

CAREER TECHNICAL EDUCATION (CTE) TWO-YEAR PROGRAM REVIEW FOR 2023

Program: Journalism AA-T

Planning Year: 2023

Unit: COMMUNICATIONS

Cluster: HUMANTIES

Last Year of CPPR/Voc. Ed Review: N/A

INSTRUCTIONS: CTE programs will complete and submit the below Two-Year Program Review as part of a regular two-year program review cycle (Ed Code 78016). In addition, CTE programs will complete and submit an APPW on an annual basis and an Instructional Comprehensive Program Planning and Review (CPPR) every four years according to the institutional comprehensive planning cycle for instructional programs.

California Ed Code 78016

Every vocational or occupational training program offered by a community college district shall be reviewed every two years by the governing board of the district to ensure that each program, as demonstrated by the California Occupational Information System, including the State-Local Cooperative Labor Market Information Program established in Section 10533 of the Unemployment Insurance Code, or if this program is not available in the labor market area, other available sources of labor market information, does all of the following:

1. Meets a documented labor market demand.
 2. Does not represent unnecessary duplication of other manpower training programs in the area.
 3. Is of demonstrated effectiveness as measured by the employment and completion success of its students.
- A. Any program that does not meet the requirements of subdivision (A) and the standards promulgated by the governing board shall be terminated within one year.
 - B. The review process required by this section shall include the review and comments by the local Private Industry Council established pursuant to Division 8 (commencing with Section 15000) of the Unemployment Insurance Code, which review and comments shall occur prior to any decision by the appropriate governing body.
 - C. This section shall apply to each program commenced subsequent to July 28, 1983.
 - D. A written summary of the findings of each review shall be made available to the public.

NARRATIVE: Review your CTE program according to the following three prompts with analysis of data provided by the State: <http://www.labormarketinfo.edd.ca.gov/>.

If assistance is needed to retrieve data, please contact the Dean of Instruction for Health, Workforce and Kinesiology.

Provide a written summary for each prompt. If yes, explain why and/or how. If no, explain why.

I. Meets a documented labor market demand, <http://www.labormarketinfo.edd.ca.gov/>.

“Reporters and Correspondents” is the occupation title the California labor market website recognizes for professions students in the Journalism program would seek. The website unfortunately doesn’t provide any Job Market Data for Reporters and Correspondents, noting “Estimates for this occupation not available in this region.”

II. Does not represent unnecessary duplication of other manpower training programs in the area.

Currently, there are no other Journalism programs within San Luis Obispo County. As shown again on the Employment Development Department website, the Cuesta College program is unique and provides a cost effective and comprehensive training like on other near our general vicinity. The program also enjoys a healthy reputation for operating an award-winning student publication, The Cuestonian, with students learning on the latest software applications for media production.

III. Is of demonstrated effectiveness as measured by the employment and completion success of its students,

https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_CoreIndi_TOPCode.aspx

[The below chart shows the demonstrated effectiveness of the program as measured by the employment and completion success of its students.](#)

IV.

To display 4 or 6 digit TOP codes, click on the plus sign to the left of the TOP code.

	Core 1 Skill Attainment	Core 2 Completion	Core 3 Persistence	Core 4 Employment	Core 5a NT Participation	Core 5b NT Completion
01 AGRICULTURE AND NATURAL RESOURCES	25.00	100.00	100.00	33.33	75.00	75.00
02 ARCHITECTURE AND RELATED TECHNOLOGIES	93.10	100.00	93.10	40.00	27.59	32.00
05 BUSINESS AND MANAGEMENT	85.62	97.42	94.50	73.91	52.21	55.39
06 MEDIA AND COMMUNICATIONS	84.78	96.88	95.65	100.00	25.93	27.78
0602 JOURNALISM	83.33	100.00	100.00	100.00		
0604 RADIO AND TELEVISION	81.48	94.12	92.59	100.00	25.93	27.78
0614 DIGITAL MEDIA	100.00	100.00	100.00			

0699	OTHER MEDIA AND COMMUNICATIONS	100.00	100.00	100.00	100.00		
07	INFORMATION TECHNOLOGY	97.30	97.87	91.89	55.56	9.46	8.16
08	EDUCATION	95.00	87.50	90.00	75.00		
09	ENGINEERING AND INDUSTRIAL TECHNOLOGIES	91.23	85.23	88.30	82.29	6.44	7.45
10	FINE AND APPLIED ARTS	100.00	85.19	90.48	86.67	50.00	47.62
12	HEALTH	62.26	99.23	94.27	93.52	26.78	25.84
13	FAMILY AND CONSUMER SCIENCES	80.16	96.14	94.95	59.35	7.50	9.05
14	LAW	100.00	100.00	96.88	80.00	15.63	21.43
16	LIBRARY SCIENCE	85.71	100.00	83.02	76.67	10.71	6.98
21	PUBLIC AND PROTECTIVE SERVICES	87.59	98.85	96.35	50.91	45.33	46.94

Performance Rate Less Than Goal is Shaded

Total Count is 10 or Greater

Total Count is Less Than 10

- Core 1 - Skill Attainment, GPA 2.0 & Above: 91.75% Performance Goal - (2017- 2018)
- Core 2 - Completions, Certificates, Degrees and Transfer Ready: 89.00% Performance Goal - (2017- 2018)
- Core 3 - Persistence in Higher Education: 91.00% Performance Goal - (2017- 2018)
- Core 4 - Employment: 73.23% Performance Goal - (2017- 2018)
- Core 5 - Training Leading to Non-traditional Employment: Greater than 23.93% Participation & 28.02% Completion - (2017- 2018)