Comprehensive Program Review Report

Program Review - Communication

Program Summary

2020-2021

Prepared by: Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aime Ahle, Alisha Kennedy

What are the strengths of your area?: As a whole, the Communication department is highly successful. Not only are we a required GE course providing unit, but our attrition and success rate are continually high. Our COMM 001 courses possess a pass rate of 81% and a pass rate of 85% in our COMM 007 courses. Our largest areas of improvements are COMM 004, where we had an increase in success rate of 4%. As a department, we believe this increase, in a relatively short period of time, is due to students becoming more comfortable with an online/hybrid format. Traditionally our COMM classes have been taught face to face. Comm 4 has been groundbreaking in that we have offered hybrid courses for roughly 10 years. As noted nationwide, online courses in general have a lower success rate and earning of higher grades versus courses that are face to face offerings. https://files.eric.ed.gov/fulltext/EJ1139733.pdf

As times passes, however, and especially due to the forced nature of online learning due to COVID-19, students have become more comfortable and capable with technology and online learning. The increase seems to be consistent with an increase of overall student success rates (per tableu/COS statistics) at COS in general. Because we are primarily a Hispanic and Caucasian serving institution, it is worthwhile to note success rates. According to said statistics, there has been an increase of success in the Hispanic student population from 73.4% in in 2018-19 to to 75.7% in 2019-20. Conversely, we have seen a slight increase in 2019-20 within the Caucasian population, with success rates at 81% versus 79.3% in 2018-19. This overall increase of success may be due to offering mainly online courses, creating a greater level of comfort and adaptability to and with technology. This would no doubt positively impact courses that remain hybrid/online in offering. Additionally, COMM 4 hybrid courses generally house more students , at roughly 40-50 students per class, which will transversely show a higher number of drops or inadequate earned grades. We will continue to track the increase in success and are pleased with the increase from a statistical standpoint.

 We have an overall productivity rate of 18.33. Our FTES has strengthened within the same academic time frame, going from 311 to 342.17. Our productivity and FTEF has remained consistently increasing.

In addition, we offer a certificate in Communication, allowing students to expand and utilize the skill sets they are learning in the various courses, as well as offering the Communication Certificate as an online/hybrid program. As of the 2018-2019 year and moving into this year, we have had added a Communication Club and Communication Honors Society. Our current club consisted of over 15 students (prior to COVID-19). Our numbers in the Honors Society were growing, with students showing a high level of interest, due in large part to classroom visits by faculty, and students promoting and presenting information on the Society in other classes.

Due to high demand, we are continually adding additional courses; 5 in the Fall 19 session, and 2 in the Spring 20 semester. We have increased our offering of online/hybrid courses, as well as offering late start and short-term classes.
Based on previous years assessment results, the department has updated all course SLO's and assessment measures to better align with C-ID and online instruction/curriculum.

Faculty within the communication department have attended national conventions (Western States Communication Conference) to help better pedagogical strategies within the classroom as well as increase knowledge in new and upcoming areas of communication including online instruction, gender and communication and health communication. Our instructors also publish in the field and remain active on instructional council, outcomes and assessments, program review, Senate, Accreditation, and other taskforces and committees.

What improvements are needed?: With COVID-19 hitting in the middle of the Spring semester, we were all scrambling to adjust our content to an online environment. Since we have had a little time to gather our bearings, we have found that we have to adjust some of our outreach, and engagement with students. We have found our Club and Honors Society numbers are shrinking, and will develop online recruitment tools to continue the movement started in the previous years. The aforementioned areas of improvement will happen as a result of department meetings, brainstorming and tracking of future success and withdrawal rats.

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: After reviewing our current SLO's, our department are more than satisfied with the results as a unit. In particular, speaking to COMM 4, Interpersonal Communication, we are above satisfied with the student achievement. For example, our COMM 4 classes generally have both face to face and hybrid classes that meet for the entire semester where these students prepare and implement presentations and master the foundational principles of interpersonal relationships. There have been past struggles with the hybrid courses having a lower success rate, with the assumption that the online format is foreign or less comfortable for the student (see above in area of strengths) . However, due to COVID 19 and being forced to learn online, after the SP 2020 semester, the summer noted an increasing of success rates. In one COMM 4 summer course, the grades were as follows: 24/43 = A, 16/43 = B, 4/43 C, 0/43 D and 2/43 received F's (these two student disappeared). Therefore the student learning outcomes that are the foundations of the communication 4 courses appear to be improving, consistent and successful. Numbers at the Hanford campus (12 = A, 9 = B, 3 = C, 0 = D, 3 = F) have a slighter lower success rate, but we believe that is due to the smaller classroom size and lack of ability to easily diversify group numbers because of the smaller class sizes. As this is only a hypothesis from our perspectives and experience, we will conduct an experiment in the next PR cycle to assess the hypothesis. This will us to track and make any comparisons. Again, not that within our SLO's for summer 2020 , COMM 4 had a 95 % success rate.

