

JOURNALISM DEPARTMENT
2019 CAREER AND TECHNICAL EDUCATION (CTE)
2-Year Review SUPPLEMENTAL QUESTIONS

1. How strong is occupational demand for the program? As you analyze demand over the past five years and projected demand for the next five years, address the state and local needs for the program.

National demand for media and communications professionals is on the rise. Despite ongoing issues with profits and readership in traditional, legacy media companies, opportunities are arising in digital media amid the churn of almost two decades of industry disruption. The journalism department is keenly focused on providing students with the fundamental skills employers need. In its *Occupational Outlook Handbook* (updated April 2019, reflecting 2018 data), The U.S. Bureau of Labor Statistics, Employment Development Department said, “Employment of media and communication occupations is projected to grow 6 percent from 2016 to 2026, about as fast as the average for all occupations, which will result in about 43,200 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms. The median annual wage for media and communication occupations was \$57,530 in May 2018, which was higher than the median annual wage for all occupations of \$38,640.”

At this point, the BLS cites the highest anticipated growth through 2026 will be in the areas of Film and Video Editors, expected to grow 13 percent, which is faster than average, and Public Relations Specialists, expected to increase 9 percent, which is average. It should be noted that those numbers reflect a reality based on the past and present. The industry is still in a post-apocalyptic state, the outcome of which cannot be accurately predicted.

According to Indeed.com’s employment analysis blog hiringlab.org, the top 10 national media companies hiring journalists is pasted below.

Top companies hiring journalists

Ranked by job postings in 2018

1	Sinclair Broadcast Group	11	Dow Jones
2	Gannett	12	The New York Times
3	Nexstar Broadcasting	13	Meredith Corporation
4	Raycom Media	14	The E. W. Scripps Company
5	Gray Television	15	BH Media Group
6	NBCUniversal	16	DoScouting
7	The Dispatch Printing Company	17	Cox Media Group
8	Tribune Media Company	18	Gatehouse Media
9	Spectrum	19	Thomson Reuters
10	TEGNA	20	Hearst Television Inc.



Within the state, projections are also on the rise. The California Employment Development Department’s Projections of Employment by Occupation report includes two occupational TOP codes of relevance to the journalism department, 060200 Journalism and 060100 Media and Communications, General. We observe both TOP codes because the skills taught in the journalism program have both specific and broad applications, and graduates of the program frequently are hired in media jobs related to journalism. The 2016-2026 outlooks for each

TOP code are pasted below. The same caveat applies to all employment projections in journalism and media as the industry continues to progress through disruption.

060200 Journalism:

Projections of Employment by Occupation, 2016 - 2026

Selections:

TOP Code(s):

- 060200 Journalism

Geography: Los Angeles County

Includes: Los Angeles County

Annual Job Openings by Occupation

SOC Code	Occupation Title (Linked to "Occupation Profile")	2016 Employment	Annual Job Openings (1)
273041	Editors	5,850	619
273022	Reporters and Correspondents	1,610	170
273043	Writers and Authors	12,730	1,256
Total		20,190	2,045

060100 Media and Communication, General

Projections of Employment by Occupation, 2016 - 2026

Selections:

TOP Code(s):

- 060100 Media and Communications, General

Geography: Los Angeles County

Includes: Los Angeles County

Annual Job Openings by Occupation

SOC Code	Occupation Title (Linked to "Occupation Profile")	2016 Employment	Annual Job Openings (1)
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Since Los Angeles is the No. 2 media market in the nation, regional demand for media jobs is typically high. A search on LinkedIn's regional employment search tool for the broad, catch-all term "media" returned 13,000 job listings. A more discipline-specific search of job listings in Los Angeles on the popular industry employment site Journalismjobs.com returned 90 available journalism jobs. The desired skills mentioned in several of the postings returned in that search reflect the skills being taught in the journalism department, such as real-time analytics, content creation for social platforms, social media policy and strategy and project manager. The department's advisory board emphasized the importance of mastering the fundamentals, but also equipping students with a wide range of social media/digital/data/project manager skills.

As mentioned previously, the national, state and regional employment projections don't always accurately reflect the current reality because the industry is still in a state of disruption. Because of that, we rely on our advisory board to give us the advice we need to understand real-time industry standards and needs.

