**Unit Strategic Plan: Communications (Jefferson)**

**2017- 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 the College’s five year 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.

**Name of Program/Department: Communications – Jefferson Campus**

**Mission Statement:**

The mission of the Communications Department is to develop in students a desire for excellence in scholarship, an ability to communicate effectively and an appreciation for the humanities. The department endorses the college’s Mission Statement and strives to uphold its commitment to learning. The department strives to:

• Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.

• Prepare students to continue their education at four-year institutions or to enter the workforce.

• Offer courses that allow students to develop communication skills and knowledge for personal enrichment or for job advancement

**Summary of Access, Productivity and Effectiveness:**

The department offers English, speech, and theatre courses that support the general education core. Most of the courses meet Area II requirements for the Alabama General Studies Committee/STARS Guide. Other courses are approved for Area V. Analysis of data from the Student Profile Data Report by CIP Code provided by IRIR shows that a diverse student population with respect to race/ethnicity, gender, and age is enrolled in courses offered by the department. The success of the Communications department is not best measured through the number of majors it produces. Very few students at Jefferson State Community College major in English, communication, or theater. However, nearly every major, transfer program, and certificate program offered by the college requires a course or courses in English and/or speech. Therefore, the department reaches and serves almost every student on campus. The department has been successful in meeting the demands for course offering. Retention and success rates are consistent with that of the general college community; yet, the completion rate for majors within the department remains low. This low completion rate occurs because students majoring in English or communication fields typically transfer to four-year institutions instead of graduating from Jefferson State. Advisors continue to encourage students to follow university parallel degree plans to earn AAS degrees as well. It should be noted that the department serves a large transient, accelerated program, and dual enrollment population.

**Annual Credit Trend by Department Fall 2014, Fall 2015, and Fall 2016**

**College Wide**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2014** | | **Fall 2015** | | **Fall 2016** | |
| **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** |
| **ENG** | 3346 | 10,038 | 3581 | 10,743 | 3583 | 10,749 |
| **RDG** | NA | NA | 236 | 708 | 251 | 753 |
| **SPH** | 1171 | 3330 | 1144 | 3432 | 1095 | 3285 |
| **THR** | 122 | 366 | 122 | 366 | 108 | 324 |
| **Total** | 4639 | 13,734 | 7961 | 15,249 | 5037 | 15,111 |

**Jefferson Campus**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2014** | | **Fall 2015** | | **Fall 2016** | |
| **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** |
| **ENG** | 904 | 2724 | 878 | 2634 | 823 | 2469 |
| **RDG** | NA | NA | 104 | 312 | 111 | 333 |
| **SPH** | 288 | 864 | 296 | 888 | 198 | 594 |
| **THR** | 25 | 75 | 28 | 84 | 40 | 1201202 |
| **Total** | 1217 | 3663 | 1306 | 3918 | 1172 | 3516 |

**Internal Conditions:**

1. **Technology**

Keeping computers and other technology for faculty and classrooms current is an ongoing need. The department, upon consultation with IT, sets a four to five-year rotation plan for upkeep of equipment. All but one of the eight Communications classrooms in BDH are equipped with a computer, a projector, and a screen. BDH 129, which is currently used for RDG 085 classes, is still without technology. Since this room is used by only one instructor for one class each semester, it has not been prioritized. All rooms with technology had been replaced and updated as of the 2014-2015 academic year. We will continue to monitor these rooms and request updates or upgrades to equipment as it wears out.

All Communications instructors utilize computers in their offices for online instruction and preparation of instructional materials, creation of exams, record keeping, communication, etc. Five of the six instructors received upgraded computers in 2017. The sixth instructor just transferred to the department and needs a replacement computer. These computers will be replaced as needed, or as the computers age out of usefulness and warranty. Five of the six instructors have old analog telephones.

