



## Program Review Quality Assurance Plan

Quality Assurance Plan for: Bachelor of Journalism

Date submitted to SSCPR: June 2016

Date Self-Study Report approved by SSCPR: January 25<sup>th</sup>, 2017

Date of External Review: November 30<sup>th</sup>, 2016

### **SUMMARY**

Journalism and communications are rapidly changing fields, in terms of technologies and skills. There are also significant economic restructuring forces at play that have changed, and will continue to change, pathways to employment for our students.

The strength of the department, noted by the external reviewers, is the dedication of a small faculty not only to the classroom, but also to ensuring that our program remains comprehensive and relevant, and addresses the reality of the professions. We are also very well-equipped, in terms of the professional-level tools and technology available to our students.

In designing our current program, we strove for flexibility to reflect rapidly changing needs and realities mentioned above. This is a guiding principle, as we continue to refine and, in some cases, re-define our program and the individual courses. (See details below.) There are some identified weaknesses (such as teaching specific software applications) that we have been addressing on an ad hoc basis. Those “missing” components are being addressed in revised course outlines and the laddering of courses.

We have had a capstone course since 2011 (Advanced Storytelling), but it has not been as effective as it should be, largely due to the biggest problem identified internally and by the external reviews: weaknesses in the laddering of courses and learning objectives. This is being addressed through the restructuring of courses with course outlines revisions and more explicit prerequisites for individual courses, and by moving some courses from upper-level status to lower levels to better prepare students.

As a result of the program review, both internal and external, we are in the process of making sure we have a clear and lean curriculum that remains responsive to the changing needs of the journalism and communications fields and the needs of our current and future students.

## QUALITY ASSURANCE GOALS

GOAL 1: Maintain relevance of the degree, and adapt to the ever-changing industry landscape to do so.

RATIONALE FOR THIS GOAL: Journalism is a rapidly changing field. Relevance of the program is essential its success, and to student employability.

Recommendation(s) this Goal Addresses	Report (page number)
Examine the possibility of adding <i>in situ</i> /external professional training opportunities in senior years	External Review Page 5
In particular, the review team would like to stress the importance of creating a professional/industry advisory board as suggested by the Dean's office. The department needs to consider whether an advisory board would be beneficial.	External Review Page 9 Self-study Page 61
The review team validates this chapter's findings and recommendations, in addition to urging the program to ensure that it continues to focus on its digital transition.	External Review Page 6
Students expressed the need for more connection with industry, and potential employers. The department needs to respond to this.	Self-study Page 62

GOAL 2: Continue to adjust the curriculum to meet the changing needs of Journalists and the Journalism profession, including highly transferable skills.

RATIONALE FOR THIS GOAL: Journalism is a rapidly changing profession. Students need up-to-date education and skills to be employable.

Recommendation(s) this Goal Addresses	Report (page number)
Synthesize and clarify learning outcomes and how these progress through the degree, particularly in 3rd and 4th year.	External Review Page 5
Some potential employers identified specific technical skills that our students lack. A greater number of those surveyed said they're looking for graduates with a stronger grasp of the fundamentals: the ability to juggle multiple assignments, write stories quickly, generate story ideas and find the most interesting angle on a story. The department needs to consider these suggestions.	Self-study Page 61
Current students want direct exposure to other fields they can enter with a Bachelor of Journalism. The chair of the Journalism and Communication Studies department has initiated conversation with the Public Relations coordinator to explore possibilities, and will ask the Arts dean to discuss with the dean of the Business Faculty. Other options for addressing this need should also be explored.	Self-study Page 62
Develop new courses that align with the Rogers Sportsnet funding, such as Introduction to Sports Journalism.	Self-study Page 65

GOAL 3: Increase enrolment and interest in KPU's Bachelor of Journalism and the department's growing Communication Studies offerings.

RATIONALE FOR THIS GOAL: Increased enrolment and interest benefit both KPU and students seeking a useful education, resulting in more course offerings and a more robust program.

