

**Gavilan Community College
Instructional Program Review
Communication Studies Department
Institutional Effectiveness Report 2017
Prepared by Denise Besson**

I. Organizational Details:

Administrator		1
Faculty FT		2
Faculty PT	Recurring every semester/ PT with multiple sections	8-10
Professional Support Staff		0

II. Program Progress: What has been done since the last review:

A. Review Strategies and Goals on the Strategic Plan:

**GAVILAN JOINT COMMUNITY COLLEGE DISTRICT
Strategic Plan FY 2015 - 2016 Through 2019 - 2020**

STRATEGY #1 Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1 Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

Communication Studies faculty have actively been participating in ***Outreach Activities*** through participating with CommClub students fundraising efforts and activities such as Bach to Blues concessions, workshops, and club day. Service Learning groups continue to positively impact community non-profit organizations. Such organizations as Community Solutions, Chamberlain's Children's Center, Operation Freedom Paws, Dream Power Horsemanship, and Jasmine

Square are just a few that have been positively impacted by the small group outreach of our CMUN 10 students. For example, a group of students conducted after school tutoring at Jasmine Square in Morgan Hill and fundraised and donated school supplies and books for the children that resided there. Another group of students cleaned horse stalls, raised over \$1,000, and purchased special helmets for riders to use at Dream Power Horsemanship. A former Veteran and his group worked in conjunction with Operation Freedom Paws to train service dogs and provide support and outreach for their mission to empower veterans and restore independence. In addition, CMUN 6 Intro to Conflict Resolution now implements conflict mediation service learning in conjunction with Service Learning and Civic Engagement here at Gavilan College.

Our Annual Communication Studies Alumni Speakers Panel, now in its 5th year connects former Gavilan college graduates with present students interested in majoring or minoring in Communication Studies and answers the most commonly asked question in the department, *What can I do with a communication degree?* **Recruitment** has been at the forefront of the department's plan of recruiting, retaining, and graduating majors and minors in Communication Studies. With **Retention** rates within the 80th percentile and a whopping 62% increase in graduates since the last program review, we are confident that our efforts continue to be successful. Regular **Assessment** of student learning outcomes/reporting from faculty, both full and part time is common. The department would like a designated **Counselor** to advise students interested in majoring or minoring in Communication Studies. A counselor can complete education plans with accuracy and offer specific guidance that faculty within the discipline cannot do nor may not have the time to do. A designated counselor will be included in a future budget request to meet this need and better serve the students.

Goal #3 Increase course and program offerings, as funding allows with a particular emphasis on Transfer Model Curriculum (AA/AS-Ts).

The Communication Studies department presently offers two degrees and two certificates all approved by the State Chancellor's office. The department was one of the first to offer the Transfer Model Curriculum. Gavilan data collected over the past three years shows that

Communication Studies AA-T graduates rank **3rd** just below two AS-T disciplines, Administration of Justice and Business Administration. This also shows that in terms of the AA-T degree, Communication Studies ranks **1st**, more than doubling the second closest degree for transfer in Psychology.

Count of Awards (3 year trend analysis)

Degrees for Transfer	
AS-T Administration of Justice	102
AS-T Business Administration	86
AA-T Communication Studies	77
AA-T Psychology	33

Gavilan data collected over the past three years shows that Communication Studies Certificate of Achievement graduates rank **4th**.

Count of Awards (3 year trend analysis)

Certificate of Achievement	
CSU- General Education	468
IGETC- General Education	425
Cosmetology	76
Communication Studies	71

There are 9 different CMUN courses, 6 of which are part of General Education Gavilan, CSU, and IGETC required courses.

Goal #4 Support programs that bridge pre-collegiate credit/non-credit courses and other learning support options intended to prepare students for entry into basic skills, transfer, and career technical programs.

