page Layout: Sophia Sipe and C.J. Flores
- 3rd Place Profile Feature Story: Nathan Canilao
- 4th Place Front Page Layout: C.J. Flores, Sophia Sipe, Josh Jones, and Jennifer Snook
- Honorable Mention Feature Story (non-profile): Nathan Canilao
- Honorable Mention Photo Story-Essay: C.J. Flores

The JAMS program's showing in the fall followed a successful 2021-22 academic year. After school ended last spring, the program learned of five state-wide awards in the California Journalism Awards Campus Contest, including a writing award for Sipe as well as a 5th Place Online General Excellence for *The Express* Staff.

Those awards follow:

- 3rd Place News Photo: C.J. Flores
- 4th Place Columns: C.J. Flores

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5th Place Columns: Sophia Sipe

5th Place Illustration: Gibran Beydoun

5th Place Online General Excellence: *The Express* Staff

As their hosting duties wind down, the journalism students return their full focus to the student publications. The *Express* staff plans two more editions this fall, while *Naked* will publish its annual edition in early 2023.

March 13, 2023

FOR IMMEDIATE RELEASE

**ALL THREE PUBLICATIONS PRODUCED BY LAS POSITAS COLLEGE STUDENT MEDIA
WERE RANKED TOP FIVE
AMONG AMERICAN TWO-YEAR SCHOOLS AT NATIONAL COLLEGE CONFERENCE**

The Journalism And Media Studies (JAMS) department had quite the weekend in San Francisco. Our three publications — [The Express](#) newspaper, [Naked](#) magazine, and the [Havik](#) journal — were recognized as among the best student media in America.

“Love this!” said Sophia Sipe, former editor-in-chief of *The Express* and managing editor of *Naked*, now a student at Long Beach State.

“As someone who has participated in both our school’s newspaper and magazine,” Sipe added, “growing alongside both teams has been extremely rewarding. The feeling of loving what you do is incomparable. The media department at LPC grooms that in us and sharing that feeling with classmates is even more special.”

Some 750 students from more than 110 colleges and universities convened in San Francisco for three days of workshops and contests at the Hyatt Regency in the financial district. The convergence of college media conferences was headlined by the Associated College Press (ACP) Spring National Conference. The eight students from Las Positas were also representing Northern California at the simultaneously held Journalism Association of Community Colleges (JACC) state conference.

Both ACP and JACC awarded our media students with top honors.

For the second consecutive year in the ACP's national competition, *Havik* was named First Place Best of Show for literary arts publications among two-year schools. The latest publication, *We Are Here!* published in 2022, features creative writings from students, community members, and, thanks to an electronic submission system, contributors from around the world. *Havik* is a joint publication of JAMS and the LPC English department, co-advised by English Professor Martin Nash and JAMS Professor Melissa Korber, who both attended the conference.

"I'm just so proud of the team that put together *Havik: We Are Here!* because they really put in the hours to make it what it is," said former *Havik* editor-in-chief Sagurika Ujjual, currently a student at UC Berkeley. "And working with them was honestly so much fun. I'm also very grateful to the talented artists that contributed their work as *Havik* wouldn't exist without them. Overall, it was a great experience, and I think that people should be very excited about the *Havik 2023* edition."

Both *The Express* and *Naked* were deemed top five in the nation among two-year schools by ACP. *The Express* won Third Place Best of Show for newspapers and *Naked* won Fourth Place Best of Show for magazines.

Jude Strzemp, editor-in-chief of *Naked*, and managing editor Sophia Sipe, won 9th place, among two- and four-year schools, for their spread on LPC vocalist Natalie Hawkins. The photos in the Hawkins' spread — taken by Sipe, Strzemp, Asia Alpher, and Ana Rodriguez-Cruz — received Fourth Place for Magazine Photo Essay from JACC.

"Winning awards for *Naked 17* is an absolute honor," Strzemp said. "I'm really proud of the team for our hard work, and I want to thank our advisers for their unrelenting encouragement and support through the publication process."

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The Hawkins profile was also recognized by JACC as the best magazine profile in the state.

Gwen St. Clair, *Naked* magazine's creative director, also won two awards for her work on the plight of animators. Her artwork for the piece won first place for Best Illustration, and her article won Fourth Place in the Magazine Opinion category.

Both *The Express* and *Naked* were awarded General Excellence by JACC.