The Division office in 219 has three computers (2 desktop/1 laptop with docking station). The office manager’s computer was purchased in the 2011-2012 year; the chair’s laptop was replaced in the 2016-2017 year. The other computer in the office was purchased in the 2014-2015 year. Both the office manager and the chair utilize a dual monitor setup. There are three printers in 219: a large networked copier/scanner/printer, a color laser printer used by the chair and office manager, and an additional printer connected to the office manager’s computer. A fax machine, a desktop scanner, and a Scantron grading machine are also available for faculty use. Both the chair and the office manager have VoIP telephones.

In the Part Time Office in 209, there are two computers that are shared with Liberal Arts Part Time instructors. There is also an older laser printer (previously from 219) available for all instructors in Communications and Liberal Arts to use.

**Summary Table: Age of Computers, Projectors, & VoIP Phoes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CLASSROOM** | | **COMPUTER** | **PROJECTOR** | **VoIP PHONE** |
| BDH 116 | | 2013-2014 | 2013-2014 |  |
| BDH 118 | | 2013-2014 | 2016-2017 |  |
| BDH 121 | | 2014-2015 | 2014-2015 |  |
| BDH 129 | | NA | NA |  |
| BDH 139 | | 2012-2013 | 2012-2013 |  |
| BDH 220 | | 2012-2013 | 2012-2013 |  |
| BDH 222 | | 2013-2014 | 2013-2014 |  |
| BDH 237 | | 2012-2013 | 2012-2013 |  |
| **OFFICES (D = desktop; L = laptop)** | | | | |
| BDH 205 –L | | 2015-2016 |  | NA |
| BDH 209 –D (PT) | | 2014-2015 |  | NA |
| BDH 212 –L | | 2016-2017 |  | NA |
| BDH 214 - L | | \*\*\* |  | NA |
| BDH 215 –L | | 2016-2017 |  | NA |
| BDH 219  (DIV. OFFICE) | CHAIR -L | 2016-2017 |  | 2013-2014 |
| OFFICE MGR-D | 2011-2012 |  | 2013-2014 |
| OFFICE –D | 2014-2015 |  |  |
| BDH 221 | | 2016-2017 |  | NA |

1. **Budget**

The budget for classroom and office supplies is sufficient and genuinely appreciated by the faculty.

1. **Staffing**

Currently, the department has six full- time instructors (one speech and five English). Due to the retirement of a full time English instructor in the spring of 2017, Matt Boehm, who had already moved his office to Jefferson, was granted a transfer into Communications from the Distance Education/Dual Enrollment Division. As of this writing, there are no planned retirements in the department; however, should any changes occur, we will submit a request for additional faculty. We currently utilize eleven part time instructors in our on campus and Internet courses. Because there is only one full-time speech instructor in the department, we have struggled to cover the demand for speech courses, both on campus and online. We are having difficulty finding qualified speech instructors to allow us to offer more classes. Before the retirement in 2016 of the previous full time speech instructor, we achieved the proper ratio by including an instructor from the Pell City campus to teach our online sections and one on campus course. However, in 2016, that instructor, Marisa Jones, transferred to our department full time. The Pell City campus replaced that position beginning in the fall 0f 2017; however, that instructor is not available to us currently because of on campus demands at Pell City, as well as dual enrollment demands. Currently, we have reduced the number of speech classes we offer to seven for the fall 2017. Six of those are taught by our full time instructor, and one online section is taught by a part time instructor. There is also one full-time office manager for the Division of Communications and Liberal Arts, as well as three work study students, one of which is dedicated for Art.

