

Cuesta College Journalism Advisory Committee Meeting

Meeting held: Nov. 8, 2017 at KCBX

Introductions

Attended: Greta Mart (KCBX news director), Mary McCorkle (retired Cuesta faculty), Dawn Hobbs (faculty), Nick Wilson (faculty), Jeff Nachtigal (faculty)

Absent: Krista Chandler (Santa Maria Times reporter), Marissa Waddell (KCBX program director), Chip Visci (senior strategist Barnett Cox and Associates)

Announcements

Faculty update of Lisa Miller teaching Mass Comm again in Spring 2018; Dawn Hobbs will then instead teach new J207 – Intermediate Reporting and Writing, as well as News Production J202 and J203 series; Jeff Nachitgal will teach new J206 – Social Media and Data Visualization; Nick Wilson will remain in Beginning Reporting and Writing.

Cuestonian Print Edition / Website

Distributed and reviewed layout and content of newspapers / reviewed design and content of online news site.

Redesign – both print and online, including addition of better photos, layout, content and writing, interactive web elements

Pending – Opinion Polls and Cuestonian Showcase: Best of Staff Photography

Decrease in publication from three to two per semester due to change in printer at Cal Poly and subsequent increased costs

Mobile App proposal – launch app in Spring 2018 / significant promotion to engage audience

Department Update on Rebranding

Name change – Journalism & Digital Communication

Door signs

Sandwich board

New tables / chairs

All completed with journalism funds; JAC said it should have come out of college funds because journalism funds should be used directly for students.

Update on Remodel -- \$25,000 grant received in May 2017 / zero from Cuesta / budget has surplus of \$9 million that Stork has said should be used for one-time purchases such as computers. The JAC said this would logically also include a remodel, tables and chairs and computers.

Journalism Account Balances

Foundation -- \$11,866
Tony Sprague -- \$955

Curriculum Development

New Courses:

J203A-B – News Production for Visual Artists – Photo, Video, Graphics and Design -- taught this semester with larger than expected enrollment

J203C-D – Intermediate / Advanced News production for Visual Artists – need this to be offered in Spring 2018, but administration not doing so – told it was because it didn't make the catalog, but only need it in ClassFinder for students currently in J203A-B to take J203C in the Spring to attain their academic and career/resume goals. Without this subsequent course, students will be at a great disservice and enrollment that took so long to build up on the student newspaper will drop, rather than continue to grow.

J204 – Nonfiction Magazine Writing for Publication – low enrollment of 10 students, but class is going extremely well with significant strides being made in student writing. Publication in Cuestionian print edition and online, and perhaps in New Times. Workshop style mandates a cap reduction from 30 to 20.

J206 – Social Media and Data Visualization – this will be taught for the first time in Spring 2018

J207 – Intermediate Reporting and Writing – this will be taught for the first time in Spring 2018

AA-T – distributed copies. Two semesters of News Production (the student newspaper) now required; required option submitted and under review of J205 – Multimedia Journalism or J207 – Intermediate Reporting and Writing.

Proposals submitted for prerequisite of J201 -- Beginning Reporting and Writing for J202A – Intro to News Production and J204 – Nonfiction Writing. J201 also now required for J207.

Multimedia Journalism Certificate of Specialization – distributed copies of poster. Also distributed copies of what new certificate looks like with changes in List A so that visual artists are not mandated to take advanced writing courses, but can take J203A-B and then advance to J203C-D in the next section. This is to go into effect next Fall. However, students now in J203A-B can use a future version and work towards it – but the subsequent course J203C not yet on Spring 2018 schedule. This

will cause these students issues. The change on the certificate was made after seeing an outpouring of interest from art and broadcast students in J203A-B.

15-week semester – distributed copies of poster. Starts Spring 2018. Studies show a shorter semester is better for student learning and productivity. This would be especially productive for journalism courses, which must adhere to deadlines.

Posters / development of new ones – distributed ones used to promote courses this semester. New ones underway for promotion of Spring 2018 courses. These posters are distributed with the student newspaper, across campus and in classes.

JAC also recommended that the posters be sent to area high schools and ones in Fresno and Bakersfield to recruit students to the program. However, they do not want to see lead faculty to continue to work for free in her tireless efforts to increase enrollment and efficiency and to improve the quality of the program.

Full-time Faculty Update

Prioritization list for FT faculty positions places Journalism at 7 out of 11, even though it was ranked third by the division. Division chair presentation focused on the critical element of the importance of a free press, but participants did not appear interested. Could have perhaps included information about significant recent program developments and changes we'd like to be made in the future, including the development of an interdisciplinary bachelor's degree and making Cuesta's journalism program a destination spot.

JAC is outraged by this continued neglect of the journalism program and the exploitation of its adjunct staff, whose lead faculty is putting in a ridiculous amount of free hours on a daily basis in order to increase enrollment and efficiency, develop the program and the quality of the student newspaper and online news site, providing students with an invaluable educational experience while keeping Cuesta free of lawsuits. JAC noted that lead faculty is already paying \$800/month out of her own pocket in travel and lodging to teach at Cuesta and that she should not continue to work for free.

Journalism Recruitment Day / Photo Contest

The first Journalism Recruitment Day held last semester got a big turnout and drew many students who were interested in the program.

Journalism Recruitment Day for this semester will be held either Dec. 5 or 7 and again include music and food. Distribution of posters and info about the courses will be highlighted.

A photo contest will be held in conjunction with Recruitment Day to interest more students in J203A-B. But JAC stressed J203C-D needs to be offered in Spring so as to not ruin the reputation of J203A-B and of the program in general.

Suggested actions:

1) The JAC plans to submit a letter to Dr. Stork outlining significant accomplishments achieved this past year and how this department needs a full-time faculty to continue to develop the program and to promote it in order to increase enrollment and efficiency and provide Cuesta journalism students with the best preparation possible;

The JAC will also address in this letter how students currently enrolled in J203A-B need to enroll in J203C in the Spring. Many of these students will not even be at Cuesta in Fall 2018 and will be denied the opportunity to attain their academic and career goals.

The JAC will additionally address how the classroom / newsroom is in significant need of a remodel and how it is the by far the worst lab / facility on campus. Hobbs received a grant for \$20,000 of the \$60,000 to \$80,000 needed to properly complete the remodel, replicating a professional newsroom, and to furnish it with tables, chairs and computers. The college needs to contribute the remaining amount in order to get the entire remodel completed at once and so that it is a functional space.

The JAC noted that without a full-time faculty, needed courses offered, a proper remodel and adequate equipment, all of the work that has thus far been poured into developing the program – mostly through unpaid labor – will be for nothing. The JAC is adamant that these changes need to be made immediately in order to continue development that will make this a premiere destination program.

2) JAC endorses appearing before the Board of Trustees to explain the situation detailed in the above-mentioned JAC letter regarding the need for a full-time journalism instructor, a complete newsroom/classroom remodel and the offering of J203C in the Spring.

3) Pay lead faculty to develop text, photo, video content for update of department website as part of recruitment efforts. JAC was stunned when this was not done when lead faculty suggested it be done over last summer so that students looking to enroll in a journalism program would find a state-of-the-art website with updated information.

Pay lead faculty to continue recruitment efforts by contacting area highschools.

JAC suggested if Cuesta can't find the money to pay lead faculty to do this that maybe it could come out of the remaining journalism funds.

4) If lead faculty cannot be hired full-time permanent, hire as full-time temporary so that she is at least paid for her work and development of the program stays on track.