Program Review Summary Page

For Instructional Programs

Program or Area(s) of Study under Review: Communication Studies

Term/Year of Review: Spring 2022

Summary of Program Review:

A.   Major Findings

  1.   **Strengths:**

The FT and PT faculty of the Communication Studies department have laid the foundation of an equitable and cn oa global classroom. We have converted 70% of our textboo texts that add no additional costs to students. In addition, the Communication Studies department provides support to the Umoja Community program and the Caminos al Éxitos program. Finally, we are committed to providing continued

access to tutoring and supplemental instruction in our COMM Lab.

  2.   **Areas for Improvement:**

Our plan for improvement includes:
   Improving the retention and completion rates in our online courses.
   Considering enhancing enrollment by developing Communication Studies certificate opportunities.

3. Projected Program Growth, Stability, or Viability:

> The Communication Studies department has Stability.
> We have:
>> Stable demand for more than 75% of our courses.
>> Courses that meet the needs of students seeking degrees or certificates.
>> Sufficient class offerings with diverse modalities.
>> Success and completion rates that are sufficient.
>> To work to enhance those areas that require additional support.

B. Program's Support of Institutional Mission and Goals

1. Description of Alignment between Program and Institutional Mission:

> The Communication Studies department:
>> Equips students with tools for effective communication and prepares them for their future success.
>> Provides consistent evaluation of our curriculum and program to ensure a high quality program.
>> Provides instruction that assists students in the pursuit of degrees or certification.

2. Assessment of Program's Recent Contributions to Institutional Mission:

> The description of our alignment (question 1) adequately describes information that is current and actively part of the Communication Studies contribution to the institutional mission.

3. Recent Program Activities Promoting the Goals of the Institutional Strategic Plan and Other Institutional Plans/Initiatives:

> Our department:
>> Connects with community/educational leaders to support our connection with the Umoja and Caminos al Éxitos programs.
>> Has consistent engagement with our students to foster their successes.
>> Works to enhance our achievement and completion rates.
>> Continues our equity training to provide equitable and inclusive courses.

C. New Objectives/Goals:

Our plan:

Increase the use of the COMM Lab (A.1 - needed to successful use of lab)

Add 1 (one) additional course to our curriculum

Restructure our COMM 132 course

Work with NVC to increase enrollment

Create certificates for Communication Studies

Create a media repository that focuses on inclusive representation in class materials across courses

D. Description of Process Used to Ensure "Inclusive Program Review"

The Communication Studies department includes the voices of all faculty (FTF & PTF) in meetings that are held monthly, team building activities that are held once a semester, assessment, program review, course development, and curriculum. We include the current data and previous data to provide a more detailed view of the changes in our department.

Program Review Report

This report covers the following program, degrees, certificates, area(s) of study, and courses (based on the Taxonomy of Pe

Program Reflection:

Over the three years in review, the Communication Studies department has worked to provide course offerings that motivate enrollment by the use of multiple teaching modalities, and supportive scheduling with robust summer offerings that would work with students' varied schedules. We have increased our Late Start offerings as well as providing 8, 14, 16, and 18 week semester offerings. This review shows a decrease in our courses that are typically structured to be an "in-person" class. The decrease in enrollment for those courses is connected to the Covid 19 pandemic when all classes were required to be online. SPCOM 122, 130, and 132 are primarily major presentation courses. It was a tough transition to move those courses successfully online. However, with time and enhanced professional development, we developed online instruction that supported the needs of the students. SPCOM 132 is considered a 100% decrease because the course was canceled Fall 2020, and over the 3-year review span the course shows a drop from 9 to 0.
In the next three years, the department desires to see consistent growth within all of our courses. It is our plan to stabilize the number of sections offered in all of our courses, so that we can be sure to meet the needs of our students.

2. Average Class Size

	2018-2019		2019-2020		2020-2021		Three-Year	
	Sections	Average Size	Sections	Average Size	Sections	Average Size	Average Section Size	Trend
SPCOM-120	12	25.7	13	26.3	13	27.8	26.6	8.2%
SPCOM-122	16	24.9	15	24.1	15	22.5	23.8	-9.6%
SPCOM-124	10	21.1	7	25.9	8	25.1	23.7	19.0%
SPCOM-126	5	30.8	5	33.6	6	29.3	31.1	-4.9%
SPCOM-128	2	26.0	2	27.0	2	26.0	26.3	0.0%
SPCOM-130	2	29.0	2	27.0	2	23.0	26.3	-20.7%
SPCOM-132	1	9.0	1	12.0	--	--	10.5	-100%
SPCOM-134	1	17.0	1	17.0	1	27.0	20.3	58.8%
Program Average*	49	24.7	46	25.8	47	25.5	25.3	3.2%
Institutional Average*	1,313	24.8	1,348	24.6	1,171	25.9	25.1	4.4% 25.5

