



Fine Arts: Communication Studies

Instruction

Vision/Narrative

Communication is a vital part of today's world, whether used professionally or socially. Employers often cite effective oral and written communication skills as the most important skill set when hiring college graduates. We recognize the importance of what we teach and welcome students to explore one of the many areas of Communication Studies by taking a class or classes at Gavilan College. The Communication Studies Faculty at Gavilan are dedicated to providing students with the knowledge and skills of human communication that can be applied to various contexts in ones life. Whether it be improving public speaking skills, working with a culturally diverse group at work or communicating with family and friends, our curriculum is academically structured to meet student needs based on specific courses. Communication scholars and students work in a variety of fields, among them business, journalism, law, education, film and television, non-profit organizations, marketing, theater, human resource management, and public relations just to name a few. Effective communication skills are essential for any career and students will learn how to develop their own communication skill set by taking coursework at Gavilan .

Gavilan offers an ADT in Communication Studies, AA Degree in Communication Studies, Certificate of Achievement in Communication Studies, and a Certificate of Achievement in Interpersonal Communication all recognized and approved by the State Chancellor's office.

Feedback from Supervisor / Dean



Program Objective 1: Expanding program and instructional space into CDC building requires equipping new instructional space to meet the needs of Communication Studies instruction/pedagogy.

Strategy and Goal(s):

Strategy #3: Improve and expand existing facilities to enhance the learning environment.

Goal #2: Use technology to improve existing classroom facility space, optimize academic success and administrative operations.

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #2: Create opportunities to improve integration and collaboration at every level, with emphasis on student success, e.g., a college hour, staff development opportunities.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: With continual assessment and reporting of SLOs, our Communication Studies Faculty has found that our curriculum is meeting student needs. When common deficiencies through the review of assessment data are found, necessary curriculum is modified.

There has been some progress in securing a permanent instructional space for the Communication Studies Department. Communication Studies courses occupy CDC 110 M-TH 8 am-9 pm and F 8:30 am-3:30 pm. However, a second smaller classroom space has not be established. Two offices for full time faculty are located in near proximity to CDC 110, allowing for a unified presence of the department, easy accessibility for students to meet with professors, and has helped to foster more interaction between full time and adjunct faculty members.

An urgent instructional need is detailed in the departments budget request to cover installation costs for new instructional equipment that has remained in boxes for a few years simply because there was no budget to cover installation.

A third additional tenure-track Communication Studies Faculty Member will be needed in the future that specializes in Argumentation and Debate, expanding on existing curriculum with additional CI-D general education courses and a future debate club.

RESUBMITTED: See Academic Year 2017-18 Program Plan

Activity 1: SLO and PLO assessment and reporting for all Communication Studies courses.

Personnel Request - *none*

Non-Personnel Request - *none*



Activity 2: Urgent Request for CDC 110, primary Communication Studies Classroom. Presently there is over \$10,000 in instructional equipment in original boxes that were purchased with grant monies and have been in storage for a few years since there was no monies earmarked for installation. Presently the classroom is equipped with a cart and instructional equipment that was moved from the Portable buildings. The make shift cart poses a safety issue as cords are taped to the floor from the wall to the center of the room. Faculty and students have to step over cords and tripping has become an issue.

Shawn has provided an installation quote from an outside vendor and immediate installation is needed to maximize the performance and capabilities of the equipment that to this day remains in boxes.

A second, smaller classroom will be needed for the expansion and growth of the Communication Studies department. Presently the one classroom is occupied from morning to night, so with the implementation of fast track offerings and co-current class offerings, discipline specific classroom furniture, new computer, software, cart, projector, screen, speakers, instructional equipment and classroom supplies, will provide students with a Ted Talks feel on a smaller more intimate scale. This classroom will be used for FAST TRACK offerings as well as smaller major specific classes such as CMUN 11, Business Communication. We will model this classroom off of corporate boardroom models and professional mediums of pedagogy. Two office spaces have been designated for Full time faculty, however, adjunct faculty presently have no where to meet with students.

Personnel Request

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Faculty	1	100%	\$ 80000.00	General Fund / On-Going

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Installation costs for existing new equipment remaining in boxes	\$ 3500.00	Instructional Equipment / One-Time
Instructional equipment for second smaller Ted Talks classroom	\$ 20000.00	Instructional Equipment / One-Time
<i>Total Requested</i>	<i>\$ 23500.00</i>	

Activity 3: Additional Full-Time Tenure-Track Communication Studies Faculty hire to meet growing demands and needs of students. In addition, a faculty specialized in Argumentation and Debate can expand the department into a specialized area including but not limited to the CI-D approved Argumentation and Debate General Education course and a Speech and Debate club that would compete in local and statewide speech and debate competitions.