It should be noted that the skills learned in the journalism program are applicable to a wide range of industries beyond media, including business, non-profit, education, law, and more. Modern communications skills can be broadly applied across the employment spectrum. Providing students with a wide range of specific social media skills will equip them for jobs in many sectors, not just journalism.

2. How does the program address needs that are not met by similar programs in the region? The journalism program addresses several needs that are not being met by similar programs in the region. They are:

Robust digital- and mobile-first reporting program

Digital- and mobile-first reporting by the journalism program is consistently ranked in the top three regionally and the top five statewide and nationally. The data comes from the Journalism Association of Community Colleges, Rich Cameron's (Cerritos College) monthly data analysis of California Community College journalism programs, and the national student media groups: Associated Collegiate Press and the College Media Association. Criteria for ranking includes (but is not limited to) newsworthiness of stories, quality of reporting, frequency and timeliness of posts, analytics data, and enterprise and breaking news.

In 2018, the program allocated a significant portion of its shrinking budget to purchase a license for Parse.ly, which is an industry standard data analytics tool. Most community college programs are using Google Analytics (or nothing at all), because it's free. Access to Parse.ly enables students to use what professional newsrooms are using. It also provides the department with access to experts, innovations and industry connections to enhance instruction and opportunity for the journalism students. This advantage prepares students to be effective in internships and university and professional newsrooms.

Dedicated team of award-winning industry professionals

The department works hard to develop and maintain strong ties to top-tier industry professionals who serve on the advisory board and work directly with students in the newsroom. These professionals include but are not limited to Luis Sinco, a Pulitzer-Prize winning Los Angeles Times photojournalist; Jack Mulkey, a long-time California chief copy editor; Roderick Hicks, a video editor and former camera operator for CNN in Miami; Jessica Martinez, digital front page editor for the Los Angeles Times; Monique Judge, West Coast editor for TheRoot.com. And many others. They work directly with the program in a variety of capacities to ensure top-quality instruction and opportunity for all students. The journalism department's long history of continuous, award-winning local reporting by students as well as its geographical desirability and proximity to top journalists provide key advantages.

Local, regional and national competition and travel opportunities

Since El Camino College employs two full-time faculty members, the journalism department has the ability to offer significant opportunities for educational travel and scholastic competition. Many other programs employ only one full-time faculty member to teach the classes, advise student media and handle all administrative and curriculum duties, which leaves no one to handle travel and awards. But El Camino had that ability and it translates into greater educational opportunity, networking, resume enhancement, internships and jobs.

Top student media adviser

In 2014, the program was fortunate enough to attract one of the winningest media advisers in the state to leave a full-time tenured position at L.A. Pierce College to work at El Camino College. The job of student media adviser is unique and takes a constellation of varied skills rarely found in just one person. A few top advisers in the state of California possess that rich mix of ability and El Camino employs one of the best in the state to work in the newsroom with students. Equal parts journalist, teacher, mentor, coach, innovator, administrator, program manager, chaperone, cheerleader and more, the student media adviser inhabits a role that, if properly executed,

involves a 24-7 schedule that parallels the discipline itself. Having a key player in that role who is well suited, makes a big difference in our program. El Camino is fortunate to have a passionate, professional, talented and dedicated student media adviser guiding the newsroom portion of the program.

Robust, far-reaching network of alumni

El Camino's longevity again plays an important part in the sprawling network of program alumni who remain dedicated to the program's continued success. Many local, state and national media professionals went through the program and stay closely connected through social media. Often alumni return to speak to classes, volunteer time, search for interns, judge competition entries, donate funds for scholarships and more. At any moment, more than 75 local media professionals are on call for whatever the department may need in the way of support.

Revenue-generating display advertising office

The journalism program maintains a digital and display advertising office. Sharp declines in advertising over the last two decades has shuttered the ad offices in many other journalism programs in the state but the journalism department still maintains its business-side advertising program, providing a resource not offered at some other programs. This opportunity is sought after by students interested in gaining business experience for their resumes, and the advertising outlet is of value to local businesses and community members looking to advertise directly to the EC community.

Cooperative career ed/ internship program

Through its J96 Cooperative Career Education course, the journalism programs offers students the year-round opportunity to accept internships that require college credit, even during the summer. Only Fullerton College offers the same type of program. In recent years, students have interned for Surfer Magazine, KABC sports radio, the L.A. Times, and several other media outlets.