Average class size in the following courses changed by more than 10% (±10%) between 2018-2019 and 2020-2021:

> *Courses with increases in average class size:*
>> *SPCOM-134 (58.8%)*
>> *SPCOM-124 (19.0%)*
>
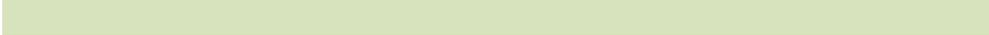> *Courses with decreases in average class size:*
>> *SPCOM-132 (-100%)*
>> *SPCOM-130 (20.7%)*

Program Reflection:

In the next three years, the department desires to grow the program by adding a new course relating to critical analysis/media analysis/media literacy.

3. **Fill Rate and Productivity**

RPIE Analysis: *Fill rates within the Speech Communication Program tend to be higher than the fill rate at the institutional level. [Compare program-level rate of 89.3% to institution-level rate of 82.1% over the past three years.] Between 2018-2019 and 2019-2020, enrollment remained stable while capacity decreased, resulting in an increase in fill rate. Between 2019-2020 and 2020-2021, both enrollment and capacity decreased, resulting in a decrease in fill rate (due to a higher rate of decrease in enrollment).*

SPCOM-128	90.3%		X	75.7%		*X*
SPCOM-130	93.4%	--	--	92.5%	*X*	
SPCOM-132	81.0%		*X*	81.0%		X
SPCOM-134	90.6%		X	84.4%	--	--

90.636 48.96 11 (90.)5.9 0.481 re(36 48.96 11 (90.)5.9 06 673.444.52 0.481 (90.)5.9 f236.1644.52 0.481 (90.)5.9 376 688844

Program Reflection:

In the next three years, the department will evaluate SPCOM 128 and 122 to assess the decrease in retention and completion for these courses. The past program review cycle showed these courses as exemplary, so further review is needed to assess the significant change. Our retention and course completion is also linked to the services offered outside of the classroom. It is imperative that our SPCOM students have access to tutoring and supplemental instruction. Our SPCOM Lab is designed to offer student access to assistance with our courses outside of the classroom. A high functioning SPCOM lab with an experienced technician is needed.

2. Student Equity

	Retention Rates (Across Three Years)		Successful Course Completion Rates (Across Three Years)	
	Program Level	Institution Level	Program Level	Institution Level
African American/Black	88.6%	86.8%	73.7%	*65.0%*
Latinx/Hispanic			84.3%	*72.6%*
First Generation			83.2%	*74.4%*

Source: SQL Enrollment Files
Bold italics denote a statistically significant difference between rates at the program and institutional levels, with the lower of the two rates in ***bold italics***.

Program Reflection:

The department will continue to provide quality education to all demographics. Our department's commitment to inclusivity and student equity can be seen in our methods of instruction, and our focus on professional development geared toward supporting a global classroom.

In the next three years, the department will strengthen our connections with student equity by adding more support to the Umoja Community program & Caminos al Éxitos.

The successful course completion rate in in-person sections mirrored the successful course completion rate in hybrid sections. This pattern reflects the findings at the institutional level. The successful course completion rate in in-person sections was significantly lower than the successful course completion rate in online sections. This pattern deviates from the findings at the institutional level, where the successful course completion rate in in-person sections mirrored the

Program Reflection:

Our degree completion rates have increased! In the past Program Review cycle we conferred 34 degrees. This cycle is 43 degrees. It may show a stable rate according to the percentages, but we see movement. It is our hope that with collaboration with Guided Pathways, etc. that we can decrease our program completion rates by 1 year.

2. **Program-Set Standards: Job Placement and Licensure Exam Pass Rates**

This section does not apply to the Speech Communication Program, as the discipline is not included in the Perkins IV/Career Technical Education data provided by the California Community Colleges Chancellor's Office, and licensure exams are not required for jobs associated with the discipline.

