Comprehensive Program Review Report

Program Review - Communication

Program Summary

2023-2024

Prepared by: Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimme Ahle, Alisha Kennedy

What are the strengths of your area?: As a department that serves over 3000 students, the Communication Department has maintained a high level of student success. Since the pandemic, we have been steadily increasing our enrollment, as an increase in over 100 students from the previous year in Communication 1 alone can attest. Our success rates have routinely stayed above 70% in the majority of our classes, with a highlighted strength of 79% in Communication 5 (which satisfies the critical thinking requirement).

Our Face-To-Face courses have been steadily improving post pandemic, while we strive to regain our 80% success rate. We have reached 76%.

Our Online course offering have been steadily improving, with average overall improvement of 3-5%.

We have made steady improvement in servicing our Disproportionally Impacted Student Groups, especially in online courses. In our Public speaking courses, we have seen a dramatic increase in our African-American students success in online courses (49% in 2021-22. to 76.5% in 2022-23). As we have improved our online course offerings, as well as working within the department to improve online strategies to improve student engagement.

In our previous program review, we noted a disparity with our Hispanic students. We made some focused improvements in our programs and saw an overall improvement of 5% success rate in all our courses.

Our Department has started to make the shift toward OER materials, and seen great success in course enrollment with Zero Cost textbooks. We currently are offering 24 sections with Zero Cost textbooks, and moving to include more sections with Zero Cost textbooks.

What improvements are needed?: •   Continued success rate improvement: It appears as though we are steadily improving our success rates in the COMM department post COVID. Prior to COVID, the success rate in the Fall 2020 was 82%. Spring 2022 was 82.5%. We have seen a significant success improvement in COMM 1 courses. We are now seeing an upswing of success in online courses as students have become more confident with their technology and distance education skills, as well as merging back on to the campus for those students who prefer the face-to-face courses. Fall 2022 showed that success rates climbed to 72.8% and Spring 2023 was 70.1%. Of noteworthy mention is the WD rate to attest to the increase of success since moving away from COVID restrictions. Spring 2020 saw a large WD rate at 30% in the department. This was a 28% increase from the prior Spring semester. However, we noted a WD rate of only 10% in the Spring of 2023. All of our communication courses are up in success rates by an average of 8% from 2021-2022, except for COMM 8 which was down in the success rates by 5%. That said, COMM 8 still has the second highest success rate next to COMM 5. Our current FTES/FTEF ratios for 2022-2023 were the exact same as in 2021-2022 at 14.89%. The COMM 1 course maintains the highest FTES/FTEF ratio at 15.98%, which stands to reason since the COMM 1 course meets the oral interpretation transfer course criteria. The FTE students are up from 2021-2022 by roughly 30 students. Again, verification that we are moving forward on a positive note of student success and retention. Reported are only minor percent variances between excluding EWs at 70.11% and including EW's at 69.8% We are moving in the right direction due to faculty connection, continued education in the arena of distance education and successful instruction techniques, as well as returning back to roughly 50% of courses offered face to face. Our online course registration and requests are consistently strong, indicating a pattern of need/desire from many COMM students. Our hybrid course enrollment is still strong in COMM 1 and 4 but is dropping slightly in the higher elective courses. In these courses, currently online seems to be the

preference. We noted a smaller enrollment in the COMM 9 FALL 23 which was face to face versus enrollment in the hybrid COMM 9 course during the SP of 2023. The online offering of COMM 9 in the SP of 2023 was full. Currently in the Fall 2023 semester, we are continuing to note a small increase in face-to-face classes filling nearly equal to the online enrollments. However, many students are reaching out to the COMM faculty and requesting more online courses – in particular to COMM 1 and COMM 4 courses. In speaking with our counseling division, this "Covid" generation of students has adapted to online and found it more conducive to their lifestyles that have resulted because of Covid policies. Therefore, it will be interesting to continue to note if more face-to-face classes become palatable to students as we begin to cycle out of the Covid lifestyle. Accordingly, our intent is to continue dialogue about utilizing various methodologies, research other collegiate institutions and their methods, as well as continue to track success/EW rates. The lack of a larger discrepancy from 2018-19 until now reinforces that communication professors are highly interactive, communicative with one another for support and during what was a tumultuous time, accessible to their students.