The Communication Studies department is involved in the Guided Pathways initiative and has attended workshops and provided feedback on best practices within the department. One such example of a best practice is the implementation of the fast track series of courses. The fast track option provides students a clear path of classes offered in a 5-week period during the fall or spring semesters. Both mid semester and late start classes are offered. Students can earn a Certificate in Communication Studies within two semesters of jumping on the fast

track series of classes. This model provides a clear pathway for success and in most recent discussions with TRIO, summer bridge courses and enrolling TRIO students in our fast track series of classes will begin 2018/2019. High retention and success rates have been documented over the past three years, consistently around 85-90% retention rates and 80% success rates in fast track sections.

Goal #5 Evaluate alternate delivery of courses and services such as online, hybrid, and High Step. Grow distance education program offerings as appropriate.

Presently CMUN 12: Business Communication received the Curriculum Committees approval for Hybrid delivery. CMUN 1A: Introduction to Public Speaking, CMUN 8: Interpersonal Communication, and CMUN 5: Fundamentals of Communication Studies have all been approved to be offered as hybrid. Denise Besson recently completed the TITLE V GOTT teaching academy through Gavilan College Teaching and Learning Center and will be offering the first ever CMUN 5 in hybrid form.

Goal #6 Use data to plan a complete general education transfer pattern of courses and appropriate basic skills and career technical courses at the Hollister and Morgan Hill facilities, and the Gilroy campus in the afternoons, evenings and weekends.

The Communication Studies department has continually offered the general education courses of CMUN 1A: Introduction to Public Speaking and CMUN 10: Small Group Communication at the off-sites, Morgan Hill and Hollister. Recently the GE courses were offered at the Coyote Valley site. The department attempted to offer the first Saturday Hybrid offering of CMUN 12: Business Communication, however, it was canceled five days before the first day of class due to low enrollment.

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

Goal #3 Increase the number of opportunities for cross-disciplinary discussions with special attention to the inclusion of students, classified staff, and part-time faculty.

The Communication Studies department has a number of courses cross listed/cross-disciplinary, CMUN 2: Oral Interpretation with Theatre and CMUN 6: Conflict Resolution with History, Sociology, Administration of Justice, and Political Science.

In addition, a number of Communication courses are being listed as requirements or options for other degrees and certificates across disciplines, including but not limited to leadership, business, and social science.

Goal #4 Strengthen and augment means for students to communicate among themselves and to the broader campus community on issues of common concern.

Communication Studies faculty have participated on panel discussions on socially significant topics on campus and in the community. Kelly Glass spoke on a panel regarding Environmental Issues and Communication, both on campus and in the community. Denise Besson recently facilitated a workshop on powerful presentation skills at a Women's Leadership Conference in Morgan Hill and volunteers as a speech judge for the Annual Lyon's Speech and Debate contest.

Kelly Glass and Denise Besson will be co-facilitating a workshop on Engaging in Difficult Dialogue in the Workplace. This will likely be offered as a professional development day breakout session as well.

Goal #5 Broaden contacts and communication with local high schools, businesses, and agencies so such contact, collaboration, and feedback is widespread and frequent in all sectors of campus.

CMUN 1A: Introduction to Public Speaking has been offered at Gilroy High School as a high step class offering for a number of semesters.

CommClub fundraising events continue to foster a positive relationship between the community, business, and the college. The most recent Wood fired pizza fundraiser that took place at The Grove in Hollister raised just over \$3,000 through a dinner and silent auction for scholarships for Communication Studies majors. This connection being

made with the community supports students both interpersonally by interacting with the community and each other outside of the campus and financially by raising funds for student scholarships. The annual Bach to Blues event also connects CommClub members and Communication student volunteers with the community by running concessions and volunteering as ticket takers and escorting guests to their seats prior to the concert.

A. What results have you seen because of these modifications?

Positive results have been listed above in relation to Gavilan's strategic plan Strategy #1 and #6.

B. What methods does the program use to maintain the integrity of academic standards and achieve consistency within the discipline, particularly in regard to multiple section introductory classes?

All communication studies faculty that teach CMUN 1A- Introduction to Public Speaking courses use rubrics to grade student speeches. These rubrics evaluate the same areas (organization, delivery, outlining, visual aids, etc.) on a scale ranging from excellent to needs improvement with a corresponding numerical scale.

