**Unit Goal Progress and Revisions**

**2018- 2019**

Every two years, during spring semester, programs/departments/service units are asked to develop Unit Strategic Plans. These plans need to be closely aligned with the Institutional Action Priorities, the College’s Long Range Goals, and/or the College’s strategic plan. The Strategic Plans incorporate and reflect the operation of that unit at all campuses and instructional sites. Each unit’s budget needs to reflect the fiscal implications associated with the unit’s identified goals and objectives.

Following the first year each unit submits a goal progress report and revises their unit goals for the second year.

**Name of Program/Department: Communications (Jefferson)**

**2017-2018 Accomplishments and Goals Progress:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Goals** | **Request & Justification/Resources** | **Goal Progress** | **Strategies Implemented and Follow-Up** |
| **Goal 1: Maintain an informed and professional faculty to preserve the ability to offer courses to help students meet their educational and transfer goals.**  Funding for this goal is generously provided through institutional funds as requested in the budget and strategic plan, including IAP funds to support up to $500 of professional learning. | **OBJ. 1: Provide support for professional development.**   1. Provide professional development activities on campus through roundtable discussions, guest speaker presentations, and workshops for faculty to maintain knowledge of current trends and technology in their fields. 2. Encourage faculty to attend local, in-state, and out-of-state conferences. 3. Encourage faculty to submit proposals to present at local, in-state, and out-of-state conferences. | **A**. During the Fall semester, faculty in Communications partnered with faculty in Liberal Arts to complete a Peer Teaching Across the Curriculum project. Faculty partners developed a lesson or activity for their courses to incorporate the area of expertise of the partner faculty member. During the January division meeting, a short seminar was provided by Barbara Goss on the myriad resources offered by the library, including tutorials, quizzes, films available on Films on Demand, and course or instructor-specific research guides for class assignments. Instructors who utilize textbook software received training from the publishing company on the products.  Other instructors continued to learn how to improve their online courses through peer collaboration. In june, members from all campuses came together for our 3rd annual UWRITE Conference at JSCC Shelby on June 22 this summer. Here, we had a guest speaker keynote address on Teaching Reading and Writing to ESL Students, as well as faculty breakout sessions on various topics.  **B.** The Department Chair served as a member of the College Readiness Task Force Implementation team and attended a March meeting in Montgomery. The Shelby and Jefferson Communication Department Chairs attended the College Readiness Task Force State-Wide Professional Development at Southern Union Community College in Opelika, AL on June 25, 2018. English instructors also attended the Integrated Reading and Writing Workshop hosted at Shelby with instructors from around the state in July. Several instructors attended workshops sponsored by the college, including several relating to Blackboard. Other instructors attended the state-wide ACCA conference in November. The SKD sponsor also attended the organization’s national conference in late February.  **C.** The division chair partnered with a colleague to present on the Alabama Master Teacher’s Experience to a group of interested faculty. | **A**. The collaboration *between* the CM and LA departments wasn’t as successful as it was *within* each department. Overall, faculty seemed to enjoy the experience and have continued planning joint activities, albeit most are sticking with instructors teaching the same subject. Faculty members were also enthusiastic and interested in all that Barbara Goss demonstrated. Several members worked with her to incorporate resources for their courses. The department will continue to encourage peer training among faculty to develop technological skills to enhance instruction. We would like to incorporate more opportunities for professional development. We are working with a book club for the division, and the chair will seek feedback through a survey of the types of professional development opportunities instructors seek. Our goal for the next academic year is to continue to provide development opportunities that instructors will find useful. We plan to partner with the other campuses to invite guest presenters for additional integrated reading and writing training, ESL training, and other pedagogical topics.  **B.** Faculty will continue to be encouraged to attend local, in-state, and out-of-state conferences, and funding will be requested for these experiences. The $500 allotted for each full-time faculty member for professional development was utilized by many instructors. Instructors will continue to be encouraged to plan meaningful professional development activities utilizing allotted IAP funds. Continued professional development is a priority of the College and Department, so this goal and its objectives will remain the same for 2018-2019.  **C.** Faculty will continue to be encouraged to submit proposals for presenting at conferences, as well as to lead in-house professional development meetings on campus.  We will also examine student enrollment and full-time/part-time faculty ratios to determine if an additional full-time instructor is needed.  We will continue to renew institutional/departmental memberships in professional organizations such as ACETA, NCA, etc. |
| **OBJ. 2. Continue to review Student Learning Outcomes and assessments for each course.** | SLOs and assessment are routinely reviewed. | We will prepare for updating any SLOs for the upcoming year, which ends our current three-year cycle. |
| **OBJ. 3.** **Offer training to English instructors wishing to teach ENR 094** | The ENR 094 course has, as part of the Alabama College Readiness Task Force has been renamed ENR 098. Haley Kendrick taught ENR 094 for the pilot. We worked with an additional part time instructor to expand the course to offer more sections. That instructor has attended all workshops provided by the department. | As we expand and offer more sections of ENR 098, we will continue to train more instructors for teaching this course. |
