



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 including a part time discipline specific counselor in the CDC building will maximize the services of the department. This will require equipping new instructional space to meet the needs of Communication Studies instruction/pedagogy. In addition the department can maximize the use of the CDC building by working in conjunction with the Child Development Department in sharing and maintaining the workspace by contributing monies to maintain the cross disciplinary space as well as offer a part time discipline specific counselor to advise the increasing number of majors and minors in the discipline.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2017-18

IEC Program Review:

No: I haven't received feedback regarding the IEC Program Report submitted months ago.

Progress:

Yes: The Child Development Department has agree to share the space if the Communication Studies Department contributes money to maintain the shared workspace for our students. However, presently the department works off such a minimal budget, we would need funding to make this a reality.

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

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: While CDC 110 the primary Communication Studies Classroom has been equipped with a grant funded projector, screen, and computer, there is still instructional equipment that was purchased with grant monies that has to be specially installed by a company outside of the college.

Shawn has provided an installation quote from an outside vendor and immediate installation has been needed for years to maximize the capabilities of the equipment in CDC 110, specifically the wires hanging from the ceiling where the speakers are to be installed and proper lighting to dim the front of the classroom for video purposes and providing proper lighting for speakers.

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 multiple 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 12, Business Communication and preferably the classroom would be located in the CDC building. We would model this classroom design and configuration off of a corporate boardroom and professional public speaking platform, one you would see utilized to film a Ted Talk. Two office spaces have been designated for Full time faculty, however, adjunct faculty presently have no where to meet with students. With the implementation of a shared workspace between the Child Development Department and Communication Studies, the adjunct office space can be resolved.

Personnel Request - *none*

Non-Personnel Request - *none*

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 an 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 - *none*

Non-Personnel Request - *none*

Activity 4: Discipline Specific part time counselor to advise majors and minors in Communication Studies. Preferably located in the CDC building where all Communication Studies courses are taught and faculty offices are located.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean	The passage of Measure X opens up the realistic possibility of additional classroom space; once space becomes a reality, hiring of faculty would follow. The completion of these activities will depend upon substantial resources.	8
Vice-President		
Budget Committee		
President's Council		



Program Objective 2: The Communication Studies Associate Degree for Transfer ranks #1 in number of graduates and the Certificate of Achievement Graduates in Communication Studies ranks #4 at Gavilan College. On our 8th year of a very successful Alumni Speakers Panel, the Communication Studies Department is reputable, award winning (recipients of the 2013 Outstanding Program Award from the Western Speech Communication Association), and driven to maintain and exceed the present number of graduates both for degrees and certificates. Future employers, college admission offices and professional institutions understand the importance of students receiving specialized training in communication skills. The program is in desperate need of an increased outreach and advertising budget as well as supply budget to promote and support both the department and COMMCLUB.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2017-18

IEC Program Review:

No: Have not received any feedback from the IEC Program Report submitted months ago.

Progress:

Yes: Please see "activities"

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

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, first amongst other ADT degrees, and 4th amongst all Certificate of Achievements on campus. The shocking fact is we continue to work off of a \$500 budget a year. This barely allows for purchase of instructional supplies such as markers, flip charts, paper, and basic office supplies. We are requesting that our department budget increase to assist in purchasing supplies for 2 full time and 8-10 adjunct faculty a semester.

Personnel Request - *none*

Non-Personnel Request - *none*

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 markers, flip charts, 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 Annual Communication Studies Alumni event, Fast Track promotion, CommClub promotion, and Major and Minor options for Gavilan students printed and distributed.



Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: 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 advisor Kelly Glass.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: The Communication Studies department is located in 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 - *none*

Rankings:

Ranker	Comments	Rank
Dean	This list contains many desirable activities that will strengthen the program. At the very least, a budget adjustment is in order.	8
Vice-President		
Budget Committee		
President's Council		



Program Objective 3: Scheduling, Curriculum Updates, Cross Program Collaborations, Community Outreach, COMMCLUB, Alumni database and Communication Studies Alumni Annual Speaker's Panel, Communication Studies Webpage

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2017-18

IEC Program Review:

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

Progress:

Yes: See "activities"

Activity 1: With only two full time faculty and 8-10 adjunct Communication Studies Faculty teaching every semester, the insurmountable additional duties beyond teaching have become overwhelming to the full time faculty to adequately keep up and ensuring everything is up-to-date, especially the Comm Studies Webpage, Alumni database, and arranging all CommClub and Community Outreach/Cross Program Collaborations and Activities.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Contact/lead faculty member for each objective:

Besson

**Scheduling, Curriculum Updates, Community Outreach, Cross Program Collaborations, Alumni database and Alumni Speaker's Panel,
Communication Studies Webpage**

Glass

Cross Program Collaborations

Community Outreach

CommClub

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Communication Faculty 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	This objective seems to center on implementing faculty leads, a conversation that would need to be college-wide because it would set a new level of assignment with associated costs. Alternatively, analysis might be made of need to have and nice to have activities with a view toward creating realistic work loads.	8
Vice-President		
Budget Committee		
President's Council		