Recommendation(s) this Goal Addresses	Report (page number)
Complete transfer agreements with other post-secondary institutions so as to attract transfer students to KPU.	Self-study Page 65
The department could consider developing relationships with high schools to capitalize on the interest among high-school students that is already there. The department could investigate attracting older students, particularly professional journalists, for skill upgrades if not the entire degree. <a href="#">(This is a good place to start the conversation about micro-credentials and upgrades, including badges, short term courses, flexible learning strategies, etc.)</a>	Self-study Page 61
Develop a Communication Studies degree. <a href="#">(Increasing our Communication Studies offerings benefits Journalism students as well, as they are required to take a limited number of COMM courses. More robust COMM offerings for the Bachelor of Journalism improves the quality of that degree - and of student experience - also.)</a>	Self-study Page 66
Students call for more summer courses should be considered, given the reality that with a relatively small number of students, offering a course in the summer might preclude it being offered in the Fall or Spring semesters.	Self-study Page 61
The department needs to consider and implement methods to increase enrolment and the profile of the department, including suggestions included in the data analyses.	Self-study Page 62

### RECOMMENDATIONS THE QUALITY ASSURANCE PLAN DOES NOT ADDRESS

List the Recommendations from the Self-Study and External Review this Plan does not address. Provide a brief explanation why these Recommendations cannot be addressed. Add or remove rows as necessary.

Recommendations	Report (page number)	Explanation
Provide equity and inclusion training	External Review P. 9	<i>From the SSCPR comments on the external review report:</i> "While diversity, equity and inclusion are KPU values, they are outside the scope of program review. An additional external reviewer recommendation for the program to provide "equity and inclusion training" (p.9) was unaccompanied by a rationale as to why this was a gap the program needed to address. Therefore, this recommendation is beyond the scope of the program to address."

The level of consistency of assessment standards throughout the program needs to be determined and changed if necessary. The level of clarity and transparency of information for students regarding evaluation (assignments, course presentations) needs to be determined and changed if necessary.	Self-study P. 61	This issue, and the one below, were addressed at a department meeting in August, 2016. We discussed assessment protocols and the importance of transparency for students, and have made adjustments as required. They were discussed, but were they put into action?
Grading practices need to be examined to ensure that grades are appropriate and consistent.	Self-study P. 62	See above.
Equipment available to students needs to continue to reflect that which is being used in the industry, in order to prepare students appropriately.	Self-study P. 62	Part of the \$250,000 our department has received from Rogers Sportsnet is dedicated to cameras and other equipment that we would have been unable to purchase otherwise, and which meets the intent of this recommendation. This purchase is imminent.
One instructor is retiring in Spring 2017, and another in Spring 2020. It will need to be determined whether replacing their abilities and/or adding other skills/knowledge will be best done through replacement hires or contract instructors hired to teach very specific skills, or a combination of the two.	Self-study P. 62	Changes due to the retirement of one full-time instructor in Spring 2017 have been made. The department's section allotment was reduced by two sections for 2017/18.  The department members have discussed the retirement of the chair in Spring 2019. Changes resulting from the chair's retirement in Spring 2019 will be determined partly in discussion with the dean's office re budget, etc. See Objectives for Year 2.

## QUALITY ASSURANCE FIVE-YEAR ACTION PLAN

**MONTH/YEAR WHEN THE FIVE-YEAR ACTION PLAN BEGINS: September 2017**

STRATEGY 1: Revise curriculum/courses so that courses progress more clearly through advancing skills, culminating in the Capstone course.

GOAL(S) THIS STRATEGY SUPPORTS:

1. Maintain relevance of the degree, and adapt to the ever-changing industry landscape to do so.
2. Continue to adjust the curriculum to meet the changing needs of Journalists and the Journalism profession, including highly transferable skills.