- Honors Club enrollment/marketing: Dialoguing as a COMM. department, we have found our Club and Honors Society numbers have decreased since COVID, and we will continue to develop online recruitment tools to continue the movement started in the previous years. We intend to develop and implement experimental methods such as a speaker's series to engage students interested in the club and certificate, as well as developing an online/zoom format to market the program. More efforts have been made by the instructors to market and recruit via the Canvas platform. To date, we have noted a greater response due to this.

- Continued monitoring of the success of online/hybrid courses: Prior to COVID-19 emergency status, the communication department, along with the support of the past DE coordinator and the former division Dean, the COMM. department was in progress of offering more online/hybrid courses, as well as working to offer a completely online communication certificate option as indicated above. Based upon research and support from other institutions, it was determined that there is a high demand to meet a demographic need of; 1) a desire to complete our communication certificate and 2) the need for an online option. Not only do we need to continue to offer such online courses after the COVID emergency status to meet this need and pedological growth, but we also desire to continue with administrative support and the inertia of online course options. Communication courses have some of the largest enrollment at COS and are needed for completion of the A.S. degree, as well as being transferable to CSU's and UC's. Interestingly, in the Spring of the 2023 semester, we offered 26 COMM 1 classes. The breakdown was interesting to note. 13 were face to face – all full. 3 were hybrid – 2 full, one with a lower enrollment and the remaining 13 were online – all full. Hence, there were greater sections and enrollments of the COMM 1 hybrid/online courses indicating a strong student need/desire. The Fall 2023 COMM 1 schedule indicated a similar student enrollment pattern. 14 COMM 1 courses are face to face – all full. 9 are exclusively online – all full and 8 hybrid offering are all full. There are currently more students enrolled in the online/hybrid offerings. For Fall 23, we then added a late start online course, which filled with success. This continues to indicate the need for online offerings, but also a modification of the scheduling at the campus sites.

- Streamline Hanford/Tulare courses: Currently, two FT instructors and the division chair are working with the HAN and Tulare Provosts and Michele Corbett (Tulare) to modify and hopefully improve the scheduling for increased student enrollments. In HAN, online/orientation courses are highly successful with an average of 30 students on the Hanford campus per section. However, there is a need to streamline the courses to improve face to face enrollment. Although there is an average of 20 students per course in the face-to-face courses, the department desires to find ways to increase enrollment. Currently we are looking at streamlining Fall (Comm 1, 4, 7) Spring (Comm 1, 5, 8) in Hanford and offering an additional COMM 1 and COMM 8 during the afternoon time frames in Tulare.

- PLO achievement in correlation with the Communication Studies 2.0: As of revisions on 9/01/22, the Associates of Arts in Communication Studies for degree transfer (ADT) 2.0 modified it's required CORE and elective units. 18 units are required for the transfer model curriculum. COMM 1 will remain as a required core course at 3 units, but COMM 4 will be removed as an oral interpretation requirement for transferability. The COMM department will work to align the department PLO's to meet the new requirements, as well as to work with Mainou Her, COS's articulation and transfer officer, to submit degree updates and documentation to the Chancellor's office. The COMM full-time faculty will work together via face-to-face meetings to update and submit all required documents.

- Full time faculty replacement request – Due to the retirement of a tenured faculty member in Spring of 2023, the COMM department will request to replace the instructor. Currently, we have a FT assigned COMM professor at the HAN campus, however, she will become tenured as of the beginning of the Fall 24 semester and will be able to chose course assignments on any of the COS campus sites. The COMM department has dialogued and found that it best serves the department to have the newly tenured instructor move to the Visalia campus to fill in the void of classes offered by the retired instructor (who taught all courses on the Visalia campus). These courses have currently been filled by adjuncts, 3 of which had

to be hired in the Fall of 2023 to meet the increased course demands as well as the courses taught by the retired professor (who consistently taught an overload). Therefore, to cover the Hanford courses, we will need to hire an additional full-time replacement. The instructor will instruct 5-6 courses on the Hanford campus. The division chair will follow the full-time faculty request process as required by the instructional council process.