Changes Based on SLO Achievement: Based on our SLO achievement and implementing more online/hybrid courses, we have adjusted all our of course SLO's and Assessments. We will begin our new assessment cycle in 2020-2021 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

Based upon the overall success rate in our courses, the department is meeting and exceeding our program outcomes.

Changes Based on PLO Achievement: We will reach out to community colleges who have all or most courses online/hybrid, as this is the trend for many communication programs to provide courses that will meet the demands of a millennial generation, as well as students who need flexible general educational offerings.

Outcome cycle evaluation: Implement new calendar.
Year 1: Comm 4, Comm 7, Comm 9
Year 2: Comm 2, Comm 8
Year 3: Comm 1, Comm 112, Comm 5

Program Review - Communication

Action: Instructional Dialogue (2020-2021)

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%). Continued communication with our DE coordinator, 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.

Leave Blank: Continued Action
Implementation Timeline: 2019 - 2020, 2020 - 2021
Leave Blank:
Leave Blank:
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.
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: 2020 - 2021   09/23/2020
Status: Action Completed
Overall numbers have increased in our COMM 004 courses by 4%.

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.

Program Review - Communication

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: Adding Course Sections (2019-2020)

Provide as many sections of Communication to meet the needs of students for the General Education pattern, as well as the Communication Certificate program. Expand offerings to Hanford and Tulare.

Leave Blank: Continued Action
Implementation Timeline: 2019 - 2020
Leave Blank:
Leave Blank:
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

Person(s) Responsible (Name and Position): Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle
Rationale (With supporting data): The communication department sees high waitlists for their courses every semester. These courses are in high demand by all students, as the courses are in every general education pattern (COS, CSU, and IGETC). We also have increased our Certificate Program, which has increased overall enrollments. Our FTES has gone from 247.4 in 2016 to 311.38 in 2018. Our Seats filled at Census over the past 3 years is over 104%.

In order to better serve our student population, we need to add more sections.

In order to satisfy the high level of demand, we are filing Distance Learning Addendums for multiple courses. By increasing our ability to offer hybrid courses, we hope to be able to increase our total number of course sections.

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

Update on Action

Updates

Update Year: 2020 - 2021	09/23/2020
Status: Continue Action Next Year	

We have increased our overall sections, and have increased our available online/hybrid course offerings. We will continue this area, as we have a new hire for the Hanford Campus, and will increase our offerings on that site.
Impact on District Objectives/Unit Outcomes (Not Required):

Resources Description

Equipment - Instructional - Web Cams (Active)
Why is this resource required for this action?: We will be increasing our hybrid course offerings, and having Web Cams will allow us to give audio/video feedback to students, as well as hold office hours online.
Notes (optional):
Cost of Request (Nothing will be funded over the amount listed.): 600

Program Review - Communication

Link Actions to District Objectives

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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: The Department will continue to expand course offerings and the number of course offerings to better prepare our students for transfer or their admittance to the workforce. (2019-2020)

We will be developing DE Addendums for our other Communication Course offerings.

Leave Blank: Continued Action
Implementation Timeline: 2019 - 2020
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
Rationale (With supporting data):
Priority: High
Safety Issue: No
External Mandate: Yes
Safety/Mandate Explanation: Meet the needs of both transfer and transitioning nursing students as well as the needs of Communication majors. Current nurses involved in the discipline in the community can also be served and the course will be submitted for Continuing Education Credits. This course had additionally been requested by the Physical Therapy Assitant program, thus providing another need within the Communication department for this course.

Update on Action

Updates

Update Year: 2020 - 2021   09/23/2020
Status: Action Completed
All courses in the Communication Department now have online/hybrid availabilities.
Impact on District Objectives/Unit Outcomes (Not Required):

Resources Description

Equipment - Instructional - Web Cams (Active)
Why is this resource required for this action?: In order to continue our high level of student success, maintaining contact within Hybrid courses will be important. We will utilize Web Cams to supply feedback to our students, as well as be able to offer online office hours to students who are unable to visit office hours on campus.
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

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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: Full-Time Professor Hanford (2019-2020)

Hire Full-Time Professor for the Hanford Campus to develop curriculum for our program and certificate.

Leave Blank: Essential for Operation
Implementation Timeline: 2019 - 2020
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
Rationale (With supporting data): Due to the lack of available adjunct, and in order to reach District Objectives, we need an additional Full-Time Communication Professor at the Hanford Campus. We are canceling classes, over-enrolling classes, and taking over-load classes to meet the demand of sections, because of a lack of available adjuncts at the Visalia campus, which does not allow for usage of our instructors to fill the growing Hanford campus.   Other Community Colleges in our area have been aggressively hiring Full-Time Faculty within the Communication field, which has depleted the available adjuncts.