**Percentage of Full Time Faculty – Jefferson Campus**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2014** | | **Fall 2015** | | **Fall 2016** | |
| **Total**  **Registrations** | **Full Time Faculty Percentage** | **Total**  **Registrations** | **Full Time Faculty Percentage** | **Total**  **Registrations** | **Full Time Faculty Percentage** |
| **ENG** | 908 | 59.8% | 878 | 60.9% | 823 | 62.7% |
| **RDG** | NA | NA | 104 | 0% | 111 | 0% |
| **SPH** | 288 | 77.8% | 296 | 65.9% | 198 | 68.2% |
| **THR** | 25 | 0% | 28 | 0% | 40 | 100% |
| **Total** | 1221 | 62.8% | 1306 | 56% | 1172 | 59% |

**Credit Hour Production for 2016-2017 Academic Year—Jefferson Campus**

**(201710, 201730, 201740)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Full Time** | | | | **Part Time** | | | | **Total** | |
| **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **CHP** |
| **ENG** | 54 | 1196 | 3588 | 63.2% | 36 | 693 | 2079 | 36.7% | 90 | 5667 |
| **ENR** | 1 | 16 | 64 | 100% | 0 | 0 | 0 | 0 | 1 | 64 |
| **MCM** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **RDG** | 0 | 0 | 0 | 0% | 9 | 157 | 471 | 100% | 9 | 471 |
| **SPH** | 19 | 404 | 1212 | 73.7% | 8 | 144 | 432 | 26.3% | 27 | 1644 |
| **THR** | 3 | 87 | 261 | 100% | 0 | 0 | 0 | 0% | 3 | 261 |
| **TOTAL** | 77 | 1703 | 5125 | 63% | 53 | 994 | 2982 | 37% | 130 | 8107 |

1. **Resources**

Faculty members are grateful to the college for providing funding to support professional development opportunities. Faculty members are encouraged to attend and present at conferences, upgrade their computer skills, and complete studies that help them to remain relevant in their fields. The department respectfully requests that this funding continue.

1. **Enrollment**

Enrollment numbers have remained steady. During summer terms, we have seen a decline in enrollment numbers in traditional classes due to changes in Pell Grant funding; however, the demand for online classes remains high due to the large number of transient students we serve. Enrollment in the department’s courses is consistent with the enrollment at the college. Enrollment in online classes has impacted enrollment in traditional classes as the number of online classes have increased. Course offerings are adjusted according to enrollment trends.

**Enrollment per Course for 2016-2017 Academic Year – Jefferson Campus**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** | **Traditional** | | | **Method**  **Total** | **Hybrid** | | | **Method**  **Total** | **Internet** | | | **Method**  **Total** | **Yearly Total** |
| **F** | **SP** | **SU** | **F** | **SP** | **SU** | **F** | **SP** | **SU** |
| **ENG 093** | **173** | **67** | **17** | **257** | **0** | **0** | **0** | **0** | **17** | **21** | **0** | **38** | **295** |
| **ENR 094** | **0** | **16** | **0** | **16** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **16** |
| **ENG 101** | **212** | **174** | **45** | **431** | **0** | **0** | **0** | **0** | **70** | **20** | **23** | **113** | **544** |
| **ENG 102** | **97** | **102** | **36** | **235** | **0** | **0** | **0** | **0** | **62** | **66** | **70** | **198** | **433** |
| **ENG 246** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **ENG 251** | **54** | **41** | **44** | **139** | **0** | **0** | **0** | **0** | **33** | **57** | **66** | **156** | **295** |
| **ENG 252** | **24** | **14** | **0** | **38** | **0** | **0** | **0** | **0** | **34** | **27** | **71** | **132** | **170** |
| **ENG 261** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **34** | **33** | **27** | **94** | **94** |
| **ENG 262** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **13** | **10** | **27** | **50** | **50** |
| **ENG 271** | **0** | **0** | **8** | **8** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **8** |
| **ENG 272** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **RDG 085** | **82** | **8** | **6** | **96** | **0** | **0** | **0** | **0** | **29** | **20** | **12** | **61** | **157** |
| **SPH 106** | **85** | **70** | **100** | **255** | **3** | **1** | **1** | **5** | **47** | **42** | **45** | **134** | **389** |
| **SPH 107** | **62** | **77** | **29** | **168** | **1** | **5** | **2** | **8** | **0** | **0** | **23** | **23** | **199** |
| **THR 120** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **40** | **30** | **17** | **87** | **87** |
| **TOTAL** | **789** | **569%08is Section 5 Social Class"** | **285** | **1643** | **4** | **6** | **3** | **13** | **379** | **326** | **381** | **1086** | **2742** |

1. **Facilities**

The Communications Department offers classes in Bethune-DeRamus Hall. Currently the department uses eight classrooms for instruction in English, reading and speech (116, 118, 121, 129, 139, 220, 222, and 237). Room 114 is an overflow room, also lacking technology and upgrades, but is still a potential home for a full Writing Center if approved.