| **OBJ. 4. Continue to staff courses with qualified instructors.** | No new full-time instructors were warranted, but over the summer we hired additional part time English instructors. Hiring additional part time speech instructors may be necessary in the near future. | We will continue to evaluate enrollment numbers to determine the need for hiring additional faculty. |
| **OBJ. 5. Maintain institutional memberships or subscriptions with professional organizations such as ACETA, NCTE, MLA, NCA, and SWCA.** | The department subscribed to additional journals and publications, including *The Chronicle of Higher Education*  and *Teaching English in the Two-Year College*. | While continuing to subscribe to journals and publications requested by the faculty, we would like to request subscriptions to the *Teaching Professor* and *Innovated Abstracts.* |
| **Goal 2: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.**  Funding for this goal is generously provided through institutional funds as requested in the budget and strategic plan, including IAP funds to support up to $500 of professional learning. | **OBJ 1: Open the Writing Center on campus where students may get live, one-on-one help with written compositions from experienced tutors.** | Tutoring has been implemented, advertised, and utilized. It is our hope to expand tutoring services based on student need. We used two part time instructors as tutors. They visited classes to tell about services and met with students on a one-on-one basis to help with writing issues. | Since Learning Success Center at Jefferson has moved into a larger space in the Allen Library, English/writing tutors, math tutors, and the Learning Success Center have merged into one cohesive center. Furniture and equipment upgrades will be made by the Library Director with input from all using the space. |
| **OBJ. 2: Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions or other support.** | Financial assistance was provided on an as needed basis to the Sigma Kappa Delta chapter. | The Department will continue its support and promotion of organizations, activities, and events that foster intellectual growth and social development. |
| **OBJ. 3: Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.** | The Jefferson Campus Communications Department, along with the Shelby Campus, continued to support the publication of *Wingspan*, supported Red Mountain Reading Series by helping with stipends for visiting writers/presenters, and assisted with Concert & Lecture Series events. |
| **OBJ. 4: Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members.** | Faculty continue to stress soft skills in their individual courses. However, we have not been successful in offering E4L workshops. | While soft skills remain important, and faculty will continue to be encouraged to stress these skills in their classes and with students they supervise, this objective will be eliminated. A new objective of offering writing seminars will be considered and piloted in the upcoming year. |
| **OBJ. 5: Offer a welcoming environment for students in the department equipped with seating and study space, as well as attractive informational bulletin boards and books to read.** | Progress was made in removing an old trophy case to make room for a small seating area. | We will continue to explore options for creating a seating area in the central area of BDH for students. SKD’s Little Free Library is located in this area. |
| **Goal 3: Maintain classroom and office equipment and supplies to enhance the quality of instruction and improve student learning.**  Funding for this goal is generously provided through institutional funds as requested in the budget and strategic plan, including IAP funds to support up to $500 of professional learning. | **OBJ. 1: Enhance student learning and the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.** | Faculty have been trained in the use of Blackboard, new textbook technology, and the use of O365 tools such as Skype and One Drive. | We will continue to evaluate instructor’s needs for updated software and technology and seek purchase and training as necessary. |
| **OBJ. 2: Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to function as effective instructors.** | The Communications Department has purchased items requested by instructors on a departmental survey, including: AC adapters for laptop portability, several office laptop computers with docking stations, a faculty office chair, and presentation remotes. | Several items listed in the 2017-2018 budget were not purchased and will be added to the 2018-2019 budget, including: an ELMO document camera and stand, office ensembles for one instructor offices, a replacement computer for the office manager, task chairs for the Communication classrooms, and replacement student desks for 6 of the 8 classrooms. We would also like to add room darkening blinds to classrooms to make the viewing of audio visuals easier for students. |
| **OBJ. 3: Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.** | We continue to encourage instructors to pilot new methods, content, and technology in their courses. This year, our focus was on continuing to improve the ENR 094 course. | Our focus for the 2018-2019 year will be to pilot (Fall) the new English corequisite class, as well as to prepare for full implementation in the spring. |

**Revised Unit Goals (plans for the unit for the second year of the two year plan):**

1. **Objectives – the activities through which the goal will be achieved. Each Unit Goal should have at least one objective.**
2. **Method of Assessment – how the unit will determine if the objective has been met.**
3. **Additional Funding Requests – provide an estimate of the cost of achieving the objective. Also, include a description of how these funds will be used to accomplish the objective.**

**Revised Unit Goals for 2018-2019**

**Goal 1: Maintain an informed and professional faculty to preserve the ability to offer courses to help students meet their educational and transfer goals.**

**Objectives, Methods of Assessment, & Funding Requests:**

**OBJ. 1: Provide support for professional development.**

1. Provide professional development activities on campus through roundtable discussions, guest speaker presentations, and workshops for faculty to maintain knowledge of current trends and technology in their fields.
2. Encourage faculty to attend local, in-state, and out-of-state conferences.
3. Encourage faculty to submit proposals to present at local, in-state, and out-of-state conferences.