Personnel Request

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Faculty	1	100%	\$ 80000.00	General Fund /



				On-Going
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Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean	A solution has to be found for the installation of the equipment. This high growth program can only continue to expand if it has space to do so. A third instructor who could link Journalism and Communications would strengthen both programs.	12
Vice-President		
Budget Committee		
President's Council		



Program Objective 2: The completion of the ADT, AA, and/or Certificate(s) will inform future employers, college admission offices and professional institutions that students have received specialized training in communication skills. With multiple degree and certificate offerings and a high rate of graduates, the program needs an increased instructional supply budget, outreach and promotion materials, and support for COMMCLUB.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: Please see "activities"

There has been no progress on securing Work Studies Communication Students/Teaching Assistants to help with various Departmental needs.

RESUBMITTED: See Academic Year 2017-18 Program Plan

Activity 1: We serve over 1500 students in an academic year, our Major is the highest enrolled within the Fine Arts Department, and our Major graduation rate ranks fifth highest campus wide, however we continue to work off of \$500 budget a year. This barely allows for purchase of ink cartridges for printers, markers, flip charts, and basic office supplies. We are requesting that our department budget increase to assist in purchasing supplies for 2 full time and 8-9 adjunct faculty a semester.

Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Instructional supplies	\$ 1500.00	Instructional Equipment / On-Going
<i>Total Requested</i>	<i>\$ 1500.00</i>	

Activity 2: Outreach and promotion of communication studies offerings in Gilroy, Hollister, and Morgan Hill locations are paid for out of our whopping \$500 annual instructional supplies budget. For 1,000 rack cards, the cost is \$225.00, that's nearly half of our overall budget. We simply don't have money to cover the cost without compromising and losing out on necessities like printer ink cartridges and classroom supplies. The department is in need of a specific budget designated for outreach and promotion. This would allow us to have professional signage and additional outreach materials for our Alumni event, Fast Track promotion, and Major and Minor



options for Gavilan students printed and distributed.

Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Outreach and Promotional materials	\$ 1000.00	Instructional Equipment / On-Going
<i>Total Requested</i>	<i>\$ 1000.00</i>	

Activity 3: With the recent influx of Communication Studies graduates and the departure of club advisor, Shelley Giacalone, Gavilan COMMCLUB has lost momentum and is struggling to maintain it's active role on campus. One of the draws for COMMCLUB membership is that it offers scholarships to majors and minors through its fundraising. Additionally, COMM CLUB offers tutoring for students, outreach, hosts fundraising events, workshops, and last semester offered FIVE scholarships. Additional financial support is needed to support the club and new advisor Kelly Glass.

Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
CommClub support for outreach, tutoring, workshops, scholarships	\$ 1500.00	Instructional Equipment / On-Going
<i>Total Requested</i>	<i>\$ 1500.00</i>	

Activity 4: The Communication Studies department has recently moved into the CDC building. The Child Development faculty has offered to share the student workroom open to both Communication and Child Development students if Communication Studies can contribute in purchasing paper, supplies, and maintenance of instructional equipment such as copier, printers, computers for student use. This is an opportunity for both programs to work cooperatively in the space as well as an opportunity for students to have a resource and shared space to further assist in their academic success. The CMUN department would need additional external funding to join CD in making this space a reality for all.

Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Shared cost for CD/CMUN Workroom and Study hall in CDC	\$ 1000.00	Instructional Equipment / One-Time
<i>Total Requested</i>	<i>\$ 1000.00</i>	



Rankings:

Ranker	Comments	Rank
Dean	This discipline effectively uses its budget and has worthy needs that merit additional resources.	12
Vice-President		
Budget Committee		
President's Council		



Program Objective 3: Engage in professional public discourse with application of research, organization, reasoning and oral presentation.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: See "activities"

RESUBMITTED: See Academic Year 2017-18 Program Plan

Activity 1: All fulltime and adjunct Communication Studies Faculty received instruction to develop web-enhanced courses

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Communication Studies Faculty meet and use peer observation on a semester-to-semester basis to collaborate and develop/improve upon existing curriculum resources.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Communication Faculty are attending, participating, presenting, and were recipients of the Model Communication Program Award at the Western State Communication Association Conference in Reno, NV February 2013.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean	As no new requests are made in this activity, no raking is added.	4
Vice-President		
Budget Committee		
President's Council		