With the latest implementation of CANVAS, Communication faculty have been sharing rubrics and aligning their rubrics with SLOs to gain quantitative data for reporting and assessment purposes.

Faculty both FT/PT share assignments and CANVAS resources regularly. Recently a new faculty member was hired last minute to teach a CMUN 1A course and an entire CANVAS course shell was provided as well as a face-to-face meeting assisting the adjunct faculty member enabling the transition into the class with ease. Speech assignments, rubrics, and best teaching practices were shared.

Communication studies faculty also include comments in the evaluation process to encourage students and give guidance as to how one could improve on their speeches. When time permits, FT/PT faculty discuss best practices and share concerns and frustrations.

C. What are the methods for evaluating and modifying course offerings?

As always, we tailor our course offerings to meet the demands and needs of students. Following the conclusion of a course, we poll students anonymously and ask for feedback. Based on that feedback we adapt and modify assignment requirements, create new assignments and continue to promote the pursuit of a degree and/or certificate in Communication Studies. We are never faculty interest driven. Therefore, every semester we examine course data enrollment, retention rates, and enrollment trends at off-sites (Hollister and Morgan Hill), and listen to student feedback. As a result we offer certain classes and times based on demand.

CANVAS has enabled us to link SLOs to rubrics providing a more specific and aligned curriculum across courses and instructors as well as being able to assess whether or not learning outcomes are being met.

One of our most innovative series of course offerings in the department is entitled: Fast Track. At the conception of the idea, prior to any discussion surrounding Guided Pathways, three faculty members in the department, Waddell, Glass, and Besson, held meetings regarding how to offer coursework that would enable students to complete a series of classes and earn a certificate in one semester and/or jump on the fast track and complete the necessary communication coursework toward a degree or general education requirement. We decided to first offer a few sections of CMUN 1A, our introductory public speaking course. We reflected on the 5-week sessions, what worked and what didn't, and surveyed the students (20-25) per section for their insight after they finished the fast track class. For two years we documented and adjusted our courses and recently offered our first fast track section of CMUN 10: Small Group Communication. We discovered that retention and success rates were slightly higher (85-90%) than our traditional 16-week course offerings. In the Spring 2018, for the first time we will offer a full series of classes, making it possible for a student to earn their degree in just one semester: CMUN 1A, CMUN 10, CMUN 5, and CMUN 12 (hybrid).

D. What staff development efforts has your program undertaken?

Communication Studies faculty attend conferences, guest speaker events with leading researchers and professionals in the discipline of Communication Studies. Glass recently attended the Western States Communication Association Conference held at Stanford University. Besson participated in an Online Teaching Conference in Anaheim, CA. FT/PT faculty members continue to receive training in the Teaching and Learning Center on CANVAS and other online modalities. Denise Besson completed the TITLE V GOTTE Teaching Academy and is presently the Chair of the Faculty Professional Learning Committee, serving for a second term.

E. Is the program currently articulated with regional four-year colleges and universities and district high schools? Does your program currently have an AA-T?

Our general education courses (CMUN 1A, 2, 4, 5, 6, 8, & 10) have all been articulated to various four-year colleges and universities.

The Communication Studies department was one of the first to create and have approved through the State Chancellor's Office an AA-T degree in Communication Studies. In addition to the general AA degree in Communication Studies degree and two Certificate of Achievements in Communication Studies and Interpersonal Communication.

F. N/A

G. How has the program collected information and responded to the needs of the community/field

Service Learning is an assignment with some of the Small Group Communication courses offerings.

Kelly Glass has collaborated with Leah Halper and presently two sections of conflict resolution are being offered (cross listed with history, social science, administration of justice) with students

volunteering service hours with non-profit agencies such as Chamberlain's, Rebekah's Children's Home, Discovery Counseling, and a number of other agencies, connecting the college and community through civic engagement. Community partnerships were pre determined through the Civic Engagement and Service Learning at Gavilan College. Based on enrollment statistics (20-30 students per section) we will continue to offer two sections of conflict resolution.