**Method of Assessment for Objective 1:**

* Survey faculty (informally) to determine areas of interest to plan the on-campus sessions for each semester. Following each session, participants will evaluate the session.
* Review faculty Individual Action Plans for meaningful professional development opportunities, track the number of grants and requests submitted, and track the number of faculty attending conferences.
* Track the number of faculty submitting proposals for presentations at conferences.
* Ask faculty who have attended conferences to share their experiences with other faculty.

**Funding Requests for Objective 1:**

* **$1000** to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors.
* **$2000** to support conference attendance for faculty. Requests will be supported on a first come, first served basis until the budget is exhausted.

**OBJ. 2: Continue to review Student Learning Outcomes and assessments for each course.**

**Method of Assessment for Objective 2:**

* Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO.
* Implement changes to SLOs and assessment.
* Conduct faculty reviews of SLOs for each course to determine the need for changes in the next three-year cycle.
* Revise course objectives/competency documents as needed.

**Funding Requests for Objective 2: NONE**

**OBJ. 3: Offer training to English instructors wishing to teach ENR 098 and Corequisite ENG 101/ENG 099**. (This goal is REVISED to include the Corequisite ENG 101/ENG 099.)

**Method of Assessment for Objective 3:**

* Survey FT and PT faculty to determine interest in teaching ENR 098 and Corequisite ENG 101/ENG 099.
* Work with current ENR 098 instructor to provide training and mentoring to those interested faculty.
* Assess data related to pass rates, retention, and subsequent student success.
* Conduct periodic round tables to discuss experiences and best practices for the course.

**Funding Requests for Objective 3:**

* **$200** (if needed) to purchase training materials and copying/printing.

**OBJ. 4: Continue to staff courses with qualified instructors.**

**Method of Assessment for Objective 4:**

* Evaluate enrollment numbers to determine the need for hiring additional faculty. If the enrollment numbers warrant, the necessary requests for personnel will be submitted to the administration for approval.
* Review applications and conduct interviews for additional part-time instructors as needed.

**Funding Requests for Objective 4:**

* **$55,000.00** to hire an additional English instructor if necessary.
* **$55,000.00** to hire an additional Speech instructor if necessary.

**OBJ. 5: Maintain institutional memberships or subscriptions with professional organizations, such as ACETA, NCTE, MLA, NCA, and SWCA**.

**Method of Assessment for Objective 5:**

* Submit subscription requests and applications for institutional memberships in professional organizations.
* Share professional resources.

**Funding Requests for Objective 5:**

* $**450** for departmental publication subscriptions and annual dues for for professional organizations such as ACETA, NCA, SWCA, NCTE ($75 ea for 2 NCTE journal subscriptions Teaching English in the Two-Year College & College Composition and Communication, $50 ACETA institutional membership, $100 SWCA institutional membership, $150 NCA department membership) (Additional memberships and publications will be paid through Shelby Campus)

**Total Funds Requested for Goal 1: $113,650.00**

**Goal 2: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.**

**Objectives, Methods of Assessment, & Funding Requests:**

**OBJ 1: Maintain and expand the Writing Center on campus where students may get live, one-on-one help with written compositions from experienced tutors.**

1. Visit or confer with other writing centers to assess policies and procedures, staffing, equipment, organization, and administration.
2. Continue to assess instructor and student needs regarding tutoring and writing coaching services.
3. Monitor tutoring use and demand.
4. Expand tutoring options to include group seminars for student development in writing
5. Work with LRC and LSC to schedule, staff, and develop tutoring space and resources

**Method of Assessment for Objective 1:**

* Continue to develop areas and resources for tutoring in collaboration with the LSC and LRC.
* Utilize faculty and student survey results.
* Evaluate existing resources and assess needs for additional space, equipment, furnishings, and staff
* Monitor use of services.
* Assess data and, if needed, request additional tutors/hours.
* Submit proposals to advertise for and hire necessary staff.