Faculty has adequate office space in BDH, utilizing five offices (205, 212, 214, 215, and 221). The remaining offices (207, 223, 225, and 227) are currently being used for department storage or by student organizations. Our bookroom is housed in 217. We recently converted unused space in 211 into a make-up testing room, which is available for students to use for study purposes when it is not being used for testing. The Part Time Teacher office in 209 is shared with Liberal Arts. This space is large and open, providing a place for Part Time instructor mailboxes, a computer, work tables, PT instructor file storage, department storage, and a refrigerator and microwave. This area also lacks a telephone for part time instructors to use.

Classroom and office spaces are adequate. Several offices are small, dark, and cramped, and larger spaces have been requested by some faculty members. Several faculty members have also requested to upgrade their office furniture to more professional ensembles which will give offices a more cohesive appearance.

The Division Office in 219 houses the Chair, Office Manager, full-time faculty mailroom, storage and secure file areas, the first iteration of the Writing Center, and work study students. The office suite includes space for secure storage, a waiting area, a copy/scantron area, and a break room.

1. **Equipment**

In addition to the technologic equipment previously mentioned, the department also has DVD/VCR combos in some classrooms. These units are not supported by newer projectors. In addition, we have three portable TV sets that can be moved from room to room, although these are rarely utilized.

**External Conditions:**

The division’s accreditation comes through the college’s general accreditation with the Southern Association of Colleges and Schools—SACS-COC. The college completed a three-year program review, as well as a three-year assessment cycle and have made appropriate adjustments based upon the data. Details can be found in our Program Review.

The division is impacted by Post-Secondary policy changes when applicable. Currently there are no policy changes or other external agencies or committees that impact the department’s operations. The department uses the STARS articulation guide to inform its curriculum and course offerings.

**2015-2016 Accomplishments:**

* The Communications Department across the college hosted a U.W.R.I.T.E conference for all composition teachers (FT and PT) as well as Dual Enrollment instructors to share ideas and offer training for our upcoming shift in curriculum for ENG 101 and ENG 102.
* Several instructors attended the Birmingham Institute for Teaching Writing at UAB.
* Katie Boyer completed her MFA from Spalding University.
* Katie Boyer presented a lecture entitled “Writing Difference: How White Writers Can Create Well-Rounded Black Characters,” as well as a reading of her original work “Evalyn.”
* The Communications Department continued to support the Red Mountain Reading Series, *Wingspan*, The Writer’s Round Table, the Concert and Lecture Series, Sigma Kappa Delta, and Sigma Chi Eta.
* Sigma Kappa Delta supported the college’s recruitment efforts at Get on Board Day and Summer NSO.
* The Department participated in the College’s Student Success Seminar through conducting presentations and break-out sessions, as well as by focusing on teaching and reinforcing “soft skills” in class.
* HUM 298S was established as a Special Topics course for Sigma Kappa Delta Members. This course will meet during fall and spring semesters.
* The Red Mountain Reading Series brought writers Marlin Barton, Dr. Randy Cross, and Kathryn Lang to campus. Barton and Lang gave writing workshops at the Shelby and Jefferson Campuses, respectively.
* Red Mountain also partnered with the College to provide a Faculty Development Workshop with Dr. Randy Cross.
* With the efforts of Kevin Townes and Ashley Kitchens, Jefferson State theater students and community actors performed Neil Simon's "Plaza Suite" at the Shelby-Hoover Campus and the Chilton-Clanton Campus in April.
* Two instructors received new office ensembles to upgrade their offices to improve work flow and a more professional image.
* Two instructors were able to upgrade their office computers.
* The department created a handbook for all faculty, as well as included all SLO materials on the PT Blackboard shell.
* The department revised the ENG 101 and ENG 102 curriculum and is currently in the process of implementation of the new open-source textbook.
* Faculty member Haley Kendrick served as the department’s representative on the Faculty Senate Executive Council.
* Haley Kendrick also served on the Developmental Education Task Force.
* Faculty member Christie Woods served the college as a committee member of numerous college committees.
* Department chairs began work on a proposal for a writing center, and a faculty survey was conducted. A student survey was also developed for distribution in fall 2016.
* Communications and English faculty met to discuss SLO assessments and revise student learning outcomes.