H. Equity Report Executive Summary analysis

I.

a. Communication studies courses success rates average around the 80th percentile.

b.

Unit	2009 Fall	2010 Fall	2011 Fall	2012 Fall	2013 Fall	2014 Fall
CMUN - Communication Studies	75%	75%	77%	77%	75%	7
CMUN10	77%	81%	81%	82%	79%	8
CMUN129	91%	67%	80%	67%	71%	6
CMUN1A	80%	70%	76%	77%	74%	7
CMUN2	60%	76%	84%	100%	81%	5
CMUN4	58%	84%	76%	85%	61%	9
CMUN5	70%	67%	70%	63%	77%	7
CMUN6	67%	40%	71%	58%	47%	5
CMUN8	73%	81%	76%	71%	83%	8

III. Program Data

A. Basic description of program

1. GAVdata shows an increase in declared majors AA-T and certificates, however a decline in AA degrees over an 8-year period.

i. The Communication Studies AA-T degree has more than tripled the number of declared AA degree students. This trend is a positive indicator that students are transferring

to the CSU system and continuing their higher education in Communication Studies.

ii.

Major	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
CMUN_AA	46%	42%	36%	23%	21%	21%	24%
CMUN_AA_T	48%	53%	59%	73%	74%	76%	73%
CMUN_CA	4%	5%	4%	4%	4%	2%	3%
CMUN_CP	1%	0	1%	0%	0	0	
CMUN_IC_CA	2%	1%	1%	0	0%	0%	

2. Student Outcomes

Unit	2009 Fall	2010 Fall	2011 Fall	2012 Fall	2013 Fall	2014 Fall
CMUN - Communication Studies	75%	75%	77%	77%	75%	77%
CMUN10	77%	81%	81%	82%	79%	81%
CMUN129	91%	67%	80%	67%	71%	67%
CMUN1A	80%	70%	76%	77%	74%	77%
CMUN2	60%	76%	84%	100%	81%	57%
CMUN4	58%	84%	76%	85%	61%	91%
CMUN5	70%	67%	70%	63%	77%	77%
CMUN6	67%	40%	71%	58%	47%	57%
CMUN8	73%	81%	76%	71%	83%	81%

3. Staffing Data

2 Full time to 8-10 Part time faculty every semester. An unfortunate reality that has surfaced over the past few years in particular is the inability to find qualified and interested adjunct faculty to teach at Gavilan College. In addition, the recent retirement of a long time adjunct faculty member that was like a “3rd full timer” and the reduction of existing adjunct willing to teach multiple sections due to relocation and life changes in general, has lead to the cancellation of full sections of Communication courses. This is likely one of the variables as to why headcount data declined in the discipline because we didn’t have faculty to teach the classes. Every year we are having to interview adjunct faculty and are actively recruiting.

C. Budgetary Allocations over the past 3 years

Operational Costs	14/15	15/16	16/17
Travel	FT faculty only \$800	FT faculty only \$800	FT faculty only \$800
Instructional Supplies/Copying	\$500	\$500	\$508

D. Provide an overview of how budget allocations have changed over the past three to five years.

Unfortunately budget allocations have not changed. A continual budget request increase has been in effect for years, however, nothing has changed.

E. What were the results of any significant additional budget or resources allocations/reductions over the past three to five years.

Following the passing of Pablo Balancio, much of the instructional equipment that was purchased through a grant during the last institutional effectiveness review sat in boxes. For years it was not installed for 1. All Communication classes were taught out of a portable building and 2. We didn't have the funding to install the equipment. Equipment consisted of a projector, speakers, 10 ft. drop screen, mountable recording equipment with remote, extra large clock with timer and remote, clicker, and proper lighting. Finally in Spring 2017 most of the equipment was installed in CDC 110, since it became a designated classroom for Communication Studies courses and the funding came from a source that Shawn Mulcare and Dean Fran Lozano found. There are two items that weren't installed, the speakers around the room and the ceiling mounted recording equipment due to cost and the fact that a company would have to complete installation. As a result, students must use their phones and/or personal recording devices like tablets or cameras. This is not optimal, however, a requirement for all public speaking students to record their speeches and complete self-evaluations as a learning tool.

