

2017 Communications (Speech) Annual Program Plan

COMM Communications (Speech)

I.A. Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College? (**Program Profile: Purpose**)

Narrative

As a department, our goal is to empower our students to increase their communication competence in various contexts and complete the program in a timely manner. To accomplish this, we continually evolve our program with new curricular offerings, partnerships with programs, academies and projects on campus, involvement in learning communities and innovative classroom techniques that respond to emergent needs.

Upon completion of the Communication Studies program, students will not only be competent communicators, but will demonstrate effective critical thinking skills, citizenship and information literacy, which are all institutional level outcomes. Furthermore, Communication courses prepare students to be culturally sensitive, ethical and participatory members of our increasingly global society. The valuable skills learned in our courses transfer to our students' success in other courses across the curriculum in support of their educational goals. Lastly, we prepare students for personal and professional success in different aspects of their lives. All of which we feel are goals of Skyline College and the San Mateo County Community College District.



II.A. Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. Programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities. (Analysis: Progress on Prior Program Objectives (Goals) and Activities)

Narrative

The Communication Studies Department has made significant progress on the action plans set forth in its 2015-2016 Comprehensive Program Review. The department had identified five major areas where actions/improvements needed to be made:

- 1. Refine the process for the collection, reporting, analysis and sharing of assessment data
- 2. Classroom equipment to enhance assessment process
- 3. Discussion of pedagogy and classroom activities/teaching
- 4. Textbook cost and consistency
- 5. Branding & Marketing of the Department

Action Item #1 Progress Report:

Pertaining to our progress on assessment, the Communication Studies faculty met as a department at the beginning of the Fall 2016 semester. We discussed current assessment methods, assignments and teaching strategies for COMM 110: Public Speaking. We decided that a new rubric should be created to assess the SLO's for the course and that our benchmark should be raised to 75% to match the Skyline Promise. At the next department meeting, the faculty worked together to create a rubric and process for data collection and entry.

The assessment plan stated that to have a 95% confidence with a 5% margin of error, 50% of the COMM 110: Public Speaking students would be need to assessed in either an informative or persuasive speech, speech outline and peer feedback form. The students would be randomly selected and identified by G numbers on the assessment rubric.

In the Fall of 2016, the Communication Studies Department offered 14 sections of COMM 110: Public Speaking with approximately 430 students registered at the census date. At the end of the assessment period, we were able to gather assessment data (using the new departmental rubric) from 187 students across 14 sections. The data concluded that the department is meeting the 75% success rate benchmark on SLO's 2, 3 and 4 (the actual success rate was 82%). On SLO 1 (Critical listening skills), the department is meeting the 75% success rate benchmark. All of the data was updated and recorded in TracDat. The following needs appeared from the data:

- SLO 1 did not have as high of a success rate as the other SLO's, which warrants a further discussion of how faculty are teaching and scaffolding the critical listening skills of students in COMM 110: Public Speaking.
- Further discussion and work on norming and grading speeches, outlines and feedback form is needed.
- Collaboration with the PRIE office to transition our departmental rubric into an electronic format will be needed by the end of the three year assessment cycle.



This information was shared out with the Communication Studies faculty at the start of the Spring 2017 semester, but the follow-up conversations about assignments, grading, pedagogy and scaffolding has not taken place. The department struggles to get all 10 members (8 adjunct faculty and 2 full-time faculty) together to engage in these important conversations. The department leadership would like to conduct a departmental retreat in the week prior to the start of the Fall 2017 semester (with full-time and adjunct faculty being paid for participation) to really have time to discuss and work on these items.

COMM 150 & COMM 160 are currently being assessed in the Spring 2017 semester. The new benchmark has been changed to 75% success for each SLO to match the Skyline Promise. The data and results will be available in Fall 2017.

Action Item #2 Progress Report:

The Communication Studies Department submitted the Video Equipment Quote again in the Fall of 2016 in hopes to receive Instructional Technology monies, but have not heard back.

Action Item #3 Progress Report:

The department struggles to get all 10 members (8 adjunct faculty and 2 full-time faculty) together during Department meeting times to engage in these important conversations. The department leadership would like to conduct an annual departmental retreat in the week prior to the start of the Fall 2017 semester (with full-time and adjunct faculty being paid for participation) to really have time to discuss pedagogy, assignments, assessment, scaffolding, best practices, norming and work on all these items.