For the previous 3 years, we have had a "Seats filled at Census" of over 104% (2018 is 105.9%). In order to maintain a high level of student success, we need to have additional faculty to better serve the students needs on all COS campuses. We offer a full load, plus, at the Hanford campus, and it is divided among three full-timers at this juncture.

Our department also needs to develop an Oral Interpretation course. Oral Interpretation would meet CSUGE pattern Area C. By incorporating Oral Interpretation, students would be able to complete a Communication Certificate without taking additional courses. This would allow students to complete a certificate and degree, while maintaining a lower total unit count. This course would need to be taught at the Hanford campus as well.

We have also noted that there is an increased demand for a Forensics Team within our Argumentation and Debate courses. A Full-Time hire (Hanford or otherwise) , with background in Forensics, would be able to develop an Oral Interpretation course, and develop a Forensics Program that would meet the needs on all campuses.   Additionally, the development of a Forensics program would connect all three campuses, thus creating a deeper sense of community.

Priority: High
Safety Issue: No
External Mandate: No

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Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2020 - 2021   09/23/2020
Status: Action Completed
We have successfully hired a new Full-Time Professor for the Hanford Campus.
Impact on District Objectives/Unit Outcomes (Not Required):

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

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

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 and implement additional Communication courses. (2019-2020)

Develop Curriculum, Gain Curriculum Approval, Launch Course.

Leave Blank: New Action
Implementation Timeline: 2019 - 2020
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): Dr. Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle
Rationale (With supporting data): The current Communication Certificate requires students to take an single additional course (course not on the GE pattern). With the addition of Oral Interpretation, students would be able to use 4 Communication courses to satisfy GE requirements.
Priority: Medium

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

Update on Action

Updates

Update Year: 2020 - 2021   09/23/2020
Status: Continue Action Next Year
Health Communication will be offered in the Fall 2021. We are also developing Oral Interpretation, and will be able to start that course in Fall 2022
Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021
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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: Increase Communication Certificate program numbers (2020-2021)

Develop and implement a strategic marketing plan, as well as tracking plan to increase successful completion of the Communication Certificate Program.
Leave Blank:
Implementation Timeline: 2019 - 2020, 2020 - 2021
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): Dr. Tom Weise, Cynthia Johnson, Robin McGehee, Johnathan Brooks, Aimee Ahle
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" project to reach out to the students.
Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Program Review - Communication

Update on Action

Updates

Update Year: 2020 - 2021   09/23/2020
Status: Continue Action Next Year
Due to COVID-19, our overall certificate numbers did not increase in the way we intended. We are developing a digital means of promoting the Certificate Program.
Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

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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: Develop a Communication Lab (2020-2021)

Purchase equipment for Communication Lab

Leave Blank: New Action
Implementation Timeline: 2019 - 2020, 2020 - 2021
Leave Blank: 08/21/2017
Leave Blank: 08/03/2020
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
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 so we can 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.

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

Update on Action

Updates

Program Review - Communication

Update Year: 2020 - 2021   09/23/2020
Status: Continue Action Next Year
Laptops have been installed. We are still in need of a Smart TV or Projector to allow students a chance to practice presentations.
With classroom availability being minimal, we need a space to allow our students to develop and refine their presentations skills.
Impact on District Objectives/Unit Outcomes (Not Required):

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):
Cost of Request (Nothing will be funded over the amount listed.): 800

Link Actions to District Objectives

District Objectives: 2018-2021

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

Action: Develop Campus Presence (2019-2020)

Increase awareness of program offerings at all three campuses.

Leave Blank: Nonessential/Nice to have
Implementation Timeline: 2019 - 2020
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
Rationale (With supporting data): In order to increase certificate completion and degree completion, the Communication
Department need to establish a stronger presence. My developing a Communication Honors society, as well as a
Communication Club, we will be able to expand our enrollments, as well as increase student success in all courses and programs.
Part of the Honors society would be to promote the Communication Certificate program, and develop outreach into the
community. The Honors society would also lead to the development on a Forensics/Debate team.
Priority: Medium
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Program Review - Communication

Updates

Update Year: 2020 - 2021
09/23/2020
Status: Continue Action Next Year
We had a significant increase in student awareness of the programs, but due to COVID-19 we were unable to sustain the momentum started. We are in the process of developing digital recruitment/promotional material to distribute to students.
Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

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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.
Leave Blank:
Implementation Timeline: 2020 - 2021
Leave Blank:
Leave Blank:
Identify related course/program outcomes: OBJECTIVE 2.1
OBJECTIVE 2.2
Person(s) Responsible (Name and Position): Tom Weise, 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
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