**Funding Requests for Objective 1:**

* **$200** for mileage to allow department chairs to visit other colleges’ established writing centers
* **$250** for purchase of snacks and copying materials for Writing Center Workshops

**OBJ. 2: Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions or other support.**

**Methods of Assessment for Objective 2:**

* Monitor requests by organizations for attendance at their national conventions or other support, as well as the number of student members and activities completed.

**Funding Requests for Objective 2:**

* **$1000** from the Jefferson Campus department to support Sigma Kappa Delta’s attendance at their convention. (Shelby will also be requesting this amount.)
* **$1000** from the Jefferson Campus department to support Sigma Chi Eta’s attendance at their convention. (Shelby will also be requesting this amount.)
* **$1000** from the Jefferson Campus department to support the Speech Team’s attendance at their convention. (Shelby will also be requesting this amount; funding for tournaments is provided by the Foundation.)

**OBJ. 3: Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.**

**Methods of Assessment for Objective 3:**

* Monitor offerings and attendance at each of the speaking events.
* Monitor submissions and distribution of *Wingspan*

**Funding Requests for Objective 3:**

* **$1000** from the Jefferson Campus department to support the Red Mountain Reading Series. (Shelby will also be requesting this amount.)
* **$1000** from the Jefferson Campus department to support printing and publication expenses for *Wingspan*. (Shelby will also be requesting this amount.)
* **$250** from the Jefferson Campus department to support the printing, advertising, and refreshments for the Writer’s Roundtable workshops. (Shelby will also be requesting this amount.)
* **$500** form the Jefferson Campus department to support the lecture portion of the Concert and Lecture Series. (Shelby will also be requesting this amount; Liberal Arts contributes to the concert portion.)

**~~OBJ. 4: Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members.~~ This goal has been deleted. The new objective has been deleted. The new objective reads as follows:**

**OBJ. 4: Support the College’s aim of reaching students through targeted notifications by implementing personalized emails and use of apps to send text messages and specific communications regarding courses to students.**

**Methods of Assessment for Objective 4:**

* Train instructors on the use of communication apps such as Remind so they will set up courses in the app so text messages can be sent to students regarding course work
* Monitor and assess the effectiveness of personally addressing emails to students regarding performance and attendance in class.

**Funding Requests for Objective 4:**

* **NONE**

**OBJ. 5: Offer a welcoming environment for students in the department equipped with seating and study space, as well as attractive informational bulletin boards and books to read.**

**Methods of Assessment for Objective 5:**

* Identify appropriate space.
* Solicit donations of items or purchase items to outfit space as needed.

**Funding Requests for Objective 5:**

* **$1000** for purchasing items (including bulletin boards, posters, etc.) to create a welcoming environment.

**Total Funding Requests for Goal 2: $7,200.00**

**Goal 3: Maintain classroom and office equipment and supplies to enhance the quality of instruction and improve student learning.**

Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty. Related to long-range goal 3.2: Physical facilities, technological resources and other resources that promote learning.

**Objectives, Methods of Assessment, & Funding Requests:**

**OBJ. 1: Enhance student learning and the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.**

**Methods of Assessment for Objective 1:**

* Offer training on campus for faculty relating to using technology to improve instruction, including the LMS system, document cameras, recording software, and textbook software.
* As equipment fails or needs upgrading, it shall be reported to maintain functionality and currency.
* Requisitions will be processed for equipment requested through the technology plan upon approval and on an as-needed basis.

**Funding Requests for Objective 1:**

* **$40** for 12-month subscription to Piktochart for making infographs for classroom and department use

**OBJ. 2: Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to function as effective instructors.**

**Methods of Assessment for Objective 2:**

* Monitor the purchase, installation, and updating of classroom and office software and hardware to ensure currency.
* Survey faculty to determine their needs.
* Submit requests to replace consumable supplies and furniture/equipment as needed to the administration for approval.

**Funding Requests for Objective 2:**

* **$850** for annual Scantron supplies per lease contract
* **$1400** to purchase an additional flexible arm document camera
* **$2500** to replace office furniture for one instructor (BDH 214)
* **S1290** to upgrade and replace the office manager’s computer with a laptop and docking station
* **$800** to replace classroom task chairs for instructor use.
* **$xxxx** to replace student desks in 8 classrooms.
* **$1000** to purchase educational materials (books/DVDs) for classroom use.
* **$5440** for room darkening shades in classrooms to make viewing of audio visuals easier for students.

**Total funding request for Objective 3: $13,280.00 (not including student desks)**

**OBJ. 3: Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.**

**Methods of Assessment for Objective 3:**

* Survey faculty to identify those who wish to pilot new methods and technology and plan the budget accordingly for necessary purchases.

**Funding Requests for Objective 3:**

* **$1000** to support purchase of necessary materials for piloting new technology and equipment

**Total Funding Request for Goal 3: $14,320.00**