**2016-2017 Accomplishments:**

* The Communications Department across the college hosted the second annual U.W.R.I.T.E conference for all composition teachers (FT and PT) as well as Dual Enrollment instructors to share ideas.
* The department piloted an integrated reading and writing course (ENR 094).
* Several instructors attended the third Birmingham Institute for Teaching Writing at UAB.
* The Communications Department continued to support the Red Mountain Reading Series, *Wingspan*, The Writer’s Round Table, the Concert and Lecture Series, Sigma Kappa Delta, and Sigma Chi Eta.
* Two instructors were able to upgrade their office computers.
* Faculty member Haley Kendrick served as the department’s representative on the Faculty Senate Executive Council.
* The Jefferson and Shelby department chairs submitted the proposal for a writing center. While the entire proposal was not approved, we did receive permission to hire two tutors for a total of 12 hours of tutoring a week.
* Communications and English faculty met to discuss SLO assessments and revise student learning outcomes.
* One instructor attended the Alabama Master Teachers Experience.
* Two instructors participated in the inaugural Jefferson State Leadership Academy class.
* SKD received the President’s Cup award from Jefferson State’s SGA, and was awarded Ivy Chapter status by Sigma Kappa Delta national organization
* SKD accepted 230 new members
* Batrice Brown, SKD chapter member, won third place in the literary analysis category of the national writing competition
* SKD also conducted a book drive, collecting over 24 boxes of books for Alabama Prison Arts and Education Project.
* SKD hosted 5 free movie events at Jefferson, Clanton, and Pell City campuses, and partnered with other organizations to host trivia events at all campuses.
* SKD expanded and maintained Little Free Libraries at each campus

**Unit Goals for 2017-2018**

**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:**

* Support faculty members participating in the Peer Teaching Across the Curriculum partnership in conjunction with the Liberal Arts department during the fall of 2017.
* Implement the book club reading of *What the Best College Teachers Do* by Ken Bain in the spring of 2018.
* 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.
* **$1000** for professional development materials (including copies of *What the Best College Teachers Do* by Ken Bain)
* **$3000** to continue to provide $500 per instructor in IAP funds.

**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 094**.

**Method of Assessment for Objective 3:**

* Survey FT and PT faculty to determine interest in teaching ENR 094
* Work with current ENR 094 instructor to provide training and mentoring to those interested faculty.

**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: $117,650.00 (including IAP funds)**

**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: Open 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. Revise and submit a proposal for a Writing Center, including locations at each campus, policies and procedures, staffing needs, organization, and administration.
5. Purchase necessary equipment and hire necessary staff

**Method of Assessment for Objective 1:**

* Review and revise comprehensive plan and proposal.
* Utilize faculty and student survey results.
* Evaluate existing resources and assess needs for additional space, equipment, furnishings, and staff
* Submit revision of proposal to establish the Writing Center, including consideration of space, staff, equipment, methodology, technology and usage. The revised plan will be submitted to the administration for approval by Summer or Fall 2018 for implementation soon thereafter.
* Seek approval to purchase and install necessary equipment, including tables and chairs, computer(s), printer, bookshelves, whiteboards, bulletin boards, telephone, and network wiring.
* Monitor use of services.
* 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
* **$3000** for purchase of equipment for Writing Center (details will be submitted with the proposal)

**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.**

**Methods of Assessment for Objective 4:**

* Work with faculty to implement a plan for planning and hosting English for Life (E4L) sessions, with a possible start date of Spring 2018 or Fall 2018.

