June 27, 2014

Jean Stapleton  
Journalism Department  
East Los Angeles College  
1301 Avenida Cesar Chavez  
Monterey Park, CA 91754

Dear Ms. Stapleton,

The College has completed its process its Comprehensive Program Review. We would like to thank you for all the work you have put into providing the College with detailed information on your programs through the Program Review Self-Evaluation. The following comments, commendations and recommendations are the culmination of a campus-wide validation process that included the Strategic Planning Committee, Educational Planning Subcommittee, Facilities Planning Subcommittee, Technology Planning Subcommittee, Enrollment Management Committee, Learning Assessment Committee, Program Review and Viability Committee and the ELAC Shared Governance Council.

The following comments, commendations and recommendations are provided for incorporation in your annual planning. Each recommendation will need to be addressed in your Annual Update Plan (AUP) due at the end of September 2014. To be clear, these recommendations serve as part of our process for continual quality improvement. Typically, recommendations require planning improvements that will be implemented over time. Through collegial dialog on the recommendations, each department should develop a strategy for addressing the recommendations. The program review AUP allows a department to report on its efforts and identify needed resources. The Office of Institutional Effectiveness and the Program Review and Viability Committee are available to assist departments through this process.

Comments:  
None

Commendations:  
None

Recommendations:  
1) That the department evaluates its curriculum planning and ensure that the plan reported in the program review consistently identifies realistic timelines for curriculum development and implementation.
2) That the department revise the goals in its program plan so that they are actually goals.

3) That the department increase involvement in PLOs for Journalism and Desktop Publishing as those programs are currently at the “awareness” level.

4) That, in the program review process, the department describes its plan for offering new courses in the existing allocation.

5) That the department work with its dean and the Office of Institutional Effectiveness to accurately understand the efficiency of course offerings and develop a plan for increasing student enrollment on that basis.

Thank you again for your dedicated work on improving the College and your programs.

Sincerely,

Marvin Martinez
President
East Los Angeles College

cc: Dr. R. Moyer, Vice President
    V. Ly, Dean