Digital Media and Journalism
2015 Annual Implementation Report

Submitted by: Sue Ferguson, Program Coordinator
On: April 8, 2015

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.	

2012-2013 Actions:

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.

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.

PRS Comments: Appropriate progress on this recommendation has been made.

2013-2014 Actions:

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.

Decanal Comments: We have made significant progress on this issue and I am confident that a renewal fund will become available.

PRS Comments: Please provide an update in next year's report.

2014-2015 Progress (check one):
☐ Completed
☐ In Progress
☒ Other (please explain):

Unit Comments: The Annual Technology Budget of $16,688 has allowed us to expand our software and equipment to meet the demands of the program, and seems appropriate for the immediate future. Developing a five-year plan remains challenging due to a number of uncertainties, especially enrollment numbers and the still evolving cost- and technology-sharing agreement with Conestoga. For example, we do not know yet by how much the video, camera and sound equipment usage by our students will increase with the cumulative unfolding of the Conestoga curriculum on our campus. Also, as we include User Experience

Design courses into our curriculum (at least for the immediate future), we anticipate greater technology needs and costs. ITS keeps track of equipment use statistics, and shares them with the program on an annual basis. The PCC suggests that the Coordinator continue to track these statistics for the foreseeable future, and revisit the Technology Budget in Spring 2018 (after the new curriculum has run a full cycle).
Decanal Comments: Analysing equipment and revisiting the budget after a full run of the new curriculum is appropriate. As the University moves to a Responsibility Centered Budget model, we will be able to respond more quickly to need.
PRS Comments: The committee acknowledges that the program has done what it can for the time being in implementing this recommendation and considers it completed for reporting purposes.

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.	

2012-2013 Actions: Program Response on Recommendation: As noted above, the facilities request is tied to our planned curriculum reform.   Decanal Response on Recommendation: This will addressed when the curriculum reform is finalized.   PRS Comments: Noted. Please report on any updates in next year's report.
2013-2014 Actions: 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.   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.   PRS Comments: Progress noted. Please provide an update in next year's report.
2014-2015 Progress (check one):   ☒ Completed   ☐ In Progress   ☐ Other (please explain):
Unit Comments: I consider this recommendation effectively completed, as we have consulted with Conestoga about transforming Odeon building class and lab space into dedicated facilities that will meet the lab needs of class delivered by both Laurier and Conestoga within the DMJ program. Plans are in gear for completing this by Fall 2015.

Decanal Comments: I am confident that the new lab space and Production Studio will be ready for students in Fall 2015. I have recently learned from Conestoga that this space will likely be used by the new Gaming Program, but to a limited degree. I do not anticipate that this will cause problems as long as we work closely with Conestoga to coordinate the use of this space for both programs.
PRS Comments: The committee considers this recommendation completed and there is no need to report on it further.

Recommendation: Increase the focus of digital journalism-related skills training	
Responsibility: Program Committee	**Completion Date: Beginning Winter 2013; ongoing thereafter**
Recommendation completed.	

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 Actions: 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.	
2014-2015 Progress (check one): ☒ Completed ☐ In Progress ☐ Other (please explain):	
Unit Comments: The survey had a strong response rate (about half our students), and the quantitative and qualitative findings were generally positive. The results are summarized on page 3 of the attached "Results of Journalism Survey 2014" document. The results were helpful in affirming the need to increase practical training in the curriculum, yet to do so in a way that continues to encourage critical reflection. The new curriculum meets this goal, and we have organized a year-end Retreat to help us to deliver on these pedagogical goals more effectively.	

Decanal Comments: Given the results and the comments from the students in the survey, I agree that increasing practical training and integrating it with critical reflection is the right direction to go. I will look forward to hearing the results of the retreat. Further, that students will no longer need to go to a different campus for their third year addresses a major concern of the students who responded.

PRS Comments: The committee considers this recommendation to be completed and there is no need to report on it further.

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
Recommendation completed.	

Additional Comments (Unit): The Review process and Implementation plan have been useful exercises in focusing our program goals and highlighting the significance of adequate technological resources and support. The recommendations have been met largely through the revised Digital Media and Journalism curriculum, implemented in Fall 2014. While relations with Conestoga have been highly collaborative in the early going, logistical challenges as we move forward are inevitable. Because we do not "own" the Conestoga curriculum, we have no official control and only very limited input on matters of personnel, student experience, their resources, etc. While there is no reason to believe that the good will and cooperation that has so far guided our relationship will not continue, the program and Faculty need to be mindful of the need to continually develop the relationship in a collegial and productive fashion.

Additional Comments (Dean): On-going discussions, collaboration, and problem-solving with Conestoga College has been facilitated by regular meetings between individuals from the two institutions on an ad hoc basis, and a newly formed Laurier-Conestoga Partners Governance Group that meets at regular intervals. This year has seen the successful collaboration in the design and shared funding of the new Production Studio and lab, and discussions have begun to investigate the possibility of making small changes to the Conestoga curriculum that could improve efficiency for students and reduce instructional costs.

Additional Comments (PRS): The committee appreciates the diligence to which the program has attended to the implementation of the recommendations that came out of the 2011-2012 cyclical review over the past three years, and congratulates the program on the new curriculum. All of the recommendations are now considered to be completed and there is no need for further implementation reports. The committee encourages the program to

note the additional recommendation listed below for consideration in advance of the next cyclical review, currently scheduled for 2019-2020.

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 Journalism program 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.