IV. Trends Affecting your Program

- A. Guided Pathways will definitely affect the direction of communication studies course offerings. Discussion around a Meta major has taken place.
- B. TedTalks is a professional approach to delivering public presentations on local and global levels. Best practices and offering a professional and optimum learning environment and further supporting the communication studies program will help to elevate the programs credibility and reputation for delivering quality education. Installing the remainder of equipment to maximize teaching and learning, an additional classroom for more intimate and hybrid course offerings, and an hiring an additional full time faculty member focused on argumentation and debate will help to expand the program.
- C. There has been a push at Gavilan College to include a hybrid or fully online option in Communication Studies. The department is scheduled to offer a hybrid course and will likely offer option for one or two classes a semester.
- D. Most recently scheduling has become an issue and been scrutinized. Maximizing course offerings to meet the student's needs has always been on the forefront of planning for our students. Offering a wide variety of options for students including but not limited to morning, evening, mid-day, short-term, mid and late-term semester start classes, and most recently a hybrid course and our attempt at offering a Saturday class. It is disheartening to think that our offerings, in particular, fast track is being questioned and most likely will have to change to adapt to scheduling format changes. When something is working, why change it? Fast track is offered mid day, during the 230-550 time slot when there are few courses offered, the mid day lull so to speak. It's a fast and intensive option of study during the fall and spring semesters for students to get another class in while taking courses during the traditional, well trafficked hours between 8 am and 2:20 pm and 6-9:10 pm time slots. While Communication Studies is not resistant to change and in this particular case may not have any say in it, it is disappointing how the data shows the positive impact Communication Studies is making here at Gavilan

College and rather than changing what's already working, see how this model can be integrated to continue to serve the students.

V. Program/Student Learning Outcomes

Certificate of Achievement in Communication Studies

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
Demonstrate knowledge, skills, and apply best practices across a broad range of Communication Studies courses to professional and personal relationships.	Questionnaire	Qualitatively students indicated that they experienced positive improvements in relationships after the completion of a communication class.	Reinforces that what we teach actually translates over into the real world
Apply principles of effective oral, written, and public speaking skills across a variety of Communication Studies courses.	Survey administered Rubric evaluations and statistical analysis	Consistency in use of rubrics in grading has tracked a more consistent representation of whether or not principles of effective communication skills are being met	Faculty across communication courses are sharing and implementing rubrics that are assessing oral, written, and public speaking skills. Documentation of data shared.
Certificate will	Survey	Survey	The survey

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
<p>inform future employers, college admission offices, and professional institutions that recipient has received specialized training in communication skills.</p>	<p>administered</p>	<p>revealed 71 were pursuing a CA in Communication Studies. This data was obtained via instructor polling.</p>	<p>question also indicated an area to choose AA degree as well as Certificate of Achievement in Interpersonal Communication. Multiple students checked two or three, indicating that they may be deciding between them, rather than definitively pursuing the CA in Communication Studies. This may be an inherent flaw in the survey in determining the exact number pursuing the Certificates and is not consistent to what is reported in GavData.</p>

Certificate of Achievement in Interpersonal Communication

<u>Outcome</u>	Assessment / Measurement	Result	Use of Results
<p>Apply theory and research findings in communication studies to their professional and personal relationships.</p>	<p>Survey-Quantitative research, polled 361 students in a variety of communication courses</p>	<p>The range from 84-98% of all respondents across the courses surveyed cited that they had directly benefited and applied what was learned in their communication courses in their professional and/or personal relationships. Responses in the Excellent and Good Range (3 & 4) were predominately chosen when asked to rate the following</p>	<p>High success and retention rates were indicated in the survey results across a number of communication classes with different faculty. The primary areas of emphasis in teaching communication (# 1-8) all ranked within the 80 and 90th percentiles, so we are pleased with the outcome of the survey.</p>