Action Item #4 Progress Report:

The Communication Studies Department has been exploring OER's as supplements in COMM 110: Public Speaking and COMM 150: Intercultural Communication. One free OER "Stand Up, Speak Out: The Practice and Ethics of Public Speaking will be piloted by Jessica Hurless as the textbook in her COMM 110: Public Speaking course during the Summer of 2017. If the pilot goes well, she will implement and recommend this OER for all instructors starting in the Fall of 2017. Danielle Powell has been working in conjunction with the Library to identify an OER for COMM 140: Small Group Communication and will be piloting that resource in the Fall of 2017. The Department will continue to explore ways to condense the number of textbooks and lower the cost to students.

Action Item #5 Progress Report:

The Communication Studies Department has not had the time or resources to really make progress on this action item. However, the department has engaged in Career and Major Fairs for the last 2 years.

Associated Objectives



46-Departmental Assessment Retreat



52-Departmental Marketing & Visibility



50-Video Recording Equipment



II.B.

Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur. (Analysis: Program Environment)

Narrative

Internal Changes:

With the increase of Communication Studies majors and our courses being an integral part of the general education and graduation requirements, the Communication Studies Department needed to hire three new adjunct faculty in the Spring of 2017 to start teaching at Skyline in the Fall of 2017. These adjuncts covered a total of 6 sections:

- 1 COMM B10: Health Communication
- 1 COMM 110: Public Speaking
- 2 COMM 130: Interpersonal Communication
- 2 COMM 150: Intercultural Communication

This need to hire more adjunct or full-time faculty will only continue to grow with the Meta Majors/Guided Pathway initiative and General Education Redesign.

Associated Objectives



46-Departmental Assessment Retreat



II.C.

- (1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.
- (2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable. (Analysis: Student Learning Outcomes (SLOs and PSLOs))

Narrative

FALL 2016 Assessment Cycle: COMM 110: Public Speaking

In the Fall of 2016, the Communication Studies Department offered 14 sections of COMM 110: Public Speaking with approximately 430 students registered at the census date. At the end of the assessment period, we were able to gather assessment data (using the new departmental rubric) from 187 students across 14 sections.

The data concluded that the department is meeting the new 75% success rate benchmark on SLO's 2, 3 and 4 (the actual success rate was 82%). On SLO 1 (Critical listening skills), the department is meeting the 75% success rate benchmark. All of the data was updated and recorded in TracDat.

Findings:

- SLO 1 did not have as high of a success rate as the other SLO's, which warrants a further discussion of how faculty are teaching and scaffolding the critical listening skills of students in COMM 110: Public Speaking.
- Further discussion and work on using the rubric, norming and grading speeches, outlines and feedback form is needed.
- To work on norming, we will need to collect "assessment texts" in the form of student presentations (individual and group) to use as practice. This will require the video recording equipment.
- Collaboration with the PRIE office to transition our departmental rubric into an electronic format will be needed by the end of the three year assessment cycle.

Further disaggregation will take place with the data to try and identify trends having to due with the disproportionate populations identified in the Comprehensive Program Review. This will require more data to be provided by the PRIE office.

Associated Objectives



46-Departmental Assessment Retreat



50-Video Recording Equipment



III.A. Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness. (Reflection: Considering Key Findings)

Narrative

The Communication Studies Department continues to stay an involved department on campus; including committees, learning communities, initiatives, leadership roles, workshops and other programs. This departmental involvement has resulted in a growth to the program, curricular offerings, distance education offerings and interdisciplinary collaborations.

The Communication Studies Department has also focused on pedagogy and scaffolding strategies over the last couple of years and is excited to report that our varied efforts to increase student success and retention with disproportionately impacted populations have proved successful; especially in the 2015-2016 Academic Year. According to data compiled by the PRIE office:

- The success rate of the department has increased from 79.4% (14-15) to 82.5% (15-16)
- The **retention rate** of the department has increased from 90.7% (14-15) to 92% (15-16)

Disproportionately Impacted Populations:

- The **success rate** of Black/Non-Hispanic students has seen an almost 10% increase from 67% in 2014-2015 to 76% in 2015-2016, which means the Communication Studies Department was able to meet the Skyline Promise standard with its Black/Non-Hispanic students.
- The **retention rate** of Black/Non-Hispanic students has increased from 87% (14-15) to 91% (15-16)
- The success rate of Hispanic/Latinx students increased from 76% (14-15) to 78% (15-16)
- The **retention rate** of Hispanic/Latinx students increased from 91% (14-15) to 93% (15-16)

Hybrid Courses:

- The annual headcount has doubled within Communication hybrid courses.
- The success rate of hybrid students has increased from 68.4 (14-15) to 79.9% (15-16)
- The **retention rate** of hybrid students has increased from 89.5% (14-15) to 90.3% (15-16)

We feel this is notable as many online/hybrid courses have a high attrition rate. Our retention rate has remained consistent and mirrors our face-to-face classroom retention rates.



