Skyline College

Program Review Update Report

2025 - 2026

SKY Dept - Communication Studies

Christopher Gibson

01/13/2026

SKY Instructional Program Review Update

Submitter Name:
Lyndsey Ayotte; Ryan Lescure; Danielle Powell

Submitter Date:
11/14/2025

DIVISION:
Language Arts (LA)

PROGRAM NAME:
Communication Studies

YEAR OF REVIEW:
2025 -2026

1. STUDENT LEARNING OUTCOMES

What notable conclusions were drawn from the assessment results? If available, note any differences in assessment results by key disaggregations (e.g. modality, learning communities, etc.). What have been the implications for the program? Specific questions to answer in your response:
i. What percentage of course SLOs have been assessed in the last three years?
Number of Course SLOs:
30

Percentage:
50

ii. Which course(s) were assessed in the last three years?
COMM 130, COMM 150, COMM C1000, COMM 127 (in progress), COMM 150 (in progress), COMM 140 (in progress)

iii. Degree-bearing programs are expected to assess Institutional SLOs, ideally during each ISLO's featured year. List which course(s) were assessed for which ISLOs in the last three years.
Community Engagement, Critical and Creative Thinking, Effective Communication, Information Literacy, Lifelong Wellness, Effective Communication (in progress)

iv. Drawing from course and institutional SLOs results, what notable conclusions were drawn? Which results led to action(s) that were planned or taken, if any, to enhance student learning in those courses?
We are finding success meeting SLO outcomes in COMM 130 Interpersonal Communication and generally in COMM 150 Intercultural Communication, but we are not reliably meeting SLO outcomes in COMM C1000 Public Speaking. In our departmental conversations, we have attributed this largely to increased engagement with generative AI and dubious social media source material coupled with decreased media literacy, research, and critical thinking skills among students.

These are all skills that we emphasize in COMM C1000, but we are up against massive social and popular cultural pressures that emphasize taking research shortcuts and engaging with opinion-based/inaccurate/low quality source material. In short, we are finding that we need to do more work to catch students up to the baseline in these areas that has been necessary in the past. We have begun the process of approaching how to standardize our responses to these dynamics as a department.

2. CURRICULUM

Please indicate whether the following tasks have been completed:
Submitted a current assessment calendar with all active courses to the Office of Planning, Research, and Institutional Effectiveness
Yes

SKY Dept - Communication Studies

Updated the Improvement Platform with new and/or changed SLOs, after approval by the Curriculum Committee

Yes

Updated the program website with new and/or changed PSLOs after they are published in the College Catalog

Yes

Reviewed, updated (as needed), and submitted degree and certificate maps to the Curriculum Committee

No

3.   ADDITIONAL INFORMATION

Please note anything else that has not been captured above that is relevant to program accomplishments, challenges, and resource needs. Explain and document your response as needed.

See attached document.

Related Documents

Communication Studies 2025 Program Review Update Additional Information

Goals & Resource Requests

Access

Increase the number of students in the Communication Studies AA-T degree

Year Initiated
2022 - 2023

Goal Status
Active

Implementation Step(s) and Timelines
Objective: To increase awareness of the Communication Studies major

Strategy 1: Develop a marketing campaign

1. Engage in conversations around a brand/slogan
2. Work with the Marketing, Communications, and Public Relations (MCPR) office to help with the design of brand/slogan
3. Develop marketing materials (signage for classrooms, office doors, flyers for outreach, swag for Communication Studies events, student testimonial video for website, etc.) for Communication Studies majors and the Forensics team
4. Secure funding for the purchase/production of marketing materials
5. Distribute the marketing materials to the appropriate parts of campus

Our plan is to engage in this work in the 2023-2024 academic year, so that it is visible by Fall 2024. We will utilize department meetings to develop identity, brand, slogan. This will give MCPR the Spring term to develop. This will also allow us time to start requesting the funds for the purchase/production of materials.

Strategy 2: Engage in more career events

1. Partner with Career Night events to include Communication Studies
2. Develop Communication Studies website materials to allow exploration in careers
3. Utilize classroom spaces (ie. bulletin boards) to highlight careers and individuals in those careers
4. Advertise internships and other opportunities

Strategy 3: Work with CSU East Bay to establish a transfer pathway for Communication Studies majors.
1. Set-up a meeting with Marianne Beck
2. Establish a connection with CSU East Bay
3. Develop the necessary curriculum
4. Market the opportunity to our current and prospective majors

Our plan is to engage in this work in the 2023-2024 academic year, so that it is developed and approved through Curriculum, etc. by Fall 2025.

Strategy 4: Develop Alumni Events & Testimonials
1. Work with PRIE to identify Communication Studies majors
2. Develop a process for collecting student contact information
3. Create major/alumni events
4. Reach out to alumni at various milestones (1 year after graduation/transfer, 3 years after graduation/transfer, etc.)