• Additional course offerings: Our communication department needs to investigate the addition and offering of a CMC course (computer mediated communication) as well as an additional oral interpretation course. Several surrounding community colleges such as Bakersfield and Reedley are offering these needed courses due to the high demand of online course offerings, which changes the content need within the discipline. Instructional methodologies and content are clearly moving towards a more technological slant and oral interpretation is an in-demand elective course. There is a need to teach/train students how to communicate in a world with a heavier influence of technology, as well as presenting oral presentations with a theatrical slant. Many/most oral interpretation courses can also be cross-referenced and/or articulated for theatrical elective units. It is anticipated that some modality of online learning will continue, if not become a permanent facet of instruction. In summary, a CMC course is needed to modify/update communication curriculum as education transitions to a greater infusion of online/technological offerings and oral interpretation will be a demanded elective course for the ADT and/or completion of the communication certificate.

The aforementioned areas of improvement will happen as a result of department meetings, brainstorming and tracking of future success and withdrawal rates.

Describe any external opportunities or challenges.: Developing a video for recruiting students into our Honors Society and Communication Club has been a topic we have been developing. We have decided to develop and create a recruitment video to be dispersed among our students, to inform them of the opportunities within the Communication Department.

With the addition of our new hire, we have been looking at starting the process of developing a Forensics program. We are in the early stages of planning, but see potential in developing our club into a Forensics program. Part of the program would be to increase activities on campus, and also do demonstrations of different speaking styles and forensic events.

Our Communication Club would like to start having events on Campus that invite speakers onto campus, and have them present mini-talks about how Communication has impacted their life. We have talked about naming these Giant Inspirations.
Clickers.

We have noted that a large portion of our students do not have access to presentation equipment to practice giving speeches. We would like to have a smart TV or projector installed into our Communication Lab, in order to give students a chance to practice their presentations, and increase their success rates in all of our classes.

Mobile Projector/TV
Mount

Overall SLO Achievement: We are in Year 3 of our planned review cycle and are scheduled to evaluate Comm 1: Fundamentals of Public Speaking, Comm 2: Gender Communication and Comm 103: Health Communication. Both Comm 2 and Comm 103 are offered once a year in off setting semesters. Comm 2 this past Spring was canceled due to low enrollment, therefore we do not have data to evaluate the SLO achievement in that course. For Comm 103, the SLO we evaluated was SLO#4: Describe and apply through speaking and/or written assignments the impact of critical approaches, biological and psychological theories in relation to health and communication. We evaluated the "Health Worker Interview Paper" for application of health theory while analyzing their interview transcripts. Out of the 17 students that remained in the course at that time, 13 received As, 2 received Bs, and 2 received Fs for non-submission. That is a success rate of 88% demonstrating completion of skills for SLO #4. Overall, the course has low success rates for Fall 2022 at 57.9%, down from 66.1% in 2021. This is likely due to being offered only online, one time a year therefore has a small data pool.

For Comm 1: Fundamentals of Public Speaking, we evaluated SLO #3: Students will be able to formulate presentation of the message through research, analysis, and organization of material, including management of communication apprehension and evaluation of the effectiveness of their communication. We evaluated the success of a research based Informative speech. A passing grade (C or better) in this assignment shows students are overcoming/managing their communication apprehension and are able to successfully organize and analyze material, conduct and synthesis research, etc. We conducted a random sample of students scores for Informative Speeches from Fall 2022 Comm 1 courses - separating data based on the modality of the course - Online, Hybrid, or Face-to-Face. The results were as follows: Online Comm 1: 40% A, 47% B, 6% C, 6% F for a total of 94% passing the assignment. Face to Face courses had: 80% A, 15% B, 6% F with the same 94% passing rate as online. Hybrids had 40% A,

60% B with no failing scores in this sample therefore having a 100% passing score. All three modalities combined have a success rate of 95% for SLO #3. After analyzing our data, we can show that students are achieving the desired skills described in SLO #3 in Comm1 courses for all three modalities and the communication faculty are satisfied that student achievement is high and consistent.