III.B. If the program participated in assessment of ISLOs this year:

- (1) What are the findings and/or conclusions drawn?
- (2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do. (**Reflection: ISLOs**)

Narrative

The Communication Studies department, and its courses, have been actively involved in the assessment of the Effective Communication and Citizenship ISLO's.

In the Fall of 2015, two full-time and two part-time faculty within the department used assignments from three COMM 110: Public Speaking, two COMM 130: Interpersonal Communication, one COMM 127: Argumentation and one COMM 150: Intercultural Communication courses to participate in the assessment of the Effective Communication ISLO. A total of 225 student responses were collected. In a disaggregated report compiled by the PRIE office, the department was able to conclude that these four courses are significantly helping students in their achievement of this ISLO. With almost 20% of students falling within the "Excellent" range and the largest portion of students, approximately 40%, within the "good" range, we concluded that no matter which of the Communication courses students take for their A1 requirement, they are leaving being able to successfully fulfill assignments, comprehend messages, analyze and adapt their messages to an audience and demonstrate the ability to organize their ideas.

In the Spring of 2017, two full-time and one part-time faculty are participating in assessing the Citizenship ISLO with one COMM 140: Small Group course and two COMM 150: Intercultural Communication courses. The data will be disaggregated by the PRIE office and reported out in the Fall of 2017.



IV.A.

Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item. (Strategy for Program Enhancement: **Continuation/Modification**)

Narrative

The Communication Studies Department plans to continue its work on the steps laid out in the action plan portion of the 2015-2016 Comprehensive Program Review Document. At this time, the only adjustment that is being made is to try and implement a departmental workday/retreat to accomplish more of the action plan with the input from part-time faculty.

Associated Objectives



46-Departmental Assessment Retreat



- IV.B. Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.
 - (1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.
 - (2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. (Strategy for Program Enhancement: Action Plan and Resource Requests)

Associated Objectives



49-Additional Full-time Faculty



46-Departmental Assessment Retreat



52-Departmental Marketing & Visibility



50-Video Recording Equipment

Planning Year: 2017-2018

Planning Unit: Communications (Speech)

Unit Manager: Hurless, Jessica

Objective: 46 - Departmental Assessment Retreat

Objective Description:

The Communication Studies Department has identified a need for a summer retreat for full-time and part-time faculty. Since the current number of adjunct faculty (8) far outnumbers the full-time faculty (2) we are challenged to get all 10 faculty together during departmental meetings. Since every faculty member and class is involved in the program and course level assessments, the department needs to have a space and time to conduct conversations and work around rubrics, norming, pedagogy, assessment and strategic planning. Without this additional meeting workshop time, the assessment of the department will continue to be incomplete.

Start Date: Task Type: Priority Level: Task Order:

4/27/2017 Department/Division/Un High 1

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Due Date: Completion Date: Task Status: Budget:

New/Pending \$5,300

Starting in the Fall 2018 semester, the Communication Studies Department would like to hold a day long retreat for full-time and part-time faculty. This retreat would allow the department the opportunity to engage in work surrounding assessment, designing assessment rubrics, assessment follow-up and decisions, norming, pedagogy, best practices and strategic planning.

Budget Remarks:

Date:	Name:	Remarks:	
No Data to Display			

Budget Details:

GL Code	Account	Description	Requested	Approved
1310	Communications (Speech)	Two full-time faculty and 8 part-time faculty for 8 hours of special rate pay.	\$5000.00	\$0.00
4510	Communications (Speech)	Food for 10 faculty members for a day long retreat.	\$300.00	\$0.00

Name:	Email:
No Data to Display	

Planning Unit: Communications (Speech)

Unit Manager: Hurless, Jessica

Objective: 49 - Additional Full-time Faculty

Objective Description:

As the number of Communication Studies majors continues to increase and all our courses remain an integral part of the guided pathways, general education and graduation requirements, we have identified a need for an additional full-time faculty member. At the end of the Spring 2015 semester, one full-time faculty member was transferred to CSM, which decreased the full-time faculty from 3 to 2. It would be beneficial for the department to replace that full-time position and possibly add a fourth full-time member.