**Funding Requests for Objective 4:**

* **$250** from the Jefferson Campus department to support the printing, advertising, and refreshments for the E4L workshops.

**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:**

* **$400** for purchasing items (including bulletin boards, posters, etc.) to create a welcoming environment.

**Total Funding Requests for Goal 2: $9,600.00**

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

* **$1400** for Elmo document camera with screen recording capabilities.
* **$400** for presentation cart for Elmo document camera
* **$2500** for office ensemble for newly transferred department member (BDH 214).
* **$150** for replacement office chair for instructor (BDH 214).
* **$1291.58** for instructor laptop replacement (BDH 214)
* **$1005.74** for Office Manager’s replacement desktop computer.
* **$420** for 6 presentation remotes
* **$1000** to purchase educational materials (books/DVDs) for classroom use.
* **$100** for 1 keypad lock to be added to the PT instructor file room in BDH 209 to provide secure file storage for PT instructors and student data.
* **$450** for (6) AC adapters for instructor laptop computers to increase portability
* **$300** for 6 webcams for instructors to hold virtual office hours, attend skype meetings, and record video lectures.
* **$120** for 3 HDMI to VGA converter cables (BDH 205, 214, 219)
* **$450** for task chairs (instructor use) for Communications classrooms
* **$1250** for updating instructor office telephones

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

**Methods of Assessment for Objective 3:**

* Ask the two instructors who currently have access to Smartboard technology to evaluate their experience to determine if the department wants to invest in this technology.
* 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 (other than smartboards)

**Total Funding Request for Goal 3: $11, 877.32**

**Unit Goals for 2018-2019**

(These goals will be reviewed and revised if necessary prior to the 2018-2019 academic year.)

**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.
* **$3000** to continue to provide $500 per instructor in IAP funds.

**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 094**.

**Method of Assessment for Objective 3:**

* Survey FT and PT faculty to determine interest in teaching ENR 094
* Work with current ENR 094 instructor to provide training and mentoring to those interested faculty.

**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: $116,650.00 (including IAP funds)**

**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. Purchase necessary equipment and hire necessary staff

**Method of Assessment for Objective 1:**

* Review and revise comprehensive plan and proposal.
* Utilize faculty and student survey results.
* Evaluate existing resources and assess needs for additional space, equipment, furnishings, and staff
* Seek approval to purchase and install necessary equipment, including tables and chairs, computer(s), printer, bookshelves, whiteboards, bulletin boards, telephone, and network wiring.
* Monitor use of services.
* Plan for seminar options in conjunction with E4L workshops
* 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
* **$3000** for purchase of equipment for Writing Center (details will be submitted with the proposal)

**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.**

**Methods of Assessment for Objective 4:**

* Continue planning and hosting English for Life (E4L) sessions in conjunction with the Writing Center.

**Funding Requests for Objective 4:**

* **$250** from the Jefferson Campus department to support the printing, advertising, and refreshments for the E4L workshops.

**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:**

* **$400** for purchasing items (including bulletin boards, posters, etc.) to create a welcoming environment.

**Total Funding Requests for Goal 2: $9,850.00**

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

* **$210** for 3 presentation remotes
* **$750** to purchase an additional flexible arm document camera
* **$1000** to purchase educational materials (books/DVDs) for classroom use.
* **$100** for 1 keypad lock to be added to the PT instructor file room in BDH 209 to provide secure file storage for PT instructors and student data.

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

**Methods of Assessment for Objective 3:**

* Plan usage and placement of a SMART board for the department.
* 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 (other than SMART board).
* **$5770** for purchase of a SMART board interactive white board and software for instructional use.

**Total Funding Request for Goal 3: $8,870.00**