RATIONALE FOR THIS STRATEGY:

The curriculum must progress rationally and clearly to ensure student success.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Revise the curriculum to facilitate clearer progression through advancing skills, as outlined in course-outline revisions detailed below.	Beverley	08/17		Committee-approval dates for inclusion in the September 2018 calendar are TBA.
Revise several course outlines to progress more clearly from one to the next, culminating in the capstone course (currently JRNL 4270 Advanced Storytelling). These revisions include following the naming convention of Storytelling 1, 2, 3, etc. Outlines to be revised in this regard include JRNL 2120 Storytelling 1; JRNL 2240 Beyond the News; JRNL 2330 Multimedia Storytelling; JRNL 3155 Storytelling 2: Reporting JRNL 4270 Advanced Storytelling.	Beverley and appropriate course developers	08/17	09/18 calendar	Committee-approval dates for inclusion in the September 2018 calendar are TBA.
Revise appropriate course outlines to specifically include content and learning outcomes that prepare students to use transferable journalism skills in professions other than journalism, such as media relations in various disciplines. These courses include JRNL 2120 Storytelling 1, JRNL 2240 Beyond the	Beverley and appropriate course developers	08/17	09/18 calendar	Committee-approval dates for inclusion in the September 2018 calendar are TBA.

News, JRNL 2330 Multimedia Storytelling, JRNL 3155 Storytelling 2: Reporting, JRNL 4270 Advanced Storytelling, JRNL 4165 Data Visualization.				
Monitor course outline process and renew, update and amend as needed.	Beverley and appropriate course developers	Ongoing	09/18 calendar	
Experiment with offering some upper-level courses in the Summer semester.	Beverley	05/2017	Ongoing	Typically, we offer two sections of JRNL 1160 Intro to Journalism and two of COMM 1100 Foundations of Communication Studies. This summer, we are replacing one section of JRNL 1160 with JRNL 4165 Data Visualization, which has proven to be a popular elective for students other than Bachelor of Journalism students.
Develop a new upper-level production course, which results in students producing a website of their work, and some student work from some other courses.	Mark	08/17		Committee-approval dates for inclusion in the September 2018 calendar are TBA.
Develop courses made possible by Sportsnet funding.	Beverley/Mark			JRNL 3180 Intro to Sports Journalism and COMM 3230 Sports Media and Audience were offered for the first time in Spring 2017. We will offer two more, including mentorship by local sports journalists, beginning in 2018. Funding is provided for each of these courses for five years.
				<b>NOTE:</b> When we begin the deeper work of the curriculum-revision process, we may discover other changes that need to be made to support our objective.

**Resource Implications NOT APPLICABLE**

STRATEGY 2: Continue working towards approval for a full proposal for Bachelor of Communication Studies

GOAL(S) THIS STRATEGY SUPPORTS:

- 1. Increase enrolment and interest in KPU's Bachelor of Journalism and the department's growing Communication Studies offerings.

RATIONALE FOR THIS STRATEGY: Very strong enrolment in our Communication Studies courses and interest in a Communication Studies degree among those students indicate that this degree would benefit both KPU and potential students.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Continue degree-proposal process for a Bachelor of Communication Studies.	Beverley	Ongoing	as soon as the process allows	This is in process. We are expecting a response soon from Academic Planning and Priorities to our program-proposal feasibility request.

**Resource Implications NOT APPLICABLE**

STRATEGY 3: Continue our commitment to provide students with technological skills and equipment that are up-to-date with current professional practice

GOAL(S) THIS STRATEGY SUPPORTS:

1. Maintain relevance of the degree, and adapt to the ever-changing industry landscape to do so.
2. Increase enrolment and interest in KPU's Bachelor of Journalism and the department's growing Communication Studies offerings.

RATIONALE FOR THIS STRATEGY: Familiarity with current technology and professional practice are essential for graduates' employment.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Add JRNL 4165 Data Visualization, currently an elective course, to our list of required courses.	Beverley	08/17	09/18	Committee-approval dates for inclusion in the September 2018 calendar are TBA.
Purchase equipment with Sportsnet funding.	Mark	in process	as soon as delivery is possible	Part of the \$250,000 our department has received from Rogers Sportsnet is dedicated to cameras and other equipment that we would have been unable to purchase otherwise. This purchase is partially completed.

**Resource Implications NOT APPLICABLE**

STRATEGY 4: Establish an advisory board.