Changes Based on SLO Achievement: After analyzing our data, we are satisfied with the SLO achievement results for Comm 1, SLO #3 with an overall total of 96%. When data is disaggregated based on modality, SLO achievement was consistent across hybrid, face to face, and online modalities. The SLO achievement results for Comm 103, SLO #4 were also high with 88% passing rate. The overall success rate for students passing Comm103 is a bit low at 57.9% compared to the national average and other Comm courses. It is to be noted that 100% of the students in that course were of Latino/Hispanic ethnicity which have success rates in the upper 50s/low 60s in online modalities for other courses, a bit lower than Latino student achievement in Face-to-Face courses. Fall 2021 passing rates were higher with 66%. As a department we will keep watch on the success rates for this Fall 2023 Comm 103 course. We will restart and begin our new assessment cycle in the 2024-2025 academic year.

Overall PLO Achievement: Communication has the following PLO's:
Expression - Describe the importance of clear and precise expression in communication.
Communication Skills - Apply appropriate organizational, research and delivery skills.
University Skills - Demonstrate interpersonal, verbal communication and written skills at the university level

Changes Based on PLO Achievement: Taking into consideration the effects of the COVID-19 emergency and changing technological climate, we as a department will continue to grow our online offerings and research additional courses to help students navigate computer mediated communication so we can meet the needs of our students and not lose enrollment to other surrounding colleges that offer robust online courses (Fresno City College, Reedley College, Bakersfield College).

Outcome cycle evaluation: At the beginning of the 2021 - 2022 year, we implemented a new evaluation calendar. Comm 1 is our largest course offerings therefore paired with comm 112 and comm 5 faculty will have more time to complete detailed reviews and evaluations and stay on our evaluation schedule. Making this change will also consider which instructors within the department tend to teach certain courses most often so they are on an alternating schedule. We are reporting on Year 3 cycle and evaluating Comm 103, Comm 1, and Comm 2.
Year 1: Comm 7, Comm 9.
Year 2: Comm 8, Comm 4, Comm 5.
Year 3: Comm 103, Comm 2, Comm 1.

Action: Instructional Dialogue

To increase dialogue among communication professors/instructors regarding successful tools and techniques specific to student success in the Communication 4 courses, with the intent to improve student success rates. While we are roughly right on target with the national success rate of hybrid/online courses (66%), we desire to improve our current success rate (roughly 69%). Notable was our overall COMM success rate in 20-21 (affected by COVID-19 at 66.2% versus the prior year at 75.2% (data include EW. Data excluding EW's for 20-21 was 75.6%) The decline appears be due to the force of communication classes all online during COVID-19. Notable success rates for COMM 4 dropped in in 2021 at 72% success rates excluding EW's, from 73.6% the prior program review cycle year. Again, this may be, and is most likely due to COVID-19 online courses.
Continued communication with our new DE coordinator (once hired), continued research into recommendations for online instructional improvement (to include possible conference, online courses and the like), as well as to continue departmental dialogue and share methodological suggestions are among the continued improvements needed. We will also continue to research and dialogue as a unit regarding the need, availability and possibility of offering mostly all or an all online course offerings to meet the student changes and needs of the GE COMM courses. *Note - as move closer to returning closer to 'normal', we will continue to work on increasing success rates in all ONLINE/hybrid numbers which will undoubtably be more prevalent post COVID. . The current per cents are more than likely skewed due to the fact that all class in Spring 21 were online and over 1/2 of the courses for this Fall 2021 are also online/hyrbid.