II.   CURRICULUM

A. Courses

Subject	Course Number	Date of Last Review *(Courses with last review dates of 6 years or more must be scheduled for immediate review)*	Has Prerequisite* Yes/No & Data of Last Review	In Need of Revision *Indicate Non-Substantive (NS) or Substantive (S) &* BDC /TT2 1]TJ 0.001 Tc 0.0 33c -9.10

B. Degrees and Certificates[+]

Degree or
Certificate &
Title

III.   LEARNING OUTCOMES ASSESSMENT

A. Status of Learning Outcomes Assessment
Learning Outcomes Assessment at the Course Level

	Number of Courses with Outcomes Assessed		Proportion of Courses with Outcomes Assessed	
Number of Courses	Over Last 4 Years	Over Last 6 Years	Over Last 4 Years	Over Last 6 Years
7	7	7	100%	100%

Learning Outcomes Assessment at the Program/Degree/Certificate Level

Degree/Certificate	Number of Outcomes*	Number of Outcomes Assessed		Proportion of Outcomes Assessed	
		Over Last 4 Years	Over Last 6 Years	Over Last 4 Years	Over Last 6 Years
Communication Studies: AA-T Degree	7	7	7	100%	100%

IV.   PROGRAM PLAN

Based on the information included in this document, the program is described as being in a state of:

Viability

<mark>Stability</mark>

Growth

*Please select ONE of the above.

This evaluation of the state of the program is supported by the following parts of this report:

The Communication Studies department has Stability.
We have:
    Stable demand for more than 75% of our courses.
    Our courses meet the needs of students seeking degrees or certificates.
    We provide sufficient class offerings with diverse modalities.
    Our success and completion rates are sufficient and we will work toward a plan to enhance those areas that require attention.

Complete the table below to outline a three-year plan for the program, within the context of the current state of the program.

Program: Speech Communication
Plan Years: 2022-2023 through 2024-2025

Strategic Initiatives Emerging from Program Review	Relevant Section(s) of Report	Implementation Timeline: Activity/Activities & Date(s)	Measure(s) of Progress or Effectiveness
Instructional Assistant		This is number 1 on our priority list. Fall 2022	The COMM lab has assisted all students who are required to present a presentation in NVC classes. The lab requires personnel that will schedule appointments, provide supplemental instruction, and handle the day-to-day operations.

Computer Refresh (Office Computers)

Describe the current state of program resources relative to the plan outlined above. (Resources include:

Feedback and Follow-up Form

Completed by Supervising Administrator:

Senior Dean Maria L. Villagomez

Date:

5.1.22

Strengths and successes of the program, as evidenced by analysis of data, outcomes assessment, and curriculum:

- **Quality Academic Support for Students:** The communication studies department has implemented initiatives that have resulted in cost-savings for our students. They increase in textbook conversion of to Open Resource texts that add no additional costs to students is commendable. Additionally, the communication studies department provides support to the Umoja Community program and the Caminos al Éxito program, an example of their leadership in modeling support for initiatives that address our target student populations, particularly as it relates to equity gaps.

- **Qualified/Expertise in Faculty:** The communication studies department counts on faculty experts who are committed to student success and quality instruction.

- **Student-Focused:** Through deep reflection and analysis, the communication studies program remains focused on supporting students who can benefit from new ways of learning and new levels of support and assistance.

- **Active Faculty Campus Wide:** The dedication of the faculty to the department, the division, and the College through the fulfillment of various leadership roles crucial to the functioning of the institution.

- **Retention and SCC Rates**: The communication studies department faculty are to be commended for the increase in retention and successful course completion rates as compared to the entire college.

Bravo to the communications studies department! I commend the communications studies program coordinator and its faculty for their outstanding diligence and dedication to our students' needs and quality instruction.

Areas of concern, if any:

None identified.

Recommendations for improvement:

The purpose of program review is to improve our programs. In that spirit, the following recommendations for improvement have been identified.

The communication studies department could benefit from the following recommendations/improvements/goals:

- Improve the retention and completion rates in the department's online courses.
- Consider enhancing enrollment by developing communication studies certificate opportunities.
- Continue access to tutoring and supplemental instruction in the communications studies lab.

I look forward to supporting identified improvements to help our students reach their maximum potential and reach success.

Anticipated Resource Needs:

Resource Type	Description of Need (Initial, Including Justification and Direct Linkage to State of the Program)
Personnel: Faculty	Continue to maintain quality faculty who can teach specialized topics/courses.
Personnel: Classified	The need to replace a 1.0 FTE Instructional Support Specialist.
Personnel: Admin/Confidential	None identified.
Instructional Equipment	Computer refresh in the communications studies lab.
Instructional Technology	Computer refresh in the communications studies lab and maintain a functioning lab.
Facilities	Maintain clean classrooms.
Operating Budget	Funds to maintain existing software to equitably support the online student. Continue to fund outreach and communication efforts
Professional Development/ Training	Some funds for continued professional development support
Library & Learning Materials	Ongoing and as needed per collaboration with Library Services. Some funds for books for our reserve section to support communication studies students.