GOAL(S) THIS STRATEGY SUPPORTS:

1. Maintain relevance of the degree, and adapt to the ever-changing industry landscape to do so.

RATIONALE FOR THIS STRATEGY: An advisory board of Journalism and other Communication professionals will help keep our degree relevant to potential employers.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Create a board of advisors of Journalists and other communications professions.	Beverley	Sept. 2017	Feb. 2018	This should be completed mid-January
Hold an advisory board meeting.	Beverley		May 2018	

**Resource Implications NOT APPLICABLE**

STRATEGY 5: Provide educational opportunities for two specific groups: professional journalists and high-school students. These could include, for example, skills-upgrade workshops for professional journalists and video- and audio-journalism workshops for high-school students.

GOAL(S) THIS STRATEGY SUPPORTS:

1. Increase enrolment and interest in KPU's Bachelor of Journalism and the department's growing Communication Studies offerings.

RATIONALE FOR THIS STRATEGY: Data shows our first-year students are largely high-school graduates, so we should speak to where the interest is; we have the professional skills and equipment to provide working journalists with education and training.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Research and develop options for working journalists: workshops/condensed courses/etc. <a href="#">Why wait till 2018?</a>	Chad	Sept. 2018	Sept. 2019	This is the planning year.

Develop relationships with high schools and plan ways to connect with potential journalism students, including workshops/guest speaking in high-school classes/etc. Same as above.	Aaron	Sept. 2018	Sept. 2019	This is the planning year.
--	-------	------------	------------	----------------------------

**Resource Implications NOT APPLICABLE**

STRATEGY 5: Create a smooth transition to the new chair when the existing chair retires in Spring 2019.

GOAL(S) THIS STRATEGY SUPPORTS:

1. Maintain relevance of the degree, and adapt to the ever-changing industry landscape to do so.
2. Continue to adjust the curriculum to meet the changing needs of Journalists and the Journalism profession, including highly transferable skills.
3. Increase enrolment and interest in KPU's Bachelor of Journalism and the department's growing Communication Studies offerings.

RATIONALE FOR THIS STRATEGY: Efficient managing of any department is essential to student success and the smooth operation of KPU.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Existing chair to provide information, guidance and job-shadowing to her successor throughout the academic year.	Beverley and incoming chair	09/18	Summer 2019	The existing chair was hired into the position (so, technically is a coordinator). She will have held the position for 14 years upon retirement.

**Resource Implications NOT APPLICABLE**

STRATEGY 6: Continue to revise course-outlines as required.

GOAL(S) THIS STRATEGY SUPPORTS:

1. Continue to adjust the curriculum to meet the changing needs of Journalists and the Journalism profession, including highly transferable skills.

RATIONALE FOR THIS STRATEGY: The curriculum must progress rationally and clearly to ensure student success; students need up-to-date education and skills to be employable.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Pay attention to how the curricular changes effective September 2018 roll out and adjust as required.	Curr.Comm. rep.	09/19	09/21	

**Resource Implications NOT APPLICABLE**

STRATEGY 7: Ensure department equipment is up-to-date.

GOAL(S) THIS STRATEGY SUPPORTS:

1. Maintain relevance of the degree, and adapt to the ever-changing industry landscape to do so.
2. Increase enrolment and interest in KPU's Bachelor of Journalism and the department's growing Communication Studies offerings.

RATIONALE FOR THIS STRATEGY: Students must be familiar with current technology to be employable; donating our used equipment to less-fortunate students helps them immeasurably.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
<a href="#">Conduct an equipment audit and plan to request funding to purchase equipment, as required.</a>	Mark	05/20	05/21	Approximately \$30,000 in equipment purchased in 2017 with Sportsnet funds.
Donate old/unnecessary equipment .	Mark	05/20	06/21	
Plan to purchase new equipment as required.	Mark	05/21	05/22	

PLAN APPROVED BY:

\_\_\_\_\_ Sal Ferreras \_\_\_\_\_  
Provost's Name



\_\_\_\_\_  
Provost's Signature

November 27, 2017

\_\_\_\_\_  
Date

\_\_\_\_\_ Diane Purvey \_\_\_\_\_  
Dean's Name



\_\_\_\_\_  
Dean's Signature

November 28, 2017

\_\_\_\_\_  
Date