“In an era where enrollment is a struggle and we’re still trying to adjust to a new collegiate paradigm after the pandemic, our students are an absolute bright spot for LPC,” said adjunct professor Marcus Thompson, co-adviser to *Naked* and professional mentor for *The Express*. “The work they produce, the effort they put in, and the skills they develop put our program in the upper echelon of community college media.”

Korber co-hosted a workshop with Brittney Barsotti, general counsel for the California Newspaper Publishers Association and former LPC student. The workshop focused on opposition to proposed changes to the Brown Act.

Thompson organized six sports workshops for the JACC convention, including a panel of women in sports media, a Q&A with the co-founder of *The Athletic*, and a private tour of Chase Center for the sports contest.

Here is a list of the awards won by students this weekend.

ASSOCIATED COLLEGE PRESS AWARDS

Two-Year Schools

1st Place Best of Show — *Havik* (We Are Here! 2022 Edition)

3rd Place Best of Show — *The Express* (Feb. 2023 Edition)

4th Place Best of Show — *Naked* (Issue No. 17)

Two-Year and Four-Year Schools

9th Place Best of Show Print Design — “No Place Like Home” for *Naked*, by Sophia Sipe and Jude Strzemp

JOURNALISM ASSOCIATION OF COMMUNITY COLLEGES

Two-Year Schools in California

General Excellence — *The Express*

General Excellence — *Naked*

1st Place Magazine Profile — [“No Place Like Home”](#) for *Naked* by Sophia Sipe and Jude Strzemp

1st Place Illustration — [“Animation Emergency”](#) for *Naked* by Gwen St. Clair

2nd Place Infographic — Hawks men’s basketball for *The Express* by Josh Jones:

3rd Place Magazine Opinion — [“Regretflix: A Crisis in Streaming”](#) for *Naked* by Lauren Cavalieri

3rd Place Profile Feature Story — [“James Giacomazzi finds home at LPC”](#) for *The Express* by Iyore Iyamu

3rd Place Photo Illustration — Alan Lewis and Jennifer Snook

4th Place Magazine Opinion — [“Animation Emergency”](#) for *Naked* by Gwen St. Clair

4th Place Magazine Photo Story-Essay — [“No Place Like Home”](#) for *Naked* by Sophia Sipe, Jude Strzemp, Asia Alpher, and Ana Rodriguez Cruz

4th Place On-the-Spot News Story — Lizzy Rager

Honorable Mention Magazine Design/Layout — *Naked* (Issue No. 17) by Jude Strzemp, Sophia Sipe, Peter Zimmer, Gwen St. Clair, Lauren Cavalieri

Honorable Mention Student Designed Ad — Lizzy Rager and Julianna Santiago

Honorable Mention Editorial — *The Express* Staff

Honorable Mention On-the-Spot Sports Photo — Georgia Whiting

- **Other Accomplishments**

The program and its two faculty members had other successes during 2022-23. The following is a list highlighting some of those accomplishments.

- As indicated in the press release above, the JAMS program hosted the Fall JACC Conference for the first time on October 22, 2022. Over 100 students and faculty from

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Northern California community colleges attended the conference, which was largely planned by faculty members Melissa Korber and Marcus Thompson II. Edreece Arghandiwal, co-founder and Chief Marketing Officer of the Oakland Roots, was the keynote speaker.

- The JAMS faculty along with English faculty Marty Nash, who co-advises the journal with Korber, attended the spring 2023 Associated Collegiate Press Conference in San Francisco with a delegation of newspaper, magazine, and journal students from LPC. Both Thompson and Korber presented at the three-day conference, and Thompson planned the sports workshops and competition for JACC.
- As mentioned above, Korber presented at the ACP Conference with Brittney Barsotti, LPC alum and General Counsel for the California Newspaper Publishers Association, and Eleni Economides Gastis, the journalism adviser from Laney College. In Summer 2023, Korber traveled to Sacramento to testify before the state assembly with Barsotti. The presentation and testimony both focused on the need for transparency with respect to student government in the face of a bill to change the requirement of in-person representative attendance at student government meetings. Korber also lobbied the assembly members who were hearing the bill. The bill did not move forward, a victory for CNPA and college journalists.
- Korber co-chaired the Career Technical Education (CTE) Committee and served as CTE Liaison to the Academic Senate. She was also appointed Credit for Prior Learning Lead for 2023-24.
- Korber and students in the program participated in the Open House, Welcome Back Week, outreach at Livermore High, the Literary Arts Festival, and campus-wide club events. Korber also served on the committee that interviewed and hired architects to design the new STEAM building, which will include space for the JAMS program.
- Thompson continued to thrive as a lead columnist for *The Athletic*, which was purchased by The New York Times in 2022.
- Thompson and Korber took on an emergency assignment to teach the photojournalism class in Fall 2022, leading to even more collaboration between JAMS and Photography.
- The JAMS program purchased new equipment for the Podcast Studio using Instructional Equipment funding. The studio is used for podcasts for *The Express* and other student media outlets.
- Students and faculty developed a new website for [Naked](#) magazine and began planning to redesign LPCExpressNews.com in 2023-24. Funding for the comprehensive redesign of LPCExpressNews.com will be provided by a Perkins grant.
- Journalism Club participated in on-campus events, hosted successful events including a holiday party and a Student Media Celebration seeking feedback from *Express* readers, created content on TikTok, and attracted members outside of the program (including

