

BA in Journalism
2014 Annual Implementation Report

Submitted by: Sue Ferguson
On: April 9, 2014

Implementation Plan from 2011-2012 Final Assessment Report

Recommendation: Develop a 5-year plan for the acquisition of necessary technical equipment	
Responsibility: Program Coordinator and Program Committee	Completion Date: Academic Year 2012-2013
Additional Notes: In conjunction with IPRM.	
<p>2012-2013 Actions:</p> <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>	
<p>2013-2014 Progress (check one):</p> <p><input type="checkbox"/> Completed</p> <p><input type="checkbox"/> In Progress</p> <p>X Other (please explain): See below for why this recommendation may be premature</p>	
<p>Unit Actions: The Journalism program purchased new equipment and software in 2013, and now has an annual technology budget of \$16,688 to be split between capital/equipment, supplies and expenses, and software licenses. A 5-year plan for further purchases may not be that useful until after the roll-out of the new curriculum, when we'll have a more solid understanding of our enrollment numbers and needs. In the meantime, the Dean's office is working with Finance to transfer some of this annual budget to an equipment renewal fund, so future funds will be available for expanding and updating the equipment.</p>	
<p>Decanal Comments: We have made significant progress on this issue and I am confident that a renewal fund will become available.</p>	
<p>PRS Comments: Please provide an update in next year's report.</p>	

Recommendation: Provide dedicated facilities for students to use and explore new equipment	
Responsibility: Dean's Office	Completion Date: Ongoing – after curricular revision complete
Additional Notes: In conjunction with IPRM.	
<p>2012-2013 Actions:</p> <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 be addressed when the curriculum reform is finalized.</p> <p>PRS Comments: Noted. Please report on any updates in next year's report.</p>	
<p>2013-2014 Progress (check one):</p> <p><input type="checkbox"/> Completed</p> <p><input checked="" type="checkbox"/> In Progress</p> <p><input type="checkbox"/> Other (please explain):</p>	
<p>Unit Actions: We have met with ITS to map out our lab space, and computer unit needs as our revised Digital Media and Journalism program rolls out. The current 11-unit Journalism lab (Odeon 210a) will be supplemented by the larger, multi-purpose 33-unit lab (Odeon 210) to meet the needs of the Digital Media and Journalism students for the first two to three years. The latter may become a dedicated Journalism lab, depending upon other program needs (specifically the Digital Culture and Gaming program currently being developed). Given these potential changes, it may be difficult to confirm a fully dedicated space for DM&J students in the near future.</p>	
<p>Decanal Comments: Progress has been made to the extent that additional facilities will be available. As is noted in the unit response, this space may be shared.</p>	
<p>PRS Comments: Progress noted. Please provide an update in next year's report.</p>	

Recommendation: Increase the focus of digital journalism-related skills training	
Responsibility: Program Committee	Completion Date: Beginning Winter 2013; ongoing thereafter
<p>2012-2013 Actions:</p> <p>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.</p> <p>Decanal Response on Recommendation: The proposed curriculum is innovative and will better prepare graduates.</p> <p>PRS Comments: Progress noted. We look forward to hearing updates about the revised curriculum in next year's report.</p>	

2013-2014 Progress (check one): <input checked="" type="checkbox"/> Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Other (please explain):
Unit Actions: Our revised curriculum was approved by Senate on Nov. 26, 2013, and we now have a program more centrally focused on digital journalism and media production skills training.
Decanal Comments: The challenge now becomes the roll out of the new program.
PRS Comments: Completion noted. It is not necessary to report on this recommendation further.

Recommendation: Survey students to determine the reasons for poor retention in upper years	
Responsibility: Program Committee	Completion Date: Beginning Winter 2013; ongoing thereafter
2012-2013 Actions: 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.	
2013-2014 Progress (check one): <input checked="" type="checkbox"/> Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Other (please explain):	
Unit Actions: With support from LISPOP, the Journalism program developed a survey which was recently completed by current students. We are using the analysis of the findings to inform future curriculum and program priorities.	
Decanal Comments: I have not yet seen the results of the survey.	
PRS Comments: Please provide an update on the survey results in next year's report.	

Recommendation: Rethink the Capstone Course	
Responsibility: Program Committee	Completion Date: Fall 2012
Recommendation completed.	

Recommendation: Pursue a change in the relationship with Conestoga College	
Responsibility: Program Committee; Program Coordinator; Dean's Office	Completion Date: Academic year 2012-2013
2012-2013 Actions:	
<p>Program Response on Recommendation: Conversations with Mark Derro, Chair of the School 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.</p> <p>Decanal Response on Recommendation: This is a promising development that will improve the student experience in the journalism program.</p> <p>PRS Comments: Progress noted. We look forward to an update on the status of this recommendation in next year's report.</p>	
2013-2014 Progress (check one):	
<input checked="" type="checkbox"/> Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Other (please explain):	
Unit Actions: The revised curriculum fully integrates Conestoga's Contemporary Media Artist training into the Laurier-Brantford Digital Media and Journalism program as described above. Students will receive 3.0 transfer credits for their college courses.	
Decanal Comments: I consider this recommendation completed although some administrative arrangements between the two institutions remain a work in progress.	
PRS Comments: Completion noted. It is not necessary to report on this recommendation further.	

Additional Recommendation from the Program Review Sub-Committee: At its November 11th, 2013 meeting, Senate Academic Planning approved the following motion: "that the Senate Academic Planning Committee, on the recommendation of the Program Review Sub-Committee, approve the inclusion of a university-wide recommendation on each Annual Implementation Report that, prior to the next cyclical review, the program develop a means for assessing program learning outcomes." A full explanation of the rationale behind the motion can be found here: http://legacy.wlu.ca/documents/56385/PRS_Recommendation_for_Annual_Implementation_Reports_SAPC_Nov_11_2013.pdf

The committee recommends that the Department begin having conversations about program learning outcomes assessment and put together a strategy for collecting and presenting evidence of this assessment in its next cyclical review.

Additional Comments (PRS): The committee appreciates the diligence with which Journalism has attended to the implementation of these recommendations and wishes the program well with the roll out of the new curriculum.