<u>Outcome</u>	Assessment / Measurement	Result	Use of Results
		areas: 1. Communication and Presentation skills 2. Leadership skills 3. Small group communication skills and Team building 4. Problem solving and decision making skills 5. Conflict management skills 6. Interpersonal communication skills 7. Intercultural communication skills 8. Application of skills in personal and professional settings.	
Engage in	Survey-	The survey	We will strive to

<u>Outcome</u>	Assessment / Measurement	Result	Use of Results
<p>professional public discourse with application of research, organization, reasoning and oral presentation.</p>	<p>Quantitative research, polled 361 students in a variety of communication courses</p>	<p>indicated once again a high percentage 88% felt that they learned and engaged in public discourse with ratings of Good and Excellent.</p>	<p>reach the 90% percentile when teaching the professional public discourse application across every type of communication course.</p>
<p>This certificate will inform future employers, college admission offices and professional institutions that you have received specialized training in communication skills.</p>	<p>Survey- Quantitative research and Qualitative comments from 361 polled students in a variety of communication courses</p>	<p>A survey of 361 students indicated that 63 respondents indicated that they were pursuing a Certificate of Achievement in Interpersonal Communication.</p>	<p>The survey question also indicated an area to choose AA degree as well as Certificate of Achievement in Communication Studies. Multiple students checked two or three, indicating that they may be deciding between them, rather than definitively pursuing the CA in Interpersonal Communication. This may be an inherent flaw in</p>

<u>Outcome</u>	Assessment / Measurement	Result	Use of Results
			the survey in determining the exact number pursuing the Certificate of Achievement in Interpersonal Communication.

AA in Communication Studies

<u>Outcome</u>	Assessment / Measurement	Result	Use of Results
Apply theory and research findings in communication studies to their professionals and personal relationships.	Survey questions measuring listening skills, public speaking skills, power point skills, working in groups and interpersonal relationship skills with	Implementing skills and improving relationships in personal and professional settings rated 52.4% as Excellent, 31.7% as Good, and 15.9% as Fair. Communication Competency in a Multi Cultural society ranked high with 82%	In all areas, the ratings ranged from 80-90% in the Excellent and Good Range. Across a wide variety of Communication classes and instructors, we are

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
	361 respondents across a variety of Communication Studies courses and instructors	<p>of respondents rating it as Excellent.</p> <p>Listening 82% Excellent and Good, 17.1% Fair, 1.2% Poor</p> <p>Public Speaking 90% Excellent and Good, 9.3% Fair, .7% Poor</p> <p>Working in Groups 94% Excellent and Good, 6 % Fair</p> <p>Interpersonal Relationships 87% Excellent and Good, 13% Fair</p>	<p>pleased that the ratings were so high.</p> <p>However, Powerpoint cannot be taught in the Communication class at great length, therefore, students are advised (recommended) to take CMUN/CSIS 129 MS Powerpoint. Survey indicated approximately 9 % of all students enroll in a section of Powerpoint to earn extra credit and learn the</p>

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
			software.
Engage in professional public discourse with application of research, organization, reasoning and oral presentation.	Survey, Statistical analysis of 185 respondents across a variety of Communication Studies (Public Speaking courses and instructors)	Students rated public discourse high with an 88.5% rating for excellent. Organization 87% Excellent and Good, Reasoning 81%, and Oral Presentation/Delivery skills 88.5%	Once again, all ratings were in the 80th percentile. We are pleased with the findings and will continue to require public discourse engagements and speech assignments. The lowest rating is in the area of reasoning across all courses and instructors, therefore more time and focus will be placed on the teaching