Start Date: Task Type: Priority Level: Task Order:

4/27/2017 Department/Division/Un High 1

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Due Date: Completion Date: Task Status: Budget:

New/Pending \$104,000

In the 2017-2018 academic year, the Communication Studies Department will start the process of requesting an additional full-time faculty member through the FTEF committee. In hopes that we would be able to hire the full-time Communication Studies faculty member in Spring 2018 for a Fall 2018 start date.

Budget Remarks:

Date:	Name:	Remarks:	
No Data to	Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
1110	Communications (Speech)	Full-time faculty member average salary - \$80,000 Full-time faculty member benefits - \$24,000	\$104000.00	\$0.00

Name:	Email:
No Data to Display	

Planning Unit: Communications (Speech)

Unit Manager: Hurless, Jessica

Objective: 50 - Video Recording Equipment

Objective Description:

In order for the Communication Studies Department to accurately assess students and norm our grading to provide a consistent experience for students across sections, there is a need for video recording equipment. The majority of assignments in our field are presentations/speeches, not written essays, which means in order to evaluate the "texts" we must capture the live presentations. The webcams we currently utilize are not adequate to capture the number of speeches delivered a semester across all sections. Thus, we need to expand the classroom video recording equipment and storage.

Start Date: Task Type: Priority Level: Task Order:

4/9/2017 Department/Division/Un High 1

it

Due Date: Completion Date: Task Status: Budget:

New/Pending \$26,000

The Communication Studies Department needs to update the technology in both of its classroom spaces. This updated equipment will allow for the recording and storage of student presentations, so that the department can better assess its SLO's and PLO's and engage in norming and consistency between Communication sections. The recorded presentations can also be used as assessment texts for the ISLO work as well. Lastly, the technology will also make the classroom more aligned with the technology our students will be encountering in the workforce and bring the Skyline College Communication Studies Program up-to-date with other colleges. We have worked in conjunction with Roger Marcelo to price items and would be looking for the District to complete the upgrade.

Budget Remarks:

Date:	Name:	Remarks:		
No Data	No Data to Display			

Budget Details:

GL Code	Account	Description	Requested	Approved
4395	Communications (Speech)	The following quote was put together by Roger Marcelo in June 2015 and submitted through the instructional technology requests the last two years.	\$26000.00	\$0.00
		Quote for 1 Communication Classroom Item Quantity Cost		
		Vendor Description Sony BRC-Z330 High Definition PTZ Camera 1 \$3,249.00 B&H Camera to mount on wall or ceiling		
		Matrox Monarch HDX 1 \$1,995.00 B&H Video and audio encoder Shure MX202W/C Microphone 4 \$200.00 B&H		
		Condenser ceiling microphone Audio Mixer w/ Compressor 1 \$150.00		
		Sweetwater Input for microphones Ipad or tablet		
		1 \$400.00 Apple Remote capabilities for capture software Laptop		
		1 \$1,300.00 District For instructor and student use Server		
		TBD TBD District Store files on network server 2TB Hardrive		
		1 \$150.00 TBD Store files on local drive Media podium 1 \$1,000.00		
		TBD Replace desk Cables TBD \$500.00		
		TBD Cables for equipment connections		
		Misc Installation N/A TBD		
		TBD ITS or outside contractor Motor for screen 1 \$4000.00 Troxell Motor for screen		
		Total \$12,994 per classroom Total for both classrooms - \$26,000		

Name:	Email:
No Data to Display	

Planning Unit: Communications (Speech)

Unit Manager: Hurless, Jessica

Objective: 52 - Departmental Marketing & Visibility

Objective Description:

As the Communication Studies department continues to grow, it will need to address its lack of branding and marketing on campus. The department would like to re-establish its website and promotional materials. Also, the department would like to work with Admissions to identify possible majors and host events, both on and off campus, to introduce students to the faculty and other Communication Studies majors. We feel this will start to build a community, but also bring a distinctive identity to the department.

Start Date: Task Type: Priority Level: Task Order:

4/27/2017 Department/Division/Un Medium 1

it

Due Date: Completion Date: Task Status: Budget:

New/Pending \$1,000

The Communication Studies Department sees a need for signage on campus to alert students to the Communication Studies Department, faculty and transfer degree. This could be completed in the form of posters, mounted signs, and branding within the two classroom spaces.

Budget Remarks:

Date:	Name:	Remarks:	
No Data to Display			

Budget Details:

GL Code	Account	Description	Requested	Approved
5690	Communications (Speech)	The Communication Studies Department will request through the Marketing Department, but if not funded through them we will need \$1000.00 for supplies (paper, ink, printing, paint, etc.)	\$1000.00	\$0.00

Name:	Email:
No Data to Display	