Leave Blank: Continued Action
Implementation Timeline: 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023, 2023 - 2024
Leave Blank:
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Identify related course/program outcomes: Outcome- to improve student success rates in Communication 4 courses verifiable via the success rates data sheet provided once a year from administration.

Program Review - Communication

Person(s) Responsible (Name and Position): All faculty who teach COMM 4
Rationale (With supporting data): The action of increased instructional dialogue will, again, allow for the sharing of recent information specific to success rates in 4. Consideration should and will be given to current researched techniques in the area, instructional sharing of information regarding techniques, tools, etc... that have provided additional success, and continued evaluation of all communication professors/instructors by their peer group. The aforementioned will in turn, allow for a greater instructional repertoire of student success tools and techniques, as well as allow for the growth and evolution of the instructor.
Priority: High
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action
Updates
Update Year: 2022 - 2023   09/07/2023 **Status:** Continue Action Next Year Continue with current process, as success rates have been climbing. **Impact on District Objectives/Unit Outcomes (Not Required):**

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years
District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objectives: 2015-2018
District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.
District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.
District Objectives - 3.1 - Reduce the achievement gap of disproportionately impacted student groups annually, as identified in the Student Equity Plan.
District Objectives - 3.2 - Increase training for academic and student services staff and faculty to respond to the unique needs of our student population.
District Objectives - 4.1 - Improve operational systems based upon data driven decision-making as described in the COS 2.0 manuals.

Action: Expand course offerings

We will be continue developing DE Addendums for our other Communication Course offerings. Expanding Online availability of courses.

Leave Blank: Continued Action
Implementation Timeline: 2019 - 2020, 2021 - 2022, 2022 - 2023, 2023 - 2024
Leave Blank:
Leave Blank:
Identify related course/program outcomes:
Person(s) Responsible (Name and Position): Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle, Alisha Kennedy

Program Review - Communication

Rationale (With supporting data): Additional course offerings: Our communication department needs to investigate the addition and offering of a CMC course (computer mediated communication) as well as an additional oral interpretation course. Several surrounding community colleges such as Bakersfield and Reedley are offering these needed courses due to the high demand of online course offerings, which changes the content need within the discipline. Instructional methodologies and content are clearly moving towards a more technological slant and oral interpretation is an in-demand elective course. There is a need to teach/train students how to communicate in a world with a heavier influence of technology, as well as presenting oral presentations with a theatrical slant. Many/most oral interpretation courses can also be cross-referenced and/or articulated for theatrical elective units. It is anticipated that some modality of online learning will continue, if not become a permanent facet of instruction. In summary, a CMC course is needed to modify/update communication curriculum as education transitions to a greater infusion of online/technological offerings and oral interpretation will be a demanded elective course for the ADT and/or completion of the communication certificate.
Priority: High
Safety Issue: No
External Mandate: Yes
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024   09/07/2023
Status: Continue Action Next Year
Courses have been added, as well as DE Addendums. Current planning is centered around adjustments to Cal-GETC. Oral Interpretation has been paused until we know what requirements it will satisfy. We will also be updating our Comm 5 and Comm 4 courses to align with Cal-GETC
Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.

District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

Action: Presentation Clickers

As part of developing skills as a presenter, students need to be able to move about the audience, without being tied to the computer. We are requesting funds to purchase clickers for our classrooms. Due to the interruption in face to face instruction from COVID, this will be a need once we are back in a more stationary classroom setting.
Leave Blank:
Implementation Timeline: 2020 - 2021, 2021 - 2022, 2022 - 2023, 2023 - 2024
Leave Blank:
Leave Blank:
Identify related course/program outcomes: OBJECTIVE 2.1
OBJECTIVE 2.2

Program Review - Communication

Person(s) Responsible (Name and Position): Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aime Ahle, Alisha Kennedy.
Rationale (With supporting data):
Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years

Action: Comm 1 Curriculum

Continue to develop supplemental curriculum in response to online presentation anxiety.