Local reporting on the EC community

Through its active student media outlets -- *The Union*, *EccUnion.com*, *Warrior Life* and numerous social media platforms -- the program provides the college and the community with local reporting that is not offered at any other program in the region, or any other local media outlet. Many news outlets will cover big stories at EC, but not the day to day operations of the college, the school board and the ASO, or the stories of people in the community. Only the journalism program provides daily coverage of the EC campus community. This is a benefit that cannot be undervalued, one that cannot be offered anywhere else.

3. What are the completion, success and employment rates. If applicable, what is the program doing to improve these rates?

Completion Rates

Completion rates are rising. The district mandate to provide completions has been a top goal in the department for several years. From 2015 to 2018, the department has three A.A. degree completions, 10 A.A.-T completions and three certificates of achievement. Although these numbers represent an increase from previous years (when completion wasn't as much of a focus), the department has taken steps to continue the upward trend. They include making mandatory for students a one-on-one counseling appointment every semester with the assigned journalism counselor, Sabre Sabio; increased instruction and training in all sections on creating, setting and achieving academic goals; regular check-ins with students on their goals and progress toward them; creation of a team of

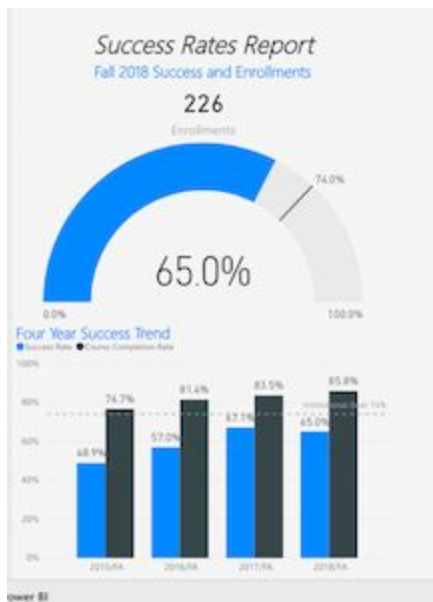
top-level working professionals to work alongside students in various capacities; and the creation of a dedicated instructional aide position in the newsroom to help students stay connected, focused, motivated and productive. The department was one of the first on campus and within community college journalism programs statewide to finalize and offer its A.A.-T degree. We are confident that the numbers in this area will continue to improve to an extent that will belie the small size of the department.

Success and Retention Rates

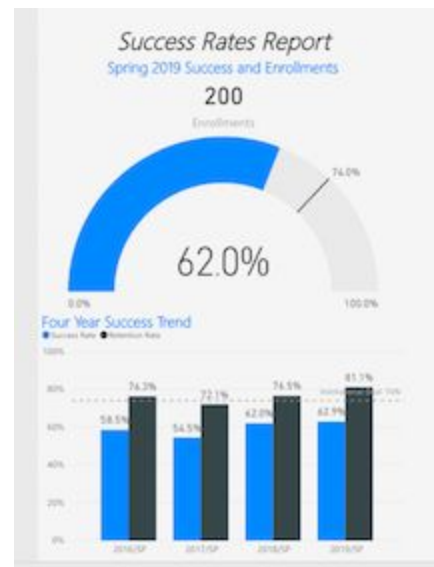
Success and retention rates have improved dramatically from 2015. This is due to the district’s positive and generous response to calls for a few modest resources needed to respond to digital disruption, such as replacement computers, the addition of an instructional aide and part-time classified staff member, the full integration of the new adviser and an elimination of program perks that are not supported by the district. The absence of those resources had been taking an extremely negative toll on student success, but the numbers show the rates climbing quickly and significantly, a direct result of much-needed support.

Success and retention tables for Fall 2015-2018 and Spring 2015-2018 from Institutional Research are pasted below. The big gains speak for themselves.

Success and Retention Rates, Fall 2015-2018:



Success and Retention Rates, Spring 2015-2018:



Employment Rates

Department employment rates are difficult to report accurately because only one journalism student response was included in Institutional Research’s Career Technical Education Outcome Survey Report. Beyond that report, the department does not have a mechanism or the resources to track employment. The next CTE Program Review will hopefully have more data to analyze and report.

4. Is there a licensure exam? No

5. Is the advisory committee satisfied with the level of preparation of program graduates? How has advisory committee input been used in the last two years to ensure employer needs are met by the program? Describe any advisory committee recommendations that the program is either unable to implement or is in the process of implementing.

The advisory committee is satisfied with the level of preparation of program graduates. This is true to the extent that several committee members who work in the field are eager to employ students in the journalism while they're still in school at EC. We see a possible trend where some employers are skipping traditional internships and moving students right into freelance/contributing roles.

Through the annual CTEA grant, the department acquired mobile journalism kits which have been in use for one calendar year. This is a project directly suggested by the advisory committee in years past. The advisory committee also suggested that the program focus more on civically-minded, public affairs reporting, including investigative coverage that focuses on accountability and transparency of the institution. As a result, the program has re-emphasized that reporting area as one of importance to the students. Several prestigious national awards followed.

The advisory committee membership list, credentials and minutes from the last meeting follow:

**Advisory Board Minutes
Torrance, Calif.**

In attendance:

Kate McLaughlin

Stefanie Frith

Jack Mulkey, Ecc, OC Register

Roderick Hicks, ECC/TV freelancer

Jessica Martinez, LA Times/editor

Monique Judge, The Root/writer and columnist

Sean Hiller, Leuzinger/photojournalist, media teacher
and adviser

Doug Morino, OC Archdiocese/communications
professional

Luis Sinco, LA Times/Photographer

Marc Stevens, ECC PR

David Rosenfeld, Beach Reporter/editor

Gary Metzker, CSULB adviser, former LA Times
editor/designer

Allan Flowers, NFL Network/producer

Debra Breckheimer, Humanities Division Dean

Not in attendance:

Ann O'Brien, ECC PR

The following notes were culled from group discussion and from answers to a distributed questionnaire.

- Multiplatform journalism need to be included and emphasized. Publication across multiple platforms from the newsroom and field locations. Produce and publish using varied modes from all locations.
- Analytics is the future of editorial policy making. Know not only about traffic, but about brand tracking, ratioing, scheduling, and more. Jessica Martinez is building an analytics strategy in early 2019 for the Time Community News and she will share it with us to emulate.
- Internships still relevant. Hopeful Interns need to show top-notch portfolios containing clips gained from practical experience in a college program. The portfolios need to exhibit an intern's mastery of multiple

skill sets. Job shadow is an excellent tool to get students ready for internships and jobs. Students need strong writing and photo skills as well as design, social media and managing analytics. Print design is still a skill that is used. People still do print-based marketing and other materials, so having that ability is important, esp. Since everyone is so digitally minded. It's getting harder to find young people who can put together a desktop design with a young, modern, fresh aesthetic. The best interns are those who've had as much real-world experience as a college setting can allow.

- College newsrooms should be focusing on writing, photos, critical thinking, news judgement, leadership, teamwork, management, editorial policy, ethics, multi platform reporting.
- El Camino is doing a fantastic job preparing journalism students for the university newsroom.
- EC J students should focus on traditional journalism skills, but also need to focus on other opportunities the skills allow. So many opportunities are found in social media, freelance and event coverage that utilize a journalistic style.
- Teaching students to be good digital citizens is key. There is power and responsibility in the ability to gather and publish. Ethics, law, civics and public service are key issues to bring to the educational process in journalism programs. Engaging the immediate community and working closely with those members supports and enhances the mission.
- The EC J program needs to get more industry partners from outside education and media to give j students experience in freelance and client-based work. A media arts approach combined with public interest and daily journalism.
- HTML, CSS, Javascript, Adobe Creative Suite, Evernote, Hootsuite, SproutSocial, Chartbeat or other analytics tool, SmartSheets for project management. Slack, Google docs.
- At the diocese, we utilize analytics for social media and targeting specific audiences for content posted on FB and Insta. We use analytics to see what stories and posts do well and which need to be promoted and followed up or published in different ways.
- Keep the traditional approach with a large news section. Media arts can be a small part but not the main focus. Perhaps the program could incorporate more citizen journalism especially from local communities.
- Students need to know a lot. Many hard skills: writing, photos, design, video; but they also need soft skills: interviewing, leadership, tenacity, ethical judgement, time management. They need to build discipline and show commitment.
- Writing, critical thinking and teamwork are top skills that need to be learned. Students need to focus on writing, grammar, punctuation, style, research, fact checking, accuracy, professionalism.
- Given the climate of the country, a straightforward, public-interest model for journalism makes the most sense.
- EC J students are being well trained, but added focus could be brought to the area of professionalism, reliability, consistency.