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
			of sound reasoning, arguments, and persuasive appeals and rhetoric.
This A.A.and/or certificate(s)will inform future employers,college admission offices and professional institutions that you have received specialized training in communication skills.	Survey, Statistical compilation of the pursuit of an AA-T degree and AA degrees in addition to two Certificates with 361 respondents	Out of 361 respondents, a total of 83 indicated they were working toward an AA-T or AA degree. 71 are pursuing a Certificate of Achievement in Communication Studies and 63 for the Certificate of Achievement in Interpersonal Communication.	While the survey indicates nearly 60% of all students polled were pursuing a degree or certificate, there are concerns that the department won't be able to track and support these students due to the lack of financial support from the institution

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
			<p>to the program, the two full time faculty department out of 10 active teaching faculty, and difficulty in knowing which students are pursuing what. Documenting majors and minors and reporting that information has been limited to surveys. Among 10 faculty members, this has proven difficult to compile the data,</p>

<u>Outcome</u>	Assessment/ Measurement	Result	Use of Results
			monitor majors, and support their pursuit of the AA degree beyond the classroom.

VI. Program Plan/Budget Requests

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.

Gavilan offers an AA-T 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.

In addition, Gavilan Communication Studies Department was awarded the Model Speech Communication Studies program Award out of the entire Western State region by the Western States Communication Studies Association, November 2013.

Clearly students are choosing to pursue Communication Studies degrees and certificates:

Major	2009 -10	2010 -11	2011 -12	2012 -13	2013 -14	2014 -15	2015 -16	2016 -17
CMUN_AA	59	66	68	52	47	46	57	39
CMUN_AA_T	62	83	112	162	165	169	171	159
CMUN_CA	5	8	7	8	10	5	7	12
CMUN_CP	1	0	1	1	0	0	0	0
CMUN_IC_C A	2	1	1	0	1	1	0	2
Total	129	158	189	223	223	221	235	212

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.

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

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

Other Strategy and Goal(s): **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.

SLO Data: **Yes:** This Objective is based on SLO data.

Progress: **Yes:** 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 been 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.

Delete	Activities	Costs
<i>NEW</i>	Create NEW Activity for this Objective	
✘	SLO and PLO assessment and reporting for all Communication Studies courses.	<ul style="list-style-type: none"> • Add Budget Request
✘	<p>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.</p> <p>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.</p> <p>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,</p>	<ul style="list-style-type: none"> • Edit Budget Request

Delete	Activities	Costs
	<p><u>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.</u></p>	
<p>X</p>	<p><u>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.</u></p>	<ul style="list-style-type: none"> • <u>Edit Budget Request</u>

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.

<p>Primary Strategy and Goal(s):</p>	<p><u>Not Applicable:</u> RESUBMITTED: Copied from Academic Year 2015-16</p>
---	--

<p>IEC Program</p>	<p><u>Yes:</u> This Objective is based from the last IEC Program Review.</p>
---------------------------	--

Review:

SLO Data: **No:** The data that prompted this Objective is based on Communication Studies Certificate(s) and ADT/AA Degree graduation rates that are at an all time high ranking Communication Studies the fifth largest major on campus with graduates, not simply declared majors.

Progress: **Yes:** Please see "activities"
There has been no progress on securing Work Studies Communication Students/Teaching Assistants to help with various Departmental needs.

Delete	Activities	Costs
<i>NEW</i>	Create NEW Activity for this Objective	
X	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.	<ul style="list-style-type: none">Edit Budget Request
X	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	<ul style="list-style-type: none">Edit Budget Request

Delete	Activities	Costs
	<p>materials for our Alumni event, Fast Track promotion, and Major and Minor options for Gavilan students printed and distributed.</p>	
<p>X</p>	<p>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.</p>	<ul style="list-style-type: none"> • Edit Budget Request
<p>X</p>	<p>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.</p>	<ul style="list-style-type: none"> • Edit Budget Request

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

Primary 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.
SLO Data:	No: This data is based on collaborative conversations among CMUN Faculty about how to grow the Department and to improve our teaching strategies.
Progress:	Yes: See "activities"