current Editor in Chief Brighton Matus). Journalism Club also purchased graduation sashes for the program graduates in Spring 2023.

- In Summer 2023, Thompson and Korber offered the program's first summer camp to high school students, Press Pass 2023: Summer Sports Institute. Future camps are anticipated.

Challenges or Barriers

Funding

Funding for publications and websites created ongoing challenges, exacerbated by the rising printing costs, less advertising revenue, and ongoing digital costs such as website maintenance, updates, and repairs. One example of the shortfall in funding occurred in Spring 2023. The journalism convention was held in San Francisco, and most schools that attended, including local community colleges, stayed in the hotel that hosts the convention. The JAMS program could not afford to pay for hotel rooms, so students and faculty commuted to the conference.

In addition, when Journalism Club approved funding for printing the newspaper in Spring 2023, the club was told that club funds could not be used for program expenses (despite the fact that such expenses were allowed in the past). Conference expenses were deemed acceptable but still created delays in reimbursement when the club voted to approve funding for BART passes so that students and faculty could take public transportation to the conference rather than stay in the host hotel. As a result of the difficulty spending club funds, the Journalism Club researched reforming as a club independent of the clubs on campus but ultimately decided to remain part of the LPC club structure because of funding that accrued during the pandemic when Journalism Club was one of the few active clubs at LPC.

Time

JAMS is a small program with one full-time employee, one part-time employee, one contractor, and one student assistant. In addition to the program work, the media outlets are essentially three small businesses with concerns about income, distribution, technology changes and updates, rising costs, and increased complexity of systems. Much of the funding is done by grant, so significant time must be spent writing grants and seeking other sources of revenue through ads, sponsorships, and fundraising.

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Space

As reflected in past Program Reviews, space challenges primarily concern the distance between the Media Lab and the Podcast Studio. The new STEAM building, which is currently being planned, will likely alleviate those concerns, but, of course, it will take several years to design and construct the new building.

2. What are the most important things your program observed with respect to student learning, equity, and success in 22-23? This could be related to your SLOs or from other sources.

One of the most important lessons from 22-23 was that offering a rarely offered class included in the JAMS pathway leads to more degrees and certificates. In Spring 2023, the program was able to offer JAMS 23, Multimedia Reporting using a HyFlex/Fast-track mode of delivery. As a result, the College was able to award at least five additional degrees and certificates, and more will probably be awarded in the future as a result of just this one class.

The program continues to have higher success rates than the College has with overall success rates of 80% in 22-23 compared to the College-wide success rates of 74.1%. The JAMS program also met the Set Standard for 22-23. The following is a sample of data from the Student Outcomes Data provided by the College, comparing LPC success rates to JAMS success rates.

S= Success, W=Withdrawal, N=Non-success

Category	LPC	JAMS
Course Success Rates by Demographic: African American	S: 61% W: 19% N: 20%	S: 68% W: 20% N: 12%
Course Success Rates by Demographic: Hispanic/Latino	S: 69% W: 16% N: 15%	S: 75% W: 13% N: 12%
Course Success Rates by Demographic: Has a Disability	S: 72% W: 14% N: 14%	S: 95% W: 5% N: 0
Course Success Rates by Demographic: Distance Education	S: 72% W: 15% N: 13%	S: 77% W: 12% N: 11%

Course Success Rates by Demographic: Transfer (w/woAA,AS)	S: 74%	S: 82%
	W: 14%	W: 10%
	N: 12%	N: 8%

The JAMS program graduates are successful and most continue to be successful after graduation. This year’s graduates transferred to notable institutions including UC Santa Barbara, UC Berkeley, CSU Long Beach, UC Riverside SJSU, and SFSU. In addition, many successful alumni keep in touch with the program. Here is a sampling of some successful alumni, including two, Julian Lim and Trevin Smith, who attended graduate school for journalism at Columbia University.

- Lim is an Emmy-nominated documentary producer, cinematographer, and editor as well as adjunct faculty at Columbia.
- Smith works as a video journalist in Manhattan.
- Brittney Barsotti is working as General Counsel for the California News Publishers Association.
- Martin Gallegos is a beat writer for Major League Baseball, covering the Oakland A’s.
- Brianna Guillory describes herself as a “disabled & neurodivergent mommy navigating the professional world of media & communications” and is currently employed by ABC 7, Bay Area.
- Jeff Bennett is currently working as a photographer for the Las Vegas Raiders.

The program is stabilizing and growing in some areas, despite cutbacks to the number of classes. Most of this will be reflected in next year’s Program Review, but many of the classes in the JAMS program are seeing increases in numbers in 23-24. Also reflected in next year’s Program Review will be the collaboration with the architects, administrators, and faculty and staff in other programs to design the JAMS space in the new STEAM building.

3. Got anything new planned for 23-24?

In 23-24, the JAMS program plans to do the following:

- Create new SLOs, both CSLOs and PSLOs, to be input when the new SLO/curriculum software is in place in 24-25.

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- Increase podcasting and multimedia reporting for the publications using equipment purchased with an equipment grant in 22-23.
 - Create a portfolio Credit for Prior Learning option for at least one JAMS class.
 - Request additional audio and photography/videography equipment through the IER process.
 - With Perkins funding, design and launch a new *Express* website.
 - Attempt to secure funding to take students and faculty to the Associated Collegiate Press/Journalism Association of Community Colleges Spring conference in La Jolla. Students and faculty from the journal, newspaper, and magazine attended and received many awards in 22-23, but the location of the conference this year makes attending it a challenge since a hotel stay and increased transportation funding will be required.
 - Secure additional funding to pay for publications, websites, and conferences through grants, sales, sponsorships, fundraising, and other sources. A new funding stream that has the potential to be extremely helpful is lottery money.
 - Collaborate with other programs on campus to improve student learning.
 - Continue planning for the future of JAMS, including helping to plan the STEAM building.
 - Plan and conduct another Press Pass Summer Camp.
 - Continue to use mentors and embedded tutors in the program. In 23-24, one mentor is providing design help, and another is archiving the journal. An embedded photo tutor provides help with photo equipment and photography in the Media Lab.
-

CTE UPDATE (CTE PROGRAMS ONLY): SECTION TWO

Vicki Shipman will provide you with or support any data needs

LABOR MARKET CONDITIONS: EXAMINE YOUR MOST RECENT LABOR MARKET DATA (WITHIN THE LAST 2 YEARS).

1. Demonstrate labor market need (demand – completers = need); projected growth for the next five years.

The Lightcast Data Report for “News Analysts, Reporters and Journalists in 2 California MSAs” analyzed the labor market for two areas, San Francisco-Oakland-Berkeley and San Jose-Sunnyvale-Santa Clara. The report concluded:

- The area analyzed “is a hotspot for this kind of job. The national average for an area this size is 1,263 employees, while there are 2,461 here.”
- The pay in this area is high for jobs in these categories: “Earnings are high in your area. The national median salary for News Analysts, Reporters and Journalists is \$53,126, compared to \$83,688 [in the area analyzed].”
- Job postings in the area are lower than average. However, more jobs may make it easier for workers in this area to find employment. The data projected that jobs in this area would increase by 18.5% between 2023 and 2028 with 455 new jobs.
- Most jobs in the area were in Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers (73.9 %). Jobs in Newspaper, Periodical, Book, and Directory Publishers were the second most common in the area (10.1%).
- Job posting activity for jobs in these categories showed 251 unique job postings from Jan. 2023 to Sep. 2023 with 75 employers competing with a posting duration 4 days shorter than 25-day median duration.
- The top companies posting for jobs of this type in this area include Audacy Corporation, Medianews Group, Digital First Media, Fox TV Stations, and CBS Broadcasting.
- The top job titles for jobs of this type in this area include reporters, news reporters, news writers, breaking news editors, and staff writers.
- Racial diversity was high in this category for jobs in this area.