Mapping
- SKY Strategic Goals: *(X - Hightlight Selected)*
  - **Increased Student Enrollment:** Increase student enrollment by being responsive to communities we serve (**X**)
  - **Student Support and Resources:** Ensure that all students have the support and resources needed to achieve their educational goals (**X**)
  - **Thriving Environment:** Foster a thriving learning and work environment (**X**)
- SKY College Values: *(X - Selected)*

Goals & Resource Requests

- **Open Access:** undefined (**X**)

UPDATE

Goal Update Date
11/14/2025
Academic Year Updated
2025 - 2026
Goal Update
On Schedule
Goal Update Narrative
Goal in progress. See attached document.
Related Documents
[2025 Update to "Access" Goal](#)

Completion

Increase timely completion of the Communication Studies AA-T Degree
Year Initiated
2022 - 2023
Goal Status
Active
Implementation Step(s) and Timelines

Goals & Resource Requests

Objective: To decrease the average number of terms to complete a Communication Studies AA-T Degree

Strategy 1: Build in a community of support around Communication Studies majors

1. Work with PRIE to get a list of Communication Studies majors at the start of each new term of fall and spring
2. Develop a welcome message that could be emailed, mailed, or texted to students (given their communication preferences)
3. Create a process where new majors are contacted and opportunities (ie. scholarships, events, internships, conferences, etc.), as well as contact information of FT faculty, are sent to students
4. Design social activities that allow students and faculty to interact with one another
5. Continue to develop relationships with individuals at transfer institutions and the industry to connect students with
6. List more instructor contact information on the Communication Studies website

We plan to take the Fall 2023 semester to engage in conversations with PRIE and develop the messages as a department. Then, try and send messages in Spring 2023. By the start of Fall 2024, have planned the "social calendar" for the academic year and begin hosting Communication Studies events.

Strategy 2: Collaborate with Counseling Faculty to do Milestone checks
1. Work with Counseling faculty to identify Communication Studies majors in different categories (first term, within 15 years of graduation, stop outs, those off the path, etc.)
2. Develop timely messaging with links to necessary forms (SEPs, degree checks, application for graduation, etc.)
3. Create a process to contact the students

Strategy 3: Create a space for 1-on-1 mentorship of Communication Studies majors
1. Develop a process by which Communication Studies majors can be connected with one of the full-time faculty members.
2. Explore a student club for Communication Studies majors

Strategy 4: Create a space for faculty to engage in "Data & Discussions"
1. Work with PRIE to establish regular data reports
2. Work with PRIE and the CTTL on "training" faculty to read/interpret data reports
3. Create regular meetings/retreats to review the Communication Studies student data
4. Establish a think-tank that reviews pedagogical research and ideas in order to address the trends in the student data

Mapping
- SKY College Values: *(X - Selected)*
  - **Open Access:** undefined (**X**)
  - **Student Success and Equity:** undefined (**X**)
  - **Academic Excellence:** undefined (**X**)
- SKY Strategic Goals: *(X - Hightlight Selected)*
  - **Student Support and Resources:** Ensure that all students have the support and resources needed to achieve their educational goals (**X**)
  - **Thriving Environment:** Foster a thriving learning and work environment (**X**)

UPDATE

Goal Update Date
11/14/2025
Academic Year Updated
2025 - 2026
Goal Update
On Schedule
Goal Update Narrative

Goals & Resource Requests

This goal is in progress. See attached document.
Related Documents
[2025 Update to "Completion" Goal](#)

Innovative Classroom Environment

Develop safe, supportive, flexible classroom environments to support student learning.
Year Initiated
2022 - 2023
Goal Status
Active
Implementation Step(s) and Timelines
Our goal is to continue to work with Dean Chris Gibson to identify classroom furniture, layouts, and features, so that when funds are available we can make the necessary purchases. Then, we will establish departmental trainings on the recording equipment, pedagogical techniques/expectations, etc.

Mapping
- SKY College Values: *(X - Selected)*
- **Social Justice:** undefined (**X**)
- **Campus Climate:** undefined (**X**)
- **Open Access:** undefined (**X**)
- **Student Success and Equity:** undefined (**X**)
- **Academic Excellence:** undefined (**X**)
- **Sustainability:** undefined (**X**)

- SKY Strategic Goals: *(X - Hightlight Selected)*
- **Antiracist and Equitable Institution:** Be an antiracist and equitable institution (**X**)
- **Increased Student Enrollment:** Increase student enrollment by being responsive to communities we serve (**X**)
- **Student Support and Resources:** Ensure that all students have the support and resources needed to achieve their educational goals (**X**)
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Forensics

Institutionalize the Forensics program, so that students across the District are able to continue to compete for Skyline College in intercollegiate Forensics.

Goals & Resource Requests

Year Initiated
2022 - 2023
Goal Status
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  - **Community Partnership:** undefined (**X**)
- SKY Strategic Goals: *(X - Hightlight Selected)*
  - **Civic Mindedness Cultivation:** Cultivate civic-mindedness to empower self and strengthen society (**X**)

UPDATE

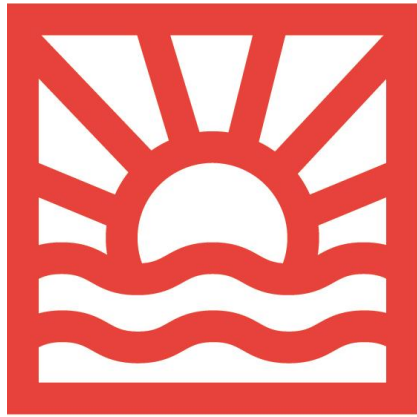**Goal Update Date**
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