



**2011-2012 Cyclical Review of the Journalism Program  
First Implementation Report**

*Submitted by: Sue Ferguson, Program Coordinator  
Date: April 4<sup>th</sup>, 2013*

## **Context**

The final stage of each cyclical program review is the submission of a Final Assessment Report, authored by the relevant Faculty Dean(s) in consultation with the Associate Vice-President: Teaching & Learning and the Vice-President: Academic & Provost. This report synthesizes all previous cyclical review documents (the self-study, external reviewers' report, unit response), provides the executive response (comments on the program strengths and opportunities for improvement), and includes a schedule for the implementation of approved recommendations.

Laurier's [Institutional Quality Assurance Procedures](#) (IQAP) requires that, in the years following each review, the unit will submit an annual report outlining the progress made on implementing the approved recommendations. This stage of Laurier's IQAP implementation will take effect starting with all programs reviewed in the 2011-2012 cycle, the first annual reports for which will be due by April 30<sup>th</sup>, 2013. The Quality Assurance Office will notify all units and send them a template with the implementation plan from their Final Assessment Report by February 15<sup>th</sup>, 2013. The Annual Implementation Report will include the list of all recommendations approved for implementation in the Final Assessment Report and comments from the unit and from the appropriate Dean(s) on the progress made on these recommendations. The report will be submitted to the [Program Review Sub-Committee](#) (PRS), which will review the document and provide feedback to the unit. Completed Annual Implementation Reports will be submitted to the Senate Academic Planning Committee for information.

*Note: the Implementation Report template was reviewed by the Program Review Sub-Committee and approved by the Senate Academic Planning Committee.*

## **Instructions**

All sections of the following template should be completed in preparing the Annual Implementation Report. If required, a confidential section dealing with personnel issues may be appended. The annual report should be submitted to the Quality Assurance Office by April 30<sup>th</sup> of each year until the next cyclical review takes place and/or all approved recommendations have been implemented. The annual reports for each program will be posted on the Quality Assurance Office website.

**Implementation Plan from 2011-2012 Final Assessment Report**

Recommendation	Responsibility	Implementation Date
<b>Develop a 5-year plan for the acquisition of necessary technical equipment</b>	<b>Program Coordinator &amp; Program Committee</b>	<b>Academic Year 2012-2013</b>
<b>Additional Notes: In conjunction with IPRM.</b>		
Progress to Date (check one):		
<input type="checkbox"/> Completed <input checked="" type="checkbox"/> On Schedule <input type="checkbox"/> Behind Schedule <input type="checkbox"/> Revised Implementation Date: <input type="checkbox"/> Other (please explain):		
<p>Program Response on Recommendation: The Journalism program, in coordination with ITS, has reviewed its equipment inventory, and developed a budget proposal for the 2013/14 academic year. Some of the requested technology has been purchased with funds from the Dean’s office. We are waiting to hear if Journalism will be funded as part of the regular operating costs of the university, as per the Dean’s request. Once this is known, and we have a better sense of future costs (which depend in part on the implementation of curricular reforms), we will revisit the budget to develop a longer-term plan.</p>		
<p>Decanal Response on Recommendation: It is evident that our previous funding mechanism using the technology access fee was not capable of providing the necessary funds. I agree with the suggestion that these costs be incorporated in the budget and expect that this will occur.</p>		
<p>PRS Comments: Appropriate progress on this recommendation has been made.</p>		

Recommendation	Responsibility	Implementation Date
<b>Provide dedicated facilities for students to use and explore new equipment</b>	<b>Dean’s Office</b>	<b>Ongoing—after curricular revision complete</b>
<b>Additional Notes: In conjunction with IPRM.</b>		
Progress to Date (check one):		
<input type="checkbox"/> Completed <input type="checkbox"/> On Schedule <input type="checkbox"/> Behind Schedule <input type="checkbox"/> Revised Implementation Date: <input checked="" type="checkbox"/> Other (please explain): We are not in a position yet to address this issue.		
<p>Program Response on Recommendation: As noted above, the facilities request is tied to our planned curriculum reform.</p>		
<p>Decanal Response on Recommendation: This will addressed when the curriculum reform is finalized.</p>		

PRS Comments: Noted. Please report on any updates in next year's report.