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2. What is the median income for occupations within your program?

Based on the Lightcast report, the median salary for News Analysts, Reporters and Journalists in the area is \$83,688.

Advisory Boards:

1. Has your program compiled with advisory board recommendations?
 - i. YES No
2. If not, please explain. N/A

Please note that during 22-23, the JAMS Advisory Board met in the Fall. The next meeting will occur in Spring 2024. The lapse was caused by a vacancy in the Outreach Specialist for the program.

STRONG WORKFORCE PROGRAM METRICS: UTILIZING LAUNCHBOARD, REVIEW THE STRONG WORKFORCE PROGRAM METRICS. REVIEW THE DATA AND THEN REPORT ON YOUR SPECIFIC PROGRAM.

Data Reporting Notes:

Data are suppressed according to FERPA to protect students' personally identifiable information. Suppression takes place when too few students are included in the metric. Meaning, if there is not data, your program did not have a minimum of ten (10) students for this metric.

LaunchBoard data metrics lag in terms of academic year reporting. For your program review SWP metrics, report on the latest year available with a notation of the year. Meaning, if there is not data, your program did not have a minimum of ten (10) students for this metric.

Ci. STRONG WORKFORCE PROGRAM STUDENTS

Report on students in your program who took at least 0.5 units in any single credit course or who had at least 12 positive attendance hours in any noncredit course(s) in the selected year or who enrolled in noncredit course(s) in Spring 2020 or any term in academic year 2021 and who enrolled on a TOP code that is assigned to a vocational industry sector in the selected year.

How may these metrics improve?

There is not sufficient data to analyze this.

C2. SWP STUDENTS WHO EARNED 9 OR MORE CAREER EDUCATION UNITS IN THE DISTRICT IN A SINGLE YEAR

Report on students in your program, the proportion who successfully completed nine or more career education semester units in the selected year within a single district

How may these metrics improve?

There is not sufficient data to analyze this.

C3. SWP STUDENTS WHO COMPLETED A NONCREDIT CTE OR WORKFORCE PREPARATION COURSE

Report on students in your program with a noncredit enrollment on a CTE TOP code or a noncredit enrollment in a workforce preparation course, the proportion who completed a noncredit CTE or workforce preparation course or had 48 or more contact hours in a noncredit CTE or workforce preparation course(s) in the selected year

How may these metrics improve?

There is not sufficient data to analyze this.

C4. SWP STUDENTS WHO EARNED A DEGREE OR CERTIFICATE OR ATTAINED APPRENTICESHIP JOURNEY STATUS

Report on students in your program the number of unduplicated SWP students in your program who earned a noncredit certificate, Chancellor's Office approved certificate, associate degree, and/or CCC baccalaureate degree on a TOP code assigned to a vocational sector and who were enrolled in the district on any TOP code in the selected year or who attained apprenticeship journey status on a vocationally flagged TOP code in the selected year and who were enrolled at any community college at the start of the apprenticeship program on a vocationally flagged TOP code

How may these metrics improve?

There is not sufficient data to analyze this.

LPC Equity Definition: Equity is parity in student educational outcomes. It places student success and belonging for students of color and disproportionately impacted students at the center of focus. 19

C5. SWP STUDENTS WHO TRANSFERRED TO A FOUR-YEAR POSTSECONDARY INSTITUTION

Report on students in your program who earned 12 or more units at any time and at any college at any time up to and including the selected year and who exited the community college system, the number of students who enrolled in any four-year postsecondary institution in the subsequent year

How may these metrics improve?

There is not sufficient data to analyze this.

C6. SWP STUDENTS WITH A JOB CLOSELY RELATED TO THEIR FIELD OF STUDY

Report on students in your program who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

How may these metrics improve?

There is not sufficient data to analyze this.

C7. MEDIAN ANNUAL EARNINGS FOR SWP EXITING STUDENTS

Report on students in your program who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit

How may these metrics improve?

There is not sufficient data to analyze this.

C8. MEDIAN CHANGE IN EARNINGS FOR SWP EXITING STUDENTS

Report on students in your program students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry (for the first time ever as a non-Special Admit or return to any community college after an absence of one or more academic years) and the second quarter after the end of the academic year of exit from the last college attended.

How may these metrics improve?

There is not sufficient data to analyze this.

C9. SWP EXITING STUDENTS WHO ATTAINED THE LIVING WAGE

Report on students in your program who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

How may these metrics improve?

There is not sufficient data to analyze this.