Leave Blank:
Implementation Timeline: 2021 - 2022, 2022 - 2023, 2023 - 2024
Leave Blank:
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Identify related course/program outcomes: These actions support the overall mission of the college, "College of the Sequoias affirms that our mission is to help our diverse student population achieve its transfer and/or occupational objectives..."

The actions speak directly to District Objective 1.1 to increase enrollment by 1.75% annually, to District Objective 2.1 to increase the number of students who are transferred prepared annually, and to District Objective 2.2 to increase the number of students who earn an associate degree or certificate. This will be a continued curriculum development.
Person(s) Responsible (Name and Position): Department
Rationale (With supporting data): Based on student success dropping during the past year (2019-2020 student success in Comm. 1 was 81%. In 2020-2021 was 73%).   Retention rates of online students, especially in communication courses, public speaker in particular, have a lower passing rate.
Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024	09/07/2023
Status: Continue Action Next Year	
Steady improvement within all Comm 1 course offerings. Still working on bringing the success rate up to pre-pandemic numbers.	
Impact on District Objectives/Unit Outcomes (Not Required):	

Resources Description

Equipment - Instructional - Web Cams (Active)
Why is this resource required for this action?: Our section increase to mostly and currently many more online sections (this Fall 21 semester) was a direct impact from COIVD-19. There was a notable decline during 20-21% success rates (73.2% versus 81.3% in 19-20). While our average is still better than the national average of success *(roughly 66%), we need to continue to incorporate learning and have access to appropriate equipment.
Notes (optional):

Program Review - Communication

Cost of Request (Nothing will be funded over the amount listed.): 600

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
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District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objectives: 2015-2018
District Objectives - 1.1 - Increase overall enrollment by 1.75% annually
District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.
District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

Action: Increase Communication Certificate program numbers

Develop and implement a strategic marketing plan, as well as tracking plan to increase successful completion of the Communication Certificate Program. This plan was put on hold due to the last 3 semesters of a forced/implemented COVID schedule. We have seen a decline in communication certificate majors, but anticipate to gain momentum once again as we return more to normal.

Leave Blank:
Implementation Timeline: 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023, 2023 - 2024
Leave Blank:
Leave Blank:
Identify related course/program outcomes: District Objective 1.1
District Objective 2.1
District Objective 2.2
Person(s) Responsible (Name and Position): Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle, Alisha Kennedy
Rationale (With supporting data): Over the past few years, numbers in the Communication Certificate has decreased.   By implementing a process for tracking students with interest in the Communication Certificate Program, we will be able to increase the amount of students successfully completing their certificate programs.

We also are developing a "video"/online project to reach out to the students.

Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024   09/07/2023
Status: Continue Action Next Year
Incorporating multi media, social media, and campus presence has improved student knowledge of the programs offered. We will continue with process and update at the end of a 2 year cycle.
Impact on District Objectives/Unit Outcomes (Not Required):

Program Review - Communication

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
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District Objectives: 2015-2018
District Objectives - 1.1 - Increase overall enrollment by 1.75% annually
District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.
District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

Action: NEW (2023-2024) Full-Time Professor

Hire Full-Time Professor for replacement of retirement

Leave Blank: Essential for Operation
Implementation Timeline: 2023 - 2024
Leave Blank:
Leave Blank:
Identify related course/program outcomes: District Objective 1.1
District Objective 2.1
District Objective 2.2
Person(s) Responsible (Name and Position): Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle, Alisha Kennedy
Rationale (With supporting data): Due to the retirement of a tenured faculty member in Spring of 2023, the COMM department will request to replace the instructor. Currently, we have a FT assigned COMM professor at the HAN campus, however, she will become tenured as of the beginning of the Fall 24 semester and will be able to chose course assignments on any of the COS campus sites. The COMM department has dialogued and found that it best serves the department to have the newly tenured instructor move to the Visalia campus to fill in the void of classes offered by the retired instructor (who taught all courses on the Visalia campus). These courses have currently been filled by adjuncts, 3 of which had to be hired in the Fall of 2023 to meet the increased course demands as well as the courses taught by the retired professor (who consistently taught an overload). Therefore, to cover the Hanford courses, we will need to hire an additional full-time replacement. The instructor will instruct 5-6 courses on the Hanford campus. The division chair will follow the full-time faculty request process as required by the instructional council process.