Recommendation	Responsibility	Implementation Date
<b>Increase the focus of digital journalism-related skills training</b>	<b>Program Committee</b>	<b>Beginning Winter 2013; ongoing thereafter</b>
Progress to Date (check one): <input type="checkbox"/> Completed <input checked="" type="checkbox"/> On Schedule <input type="checkbox"/> Behind Schedule <input type="checkbox"/> Revised Implementation Date: <input type="checkbox"/> Other (please explain):		
Program Response on Recommendation: We have spent this academic year revising our curriculum to create a spine of courses that better suits a converged journalism and media production environment. The reforms include working more closely with Conestoga College, which will deliver a post-graduate diploma called Contemporary Media Artist as an integral part of the revised program (which we are proposing be renamed Digital Media and Journalism). We are anticipating that the revised curriculum will be in place for students entering the program in Fall 2014.		
Decanal Response on Recommendation: The proposed curricula is innovative and will better prepare graduates.		
PRS Comments: Progress noted. We look forward to hearing updates about the revised curriculum in next year's report.		

Recommendation	Responsibility	Implementation Date
<b>Survey students to determine the reasons for poor retention in upper years</b>	<b>Program Committee</b>	<b>Beginning Winter 2013; ongoing thereafter</b>
Progress to Date (check one): <input type="checkbox"/> Completed <input checked="" type="checkbox"/> On Schedule <input type="checkbox"/> Behind Schedule <input type="checkbox"/> Revised Implementation Date: <input type="checkbox"/> Other (please explain):		
Program Response on Recommendation: The program has approved the text for two surveys (one for students who remain in the program, another for students who leave) to be distributed in Fall 2013.		
Decanal Response on Recommendation: These questionnaires will allow a better understanding of attrition and in any case, the revised program should reduce attrition.		
PRS Comments: In next year's report, we will be interested in hearing what the program		

has learned through this survey and how they intend to address concerns raised.

Recommendation	Responsibility	Implementation Date
<b>Rethink the Capstone Course</b>	<b>Program Committee</b>	<b>Fall 2012</b>
Progress to Date (check one):		
<input type="checkbox"/> Completed <input checked="" type="checkbox"/> On Schedule <input type="checkbox"/> Behind Schedule <input type="checkbox"/> Revised Implementation Date: <input type="checkbox"/> Other (please explain):		
<p>Program Response on Recommendation: We have proposed a revision of this course as part of the curriculum reform process. Each of the three concentrations within the revised program (Journalism, Digital and Social Media, and Public Relations) has developed its own iteration of the capstone. They share, however, a project-based focus in which students develop content for production within a converged media environment under the leadership of a Laurier-Brantford professor and the technical guidance of a Conestoga instructor. The three capstones also share a requirement that students critically reflect upon their productions, drawing on their knowledge of relevant media and communication theories and/or socio-political relations, in a year-end colloquium. The proposed Journalism capstone diverges from the current capstone in requiring students to more deeply engage in investigative research and reporting, while working collaboratively (instead of independently) on one or two topics chosen in advance by the professor. We hope that this increases their investigative research and group work skills while supporting them in a more structured environment to complete the project successfully.</p>		
<p>Decanal Response on Recommendation: The proposed capstone is well thought out and will improve the student experience.</p>		
<p>PRS Comments: Assuming that the proposed revisions to the capstone courses are approved and implemented into the curriculum, this recommendation has been completed. In that case, it will not be necessary to report on this recommendation further.</p>		

Recommendation	Responsibility	Implementation Date
<b>Pursue a change in the relationship with Conestoga College</b>	<b>Program Committee; Program Coordinator; Dean's Office</b>	<b>Academic year 2012-2013</b>
Progress to Date (check one):		
<input type="checkbox"/> Completed <input checked="" type="checkbox"/> On Schedule <input type="checkbox"/> Behind Schedule <input type="checkbox"/> Revised Implementation Date: <input type="checkbox"/> Other (please explain):		
<p>Program Response on Recommendation: Conversations with Mark Derro, Chair of the School</p>		

of Media and Design at Conestoga College began in the Fall of 2012, and are on-going. We have been working closely with Mark discussing the logistics of delivering their one-year post-grad diploma (Contemporary Media Artist) throughout the four years of our degree, on the Laurier-Brantford campus. This arrangement (which replaces a similar option in the current curriculum that requires students to spend their third year attending classes at Conestoga's Doon campus) will require that students enroll in about six hours of Conestoga classes each week on top of their regular Laurier Brantford load. While the logistics are still being worked out, we anticipate that students will pay Conestoga the equivalent of ¼ of the post-grad diploma tuition each year, as well as their Laurier-Brantford tuition.

Decanal Response on Recommendation: This is a promising development that will improve the student experience in the journalism program.

PRS Comments: Progress noted. We look forward to an update on the status of this recommendation in next year's report.

***Additional Comments (Dean(s)):***

I am very impressed with the energy and enthusiasm displayed by the Journalism faculty in this program redesign. The resultant program should very much improve the student experience and increase the attractiveness of journalism to prospective students.