Delete	Activities	Costs
<i>NEW</i>	Create NEW Activity for this Objective	
✘	All fulltime and adjunct Communication Studies Faculty received instruction to develop web-enhanced courses	• Add Budget Request
✘	Communication Studies Faculty meet and use peer observation on a semester-to-semester basis to collaborate and develop/improve upon existing curriculum resources.	• Add Budget Request
✘	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.	• Add Budget Request

VII. Self Study Summary

Communication is a vital part of today's world, whether used professionally or socially. Employers 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 have worked diligently to offer a quality and comprehensive education in Communication Studies. As an award-winning program, having

received the Western States Communication Association Award for Best Communication Studies program in 2013 out of the entire western states region, we were one of the first to develop and implement the Associate of Arts degree for Transfer in Communication Studies. We are proud of the fact that we **rank #1** in Associate of Arts Degree for Transfer over a 3 year trend analysis, graduating 77 students, more than doubling the second highest AA-T degree in Psychology coming in at 33 graduates. Communication Studies **ranked third** in overall degrees for transfer including AS-T and AA-Ts under Administration of Justice and Business Administration. In terms of Certificates of Achievement graduates, we graduated 71 over a three year period, **ranking fourth** just under Cosmetology by 6 graduates and CSU and IGETC General Education.

The Communication Studies Faculty at Gavilan continually are involved in outreach in the community through participation on panels, workshop facilitators, emcees for public events, advising one of the most successful and active clubs: CommClub, and connecting former alumni with present students to showcase success stories through our Annual Communication Studies Alumni Speakers Panel. Faculty have been nominated as faculty of the year, recognized for their teaching efforts with awards, and do all this with a \$500 budget a year and a ratio of 80% part time to 20% full time faculty.

Passion for the discipline and a genuine caring for the college students' collaborative learning experience are what drives the success of the program. Qualitative data show consistent retention and success rates across a number of Communication classes, above the campus average. Forward thinking and collaborative efforts between faculty created and successfully implement the fast track series of coursework, enabling students to complete their Certificate of Achievement in Communication Studies in two semesters with 5 week course offerings. This pathway to success is carefully scheduled, promoted, and taught by dedicated faculty, both full time and part time, providing another avenue for students to graduate with a certificate in a more convenient, timely fashion. TRIO has agreed to place their students on the fast track as well as other disciplines such as Mathematics and Art expressing a desire to model a similar program after seeing the success of our fast track series.

As Warren Buffet once said, “If you can’t communicate and talk to other people and get across your ideas, you’re giving up your potential.” With the knowledge and skills of human communication, we are preparing our students for their future and reaching their potential across a variety of contexts. Whether it be improving public speaking skills, competently and confidently interviewing, working with a culturally diverse group at work, and/or communicating with family and friends, our curriculum and options for degrees and certificates are academically structured to meet student needs and prepare them for their future.

Five years ago, on our last IEC report, Communication Studies ranked 5th or 6th with completion and graduation rates, not simply declared majors. Within 5 years, Communication Studies ranked #1 in completed of AA-T degrees and fourth in Certificate of Achievement graduates. These numbers weren’t by coincidence; they were due to a lot of hard work and commitment by all Communication Studies faculty members. Initiative is taken to support and improve student achievement and to guide and encourage students to pursue a degree or certificate. Promotional materials (i.e. rack cards, fliers, posters, updated webpage, announcements, outreach) offer students the vital information they need to make an educated decision on declaring the discipline as a major or minor and the curriculum pattern to be placed into their Ed plan with ease.

Looking to the future, the department is driven to accomplish the following:

- Increased involvement in Guided Pathways discussions and decision-making.
- Continued successful implementation of the Fast Track series of coursework in Communication Studies, including CMUN 12: Business Communication.
- Increase number of graduates with degrees and/or certificates in Communication Studies.
- Increase budget to meet rising cost of instructional supplies and advertising, so that faculty don’t have to spend money out of their own pockets to promote the program and events.

- Improve and continually update the discipline specific website, with the support of Peter Howell.
- Increase number of hybrid options including CMUN 5, CMUN 1A, and CMUN 10.
- Designate a counselor for students majoring and minoring in Communication Studies for additional support and guidance.