Priority: High
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Resources Description

Faculty- New/Replacement - Full-time Communication Professor (Active)
Why is this resource required for this action?: As listed above, in order to keep our strengths and meet both Departmental and Institutional Goals 1.1, 2.1, and 2.2, we need another Full-time Professor. The availability of adjuncts in the Communication discipline is dwindling and courses have been and will be canceled due to lack of professors. ALL classes are impacted with over 350 students on waiting lists for classes and this has been shown for years. If finally

admitted to a class, a student will also benefit from a full-timer's increased accessibility, office hours, and overall campus knowledge.
Notes (optional):
Cost of Request (Nothing will be funded over the amount listed.): 100000

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years
District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level
District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

District Objectives: 2015-2018
District Objectives - 1.1 - Increase overall enrollment by 1.75% annually
District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.
District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

Action: Develop a Communication Lab

Purchase equipment for Communication Lab

Leave Blank:
Implementation Timeline: 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023, 2023 - 2024
Leave Blank:
Leave Blank:
Identify related course/program outcomes: District Objective 1.1, 2.1, 2.2,
Person(s) Responsible (Name and Position): Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle, Alisha Kennedy
Rationale (With supporting data): Besides the need to fulfill graduation and transfer requirements (We are the only discipline in the A-1 category and provide classes in A-3 and Area D), we also have a growing number of Communication Majors and students completing the Communication Skills Certificate. As faculty, we need to make ourselves available to our student to assist them in their Academic pursuits. With that in mind, we are presently forming a Communication Honor Society and will have numerous students coming to us for help. So we want to create a Communication Lab to be able to assist our students. We are requesting a portable projector to assist our students. Due to a lack of classroom availability, our students need a place to practice using PowerPoint. By having a portable projector that will hook up with our laptops, our students will be able to use the Comm Lab to practice their presentations.   We need to have equipment for students to prepare their presentations, and for faculty to be able to assist students with their presentations. Laptops, a projector, and screen would allow us to better assist students with their presentations. Once we are able to return to campus post COVID, we anticipate the ability to work with more students in a one on one setting and this will assist their needs.

Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Updates

Program Review - Communication

Update Year: 2023 - 2024
Status: Action Discontinued
Overall usage of Comm Lab has maintained steady. We don't foresee the need to expand the lab at this point.
Impact on District Objectives/Unit Outcomes (Not Required):

09/07/2023

Resources Description

Equipment - Instructional - Our Communication Lab is in need of a Projector (Active)
Why is this resource required for this action?: Students are required to give presentations in all Communication courses, many of these presentations require usage of presentation software. Students need to have the ability to practice their presentations with the presentation software.
Notes (optional): Continued request from previous PR. Not filled due to COVID-19 schedule implementation
Cost of Request (Nothing will be funded over the amount listed.): 800

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years
District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objectives: 2015-2018
District Objectives - 1.1 - Increase overall enrollment by 1.75% annually
District Objectives - 2.1 - Increase the number of students who are transfer-prepared annually.
District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

Action: Develop Campus Presence

Increase awareness of program offerings at all three campuses.

Leave Blank: Nonessential/Nice to have
Implementation Timeline: 2019 - 2020, 2021 - 2022, 2022 - 2023
Leave Blank:
Leave Blank:
Identify related course/program outcomes: District Objective 1.1
District Objective 2.1
District Objective 2.2
Person(s) Responsible (Name and Position): Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle, Alisha Kennedy
Rationale (With supporting data): In order to increase certificate completion and degree completion, the Communication Department need to establish a stronger presence the Communication department has began to develop TikTok videos to increase awareness of our program and offerings.

To further this project, we would like to request funding for Polo's, Stickers, flyers, etc.
Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Program Review - Communication

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years
District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents