**Unit Strategic Plan**

**2017 - 2019**

**Name of Program/Department: Communications - Shelby**

**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.

Department Outcomes

• 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, reading and mass communications courses that support the general education core and developmental education needs. Most of the courses meet Area II requirements for the Alabama General Studies Committee/STARS Guide. Other courses are approved for Area V. The majority of students are ages 18-29, but the department does see both younger and older students. We serve accelerated and dual enrollment students as well as non-traditional students. We also serve a diverse ethnic population, including many second-language students. The success of the Communications Department is not best measured through the number of majors it produces because few students at Jefferson State Community College major in English or communication; 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 offerings. 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 with majors in English and communication fields often transfer to four year institutions instead of graduating from Jefferson State. Transfer advisors encourage students to follow university parallel degree plans to earn AAS degrees prior to transfer when possible; however, some students transfer early to take advantage of scholarship opportunities. These students are encouraged to transfer credits back and earn the JSCC degree. The department also serves a large transient, accelerated program, and dual enrollment population. Course evaluations tend to be positive. Students and faculty were recently surveyed regarding tutoring needs related to English and writing; as a result, tutoring services are being expanded.

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

**College Wide**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Fall 2015** | | **Fall 2016** | |
| **Total Registrations** | **Credit Hour Production** | **Total Registrations** | **Credit Hour Production** |
| **ENG** | 3,581 | 10,743 | 3,583 | 10,749 |
| **SPH** | 1,144 | 3,432 | 1,095 | 3,285 |
| **MCM** | 11 | 33 | 14 | 42 |
| **RDG** | 236 | 708 | 251 | 753 |

**Shelby Campus**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Fall 2015** | | **Fall 2016** | |
| **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** |
| **ENG** | 1,634 | 4,902 | 1,611 | 4,833 |
| **SPH** | 653 | 1,959 | 636 | 1,908 |
| **MCM** | 11 | 33 | 14 | 42 |
| **RDG** | 88 | 267 | 97 | 291 |
| **Total** | 2,386 | 7,161 | 2,358 | 7,074 |

**Internal Conditions:**

1. **Technology**

Keeping computers and other equipment for faculty, classrooms, and labs current is an ongoing need. Computers that have been retired from labs are placed in classrooms for instructional use. Classrooms in the General Studies Building where English, speech, theater, and mass communications courses are taught are each equipped with an operational computer, LCD projector, and screen. One classroom, GSB 217, also has an ElmoCam, and one classroom, GSB 213, has a SMART Board and new computer. The other classrooms were furnished with computers that were pulled from computer labs when the labs were updated. These 755 computers are now approximately 10 years old; they will be replaced as computer labs are updated, per the College’s technology plan; however, if no retired computers are available soon, the department will need to update these 755 classroom computers. A few of the classrooms have already been updated with 780/790 computers, which are approximately 7 years old. Most of the LCD projectors are approximately 10 years old and nearing the end of their life cycle; therefore, IT has recommended scheduling replacement for these projectors.

All full-time faculty in the department received new computers within the past five years, most in 2013. These computers are used daily for online instruction and preparation of instructional materials, creation of exams, record keeping, communication, etc. Replacement computers will need to be purchased as needed; computers replaced in 2013 are already one year out of warranty and will need to be upgraded again by 2019.

The department chair office in GSB 216 is equipped with a laptop and docking station as well as a VoIP telephone. The office manager’s office space in GSB 216 is equipped with a desktop computer, a fax machine, and a VoIP telephone. The instructor offices in the GSB 214 suite have analog telephones with email integrated voice mail services.

The part-time cubicle space in GSB 216A, which is located in the GSB 214 corridor, is now equipped with 780 computers which are approximately the same age as computers located in GSB classrooms; replacements will be sought as labs are upgraded. A Scantron machine is located in the GSB 214 office suite. The suite also houses a printer, fax machine/color copier, and multi-function copier/scanner/printer unit. The equipment in this suite is used by a variety of programs in GSB. Because so many instructors from various programs use the equipment, and it is often in need of service due to age of the equipment and frequent use, all pieces of equipment are necessary. While we have a service agreement for current equipment, IT has recommended replacement of the printer, which gets the most frequent use, because it is old and needs to be repaired often. It is often impractical to print when copy jobs are being run on the multifunction copier. Due to constant demand and use, it is not practical to serve the needs of so many faculty and staff with just one multi-function printer, so we plan to keep all of the equipment mentioned above in repair or replace as needed.

GSB 320 is a scheduled computer lab, which is used for classroom instruction by all programs in the building, including PTA, EMS, Chemistry, Learning Success Center, and Communications. It is equipped with 755s, which are approximately 10 years old. There is also an open computer lab on the first floor for individual student use. The 780 computers in this lab are approximately 7-8 years old. These labs are managed through the Learning Success Center.

**Summary table of the Ages of Computers, Projectors and VoIP Phones**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CLASSROOM** | | **COMPUTER** | **PROJECTOR** | **VoIP PHONE** |
| GSB 200 | | 2008/755 | Unknown/Viewsonic |  |
| GSB 201 | | 2008/755 | 2007/Sharp |  |
| GSB 203 | | 2008/755 | 2011/Hitachi |  |
| GSB 204 | | 2008/755 | 2011/Hitachi |  |
| GSB 210 | | 2008/755 | 2007/Sharp |  |
| GSB 211 | | 2008/755 | 2007/Sharp |  |
| GSB 213 | | 2017/Elitedesk800 | 2017/Smartboard |  |
| GSB 215 | | 2010/780 | 2007/Sharp |  |
| GSB 217 | | 2010/780 | 2007/Sharp |  |
| GSB 219 | | 2011/790 | 2007/Sharp |  |
| GSB 301 | | 2010/780 | NEW |  |
| GSB 303 | | 2008/755 | 2007/Sharp |  |
| **OFFICES** | | | | |
| GSB 214D Aldrich | | 2013 |  | NA |
| GSB 214F Dudchock | | 2013 |  | NA |
| GSB 214E Youngblood | | 2017 |  | NA |
| GSB 214H Lewis | | 2013 |  | NA |
| GSB 214I Ralya | | 2013 |  | NA |
| GSB 214J Rockett | | 2013 |  | NA |
| GSB 214K Kaiser | | 2013 |  | NA |
| GSB 214Q Hyde | | 2013 |  | NA |
| GSB 214S Burns | | 2017 |  | NA |
| GSB 214P Cuevas | | 2017 |  | NA |
| GSB 216  (Dept. Office) | CHAIR 216B | 2017 |  | Pre-2014 |
| OFFICE MGR-216 | 2013 | Pre-2014 |
| GSB 216A (Part-time Area)  3 desktops | | 2010/780s |  | NA |

1. **Budget**

The budget for classroom and office supplies for the department is currently sufficient. The office manager submits one to two supply orders each semester, totaling around $200 or less each. The college supplies paper and copying services through vendor contracts. Additional funding requests, including those for the Scantron contract/supplies and other technology, are included at the end of each unit goal below.

1. **Staffing**

Currently, the department has twelve full-time instructors, including the department chair and associate dean. A full-time English instructor retired in summer 2017. An instructor in the Distance Education/Dual Enrollment Division recently transferred to the Jefferson Campus following a retirement there, and our ratios have just dipped below 50% for English during the fall semesters, when enrollment is highest, so the department requested additional faculty and hired 3 English instructors (1 new position, 2 replacements). Additionally, a few sections were moved to different time slots, and some were deleted to maximize credit hour production. We currently utilize 20-25 part-time instructors (varies by term) to staff our remaining traditional and Internet courses. We presently maintain adequate FT/PT ratios for speech. MCM has very low enrollment, so a full-time mass communications instructor is not necessary. Developmental reading is an institutional credit course, and enrollment is not currently high enough to warrant hiring full-time faculty to staff these classes. There is also one full-time office manager for the department who supports faculty from a variety of disciplines housed in the GSB 214 office suite.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2015** | |  | **Fall 2016** | |  |
| **Total**  **Registrations** | **Full-time Faculty Percentage** | **Part-time**  **Faculty**  **Percentage** | **Total**  **Registrations** | **Full-time Faculty Percentage** | **Part-time**  **Faculty**  **Percentage** |
| **ENG** | **1,634** | **49.9%** | **51%** | **1,611** | **41.3%** | **58.7%** |
| **SPH** | **653** | **82.5%** | **18.5%** | **636** | **61.5%** | **38.5%** |
| **MCM** | **11** | **0.0%** | **100%** | **14** | **0.0%** | **100%** |
| **RDG** | **88** | **0.0%** | **100%** | **97** | **0.0%** | **100%** |
| **Total** | **2,386** | **56.7%** | **44.2%** | **2,358** | **44.8%** | **55.2%** |

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 attend workshops that help them to remain current in their fields. The department respectfully requests that this funding continue.

The department partners with the Learning Resource Center and Learning Success Center to provide tutoring services in English. In addition to Smarthinking 24/7 online tutoring services, students will have access to live one-on-one tutoring for help with writing tasks in all courses. The Learning Resource Center provides facilities and resources that support our courses, including a research computer lab, online databases, and online audiovisuals. Computer labs are also provided through the Learning Success Center. THE LSC also supports developmental courses with resources such as Plato and the ACCUPLACER.

The department chair works with the dual enrollment coordinator and associate deans to staff off-campus dual enrollment courses, online courses, and to staff classes with full-time instructors from other campuses when needed.

1. **Enrollment**Shelby Campus enrollment made up 44% of overall enrollment at the college for fall 2016, and transfer programs made up 44.5% of all degree-seeking students. These percentages are similar for courses within the department. During fall 2015-2016, 57% of the college’s total speech course enrollment and 45.6% of the college’s total English enrollment was at the Shelby Campus. For fall 2016-2017, the department provided 58% for speech and 44.96% for English. Enrollment in the Communications Department at the Shelby Campus has remained fairly consistent each year for the past few years. As would be expected, fall is our largest enrollment semester each year, followed by spring, and summer is our lowest. We serve a large transient student population, especially during the summer term each year. We have added dual enrollment and internet sections based on demand. Course offerings are adjusted according to enrollment trends. New placement scores for ENG 101 have resulted in a slightly lower overall annual enrollment in ENG 093 and a slightly higher overall annual enrollment in ENG 101. Since financial aid does not pay for ENG 246: Creative Writing, as it is not a requirement on any of the current degree plans, it has failed to make, so the Jefferson Campus Communications Department will offer it as a cross-listed video-conference course across all four campus in an effort to pick up more students. We are also reviewing the feasibility of a similar option for MCM courses since we currently only offer those at one campus due to low enrollment. Since these courses are required for some degree plans and optional for others, videoconferencing might be a good option. Currently, the MCM courses are offered in the late afternoon to allow students from various campuses to attend. At this time, we have only one instructor, who teaches part-time, that is qualified to teach these courses. Although the instructor is willing to teach at multiple locations, we have been unable to offer more than one section each semester because the enrollment in one would pull from another causing neither section to make. We will continue to examine options for these courses.

**Enrollment -- Shelby Campus**

|  |  |  |  |
| --- | --- | --- | --- |
| **Department** | **Fall 2016** | **Spring 2017** | **Summer 2017** |
| **ENG** | 1611 | 1320 | 932 |
| **SPH** | 636 | 570 | 351 |
| **MCM** | 14 | 10 | 0 |
| **RDG** | 97 | 29 | 9 |
| **Total** | 2358 | 1929 | 1292 |

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Traditional | | | Total | Hybrid | | Total | Internet | | | Total | Total |
| F | SP | SU | F | SP | SU |  | F | SP | SU |  |  |
| ENG 093 | 237 | 89 | 11 | 337 |  |  |  | 0 | 89 | 36 | 38 | 163 | 500 |
| ENG 094 | 0 | 17 | 0 | 17 |  |  |  | 0 |  |  |  | 0 | 0 |
| ENG 101 | 479 | 306 | 81 | 866 |  |  |  | 0 | 137 | 154 | 104 | 395 | 1261 |
| ENG 102 | 186 | 265 | 123 | 574 |  |  |  | 0 | 94 | 109 | 68 | 271 | 845 |
| ENG 246 | 0 | 0 | 0 | 0 |  |  |  | 0 |  |  |  | 0 | 0 |
| ENG 251 | 93 | 111 | 192 | 396 |  |  |  | 0 | 94 | 77 | 98 | 269 | 665 |
| ENG 252 | 64 | 57 | 88 | 209 |  |  |  | 0 | 17 | 29 | 36 | 82 | 291 |
| ENG 261 | 25 | 19 | 12 | 56 |  |  |  | 0 | 0 | 0 | 0 | 0 | 56 |
| ENG 262 | 15 | 12 | 0 | 27 |  |  |  | 0 | 0 | 0 | 0 | 0 | 27 |
| ENG 271 | 20 | 0 | 0 | 20 |  |  |  | 0 | 34 | 32 | 58 | 124 | 144 |
| ENG 272 | 0 | 0 | 0 | 0 |  |  |  | 0 | 27 | 24 | 23 | 74 | 74 |
| RDG 085 | 97 | 29 | 9 | 135 |  |  |  | 0 | 0 | 0 | 0 | 0 | 135 |
| MCM 100 | 14 | 0 | 0 | 14 |  |  |  | 0 | 0 | 0 | 0 | 0 | 14 |
| MCM 102 | 0 | 10 | 0 | 10 |  |  |  | 0 | 0 | 0 | 0 | 0 | 10 |
| SPH 106 | 179 | 203 | 69 | 451 | 8 | 5 | 4 | 17 | 177 | 155 | 128 | 460 | 928 |
| SPH 107 | 183 | 84 | 63 | 330 | 1 | 5 | 2 | 8 | 60 | 88 | 70 | 218 | 556 |
| SPH 116 | 0 | 0 | 0 | 0 |  |  |  | 0 | 20 | 21 | 10 | 51 | 51 |
| SPH 123 | 3 | 3 | 3 | 9 |  |  |  | 0 | 0 | 0 | 0 | 0 | 9 |
| SPH 124 | 4 | 2 | 2 | 8 |  |  |  | 0 | 0 | 0 | 0 | 0 | 8 |
| SPH 125 | 1 | 4 | 0 | 5 |  |  |  | 0 | 0 | 0 | 0 | 0 | 5 |
| Total | 1600 | 1194 | 653 | 3447 | 9 | 10 | 6 | 25 | 749 | 725 | 633 | 2107 | 5579 |

While University Parallel programs require completion of ENG 101, ENG 102, and either a literature or a history sequence with at least one literature course, most Career Programs only require ENG 101 and a course in speech. American Literature is our most popular literature sequence, and English 251 is our most popular literature course. Any of the literature courses may be taken as additional courses for Area V. Both World Literature and English/British Literature are popular courses among the transient student population. Most students are required to complete one speech course, and many students take a second speech course to count in Area V.

The College saw a slight decrease in overall enrollment from 2015-2016 to 2016-2017, which was reflected in enrollment in English and speech courses. The decrease was equivalent to less than one section of each course.

1. **Facilities**

The Communications Department offers classes in the General Studies Building, and occasionally must schedule a class in the Health Sciences Building when classrooms aren’t available in GSB due to other subjects also being offered in the building, especially during mid-morning, which is the most popular time for classes. Currently the department uses twelve classrooms for instruction in English, speech, reading, and mass communications (GSB 200, 201, 203, 204, 210, 211, 213, 215, 217, 219, 301, 303).

A proposal for a writing center was submitted during the 2016-2017 academic year. Writing tutors are utilizing space in the library for tutoring; this is a shared space, and math tutors also utilize the space.

Faculty members have adequate office space in GSB, utilizing offices in the GSB 214 corridor. GSB 214 houses faculty from a variety of departments as well as Communications Department faculty. One office is used for make-up testing, break area, shredding, Scantron, professional development materials, and storage. This area has a shredder, microwave, refrigerator, and coffee maker. The remaining offices are used for faculty from other departments. There is currently one small storage closet at the end of the hall. The Department Office in 216 houses the Department Chair and Office Manager. The GSB 216 suite does not include a storage closet, and file cabinet space is limited. 214A, labeled storage, is actually the networking/IT area and cannot be used for storage. One method of storage is to convert data--by scanning it--into electronic files, but more space is needed for storage of SLO documents, books, and supplies for student organizations.

1. **Equipment**

In addition to the technologic equipment previously mentioned, the department also has 11 portable TVs, 5 VCRs, and 4 DVD/VCR combos that can be moved from room to room. There is also an electric pencil sharpener, a manual paper cutter, and a heavy duty stapler. Classrooms are outfitted with white boards and screens. GSB 117 also has an Elmo Cam, and GSB 215 has a SMART Board. The traditional whiteboards are beginning to lose their protective finish and some no longer erase well. These are original to the building (2000) and will need to be replaced soon.

**External Conditions:**

Jefferson State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the Associate in Arts, Associate in Science, and the Associate of Applied Science degrees. The division’s accreditation comes through the college’s general accreditation with the Southern Association of Colleges and Schools—SACS-COC. The college completed its Reaffirmation process in 2014-2015. The department completed its 3-year assessment cycle and program review at the end of 2015-2016, and the college is currently preparing for its fifth-year self-study.

The division is impacted by Post-Secondary policy changes when applicable. The department uses the STARS articulation guide to inform its curriculum and course offerings. DegreeWorks is utilized as an advising tool. Beginning fall 2016-2017 policies related to developmental education requirements and placement were updated following policies distributed by the Chancellor of the Alabama Community College System, resulting in more students placing directly into English 101 and fewer requiring developmental English. The ACT score required to exempt students from being required to take placement tests for ENG 101 was reduced from 20 to 18 for English, and a new placement test was adopted state-wide. Placement into dual enrollment English was also affected by these changes, resulting in a significant growth in demand for dual enrollment sections. Also the ACCS Acting Director of Academic Affairs has promoted professional development for a new course, ENR 094: Integrated Reading and Writing. Offering this course can help decrease time spent in developmental education so students can proceed to credit courses, therefore improving student retention.

**2015-2016 Accomplishments:**

* The Communications Department across the college hosted a U.W.R.I.T.E day of professional development for composition instructors (fulltime, part-time, dual enrollment).
* Several instructors attended the Birmingham Institute for Teaching Writing at UAB in August.
* The college and the Communications Department continued to support the Red Mountain Reading Series, *Wingspan*, The Writers’ Round Table, the Concert and Lecture series, The Speech Team, English for Life, Sigma Kappa Delta, and Sigma Chi Eta.
* The Speech Team performed a reader's theatre at the "Welcome Back" breakfasts on both the Shelby and Jefferson Campuses in August 2015.  The Team also performed for high school "Preview Days" on the Jefferson and Shelby Campuses in March.  During the summer, they performed a skit that they researched and wrote at the Stepping Stones conference in July.
* The Speech Team was invited to perform the skit at the ACCA annual convention in Birmingham in November 2015 where they received a standing ovation by everyone at the conference.
* The Speech Team also competed in tournaments at Berry College, The University of West Florida and Bossier Parish Community College.  They brought home 3 bronze (semi-final) awards and 1 gold (finalist) award at the national tournament in Costa Mesa, California.  Coach Janice Ralya won the Coach Fellowship award at Phi Rho Pi Nationals.
* Sigma Chi Eta, led by faculty member Dr. Janice Ralya, has now grown to over 200 members after starting out with 15 charter members in summer 2014.  They helped sponsor a donation drive during Freedom Week and helped sponsor author Lawayne Childrey's visit to campus.  Sigma Chi Eta conducted an induction ceremony in April and was awarded 4 full tuition scholarships for officers starting in the fall 2016 semester.
* Faculty member Dr. Janice Ralya served on two panel discussions at the National Communication Association Conference in November.
* Sigma Kappa Delta supported the college’s recruitment efforts at Get on Board Day and summer NSO.
* SKD/Shelby partnered with the Black History Month Committee to hold a “Black History Trivia Night.”
* SKD set up and maintained a bookcase for “The Little Free Library” program, encouraging reading through a free book exchange.
* 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.
* RMRS 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.
* As Red Mtn./*Wingspan* sponsor, Dr. DeVaney-Lovinguth partnered with Liberal Arts and the Speech Team to produce the Constitution Day program.
* In spring 2016, *Wingspan* partnered with the Speech Team to produce “An Evening of Performance” to celebrate the Fall 2015 issue of *Wingspan*.
* Also in spring 2016, *Wingspan* partnered with the Speech Team to present a readers’ theatre version of “The Blue Station Wagon” by JSCC faculty member Dianna Hyde.
* Faculty member Brian Rockett served on an Office Hours Committee to help create a new college-wide Office Hours Policy.
* Faculty members Natalie Dudchock and Summer Aldrich served on the college’s Curriculum Committee.
* Faculty member Dr. Sharon DeVaney-Lovinguth served as chair of the college’s Concert and Lecture Series.
* Brian Rockett served on the Faculty Senate Council to represent Communications /Liberal Arts.
* Summer Aldrich served on the college’s Social Committee.
* Connie Caskey, Department Chair, and Liesl Harris, Associate Dean, served on the JSCC Alumni Association Steering Committee.
* Brian Rockett was named SGA advisor for 2016-2017.
* Faculty member Dianna Hyde continues to serve as proclaimer at the college’s graduation ceremony annually.
* Faculty member Dr. Mary Kaiser served on an intercollegiate committee examining alternative grading methods.
* Faculty member Brian Rockett and office manager Ginger Cooper served on the Honors Convocation committee.
* Connie Caskey served on the college’s Distance Education Committee.
* The Shelby Campus PTK chapter, led by associate dean and faculty member Dr. Liesl Ward Harris, placed internationally as a College Project winner, an “Honors in Action” winner, and a Distinguished Chapter.
* Dr. Liesl Ward Harris planned a college-readiness seminar for approximately 150 students.
* Brian Rocket presented a session on professional communication in the College 101 free seminar for students.
* Sharon DeVaney-Lovinguth taught lessons on study skills and library research in the College 101 seminar.
* Dianna Hyde presented lessons on annotating texts at the College 101 seminar.
* Dianna Hyde was nominated for Outstanding Faculty member.
* The department boasts many respected and popular instructors who are revered by their students.
* Faculty and staff worked to provide a welcoming environment including a seating and study area on the 2nd floor of GSB for students taking classes in the department.
* The department and student organizations maintained inviting bulletin boards on the second floor of GSB.
* Connie Caskey and Dianna Hyde attended workshops at Calhoun Community College for teaching integrated reading and writing courses.
* Several instructors, including Mark Youngblood and Natalie Dudchock, completed online training and participated in webinars for professional development.
* Dianna Hyde participated in SREB training and the BOOST pilot, two college readiness programs.
* The department acquired a new Scantron machine (lease agreement).
* Service contracts were added to existing printers that had gone out of warranty.
* The computers in the part-time area were upgraded from 745s, which were approximately 12 years old, to 780s, which are approximately 6 to 7 years old, when these computers were retired from computer labs.
* Department chairs at Shelby and Jefferson began collaborate 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.
* Dr. Sharon DeVaney-Lovinguth presented a free English for Life seminar on resume writing, and Connie Caskey offered one on punctuation.
* The department purchased an Elmo Cam, which is currently being used for classroom instruction by several instructors.
* Web cams and microphones were purchased to enhance instruction in online courses.
* Missing/broken remote controls for LCD projectors were replaced.

**2016-2017 Accomplishments:**

* The Communications Department hosted its 2nd annual U.W.R.I.T.E day of professional development for composition instructors (fulltime, part-time, dual enrollment).
* Several instructors attended the Birmingham Institute for Teaching Writing at UAB again this August.
* The college and the Communications Department continued to support the Red Mountain Reading Series, *Wingspan*, The Writers’ Round Table, the Concert and Lecture series, The Speech Team, English for Life, Sigma Kappa Delta, and Sigma Chi Eta.
* SKD continued to support its “Little Free Library” program, encouraging reading through a free book exchange.
* The Speech Team won a total of 39 awards during the 2016-2017 season.
* Students on the team also performed in events related o Constitution Day, Veterans Appreciation Day, An Evening of Performance, Stepping Stones Conference, and Honoring Women Symposium.
* Sigma Chi Eta gave new scholarships to four officers, participated in Get on Board Days and New Student Orientation, hosted a booth for Fall Festival, hosted a fundraiser for Priority Veteran, hosted a donation drive for the Love Food Pantry, and co-hosted the Improv Workshop with the Speech Team.
* Faculty member Dr. Janice Ralya was elected to the Sigma Chi Eta Faculty Advisory Board at the National Communication Association Conference in Philadelphia, PA.
* Janice Ralya served on two panel discussions related to Sigma Chi Eta at the NCA Convention.
* Dr. Sharon DeVaney-Lovinguth, Concert-Lecture Series Chair & SKD Co-sponsor, supported production of Constitution Day event.
* As SKD co-sponsor, Dr. Lovinguth also supported SKD participation in all Shelby Campus events such as Get on Board Day, SGA Fall Festival, Trivia Night, and helped with production of SKD Pioneer Con. She also assisted in the production of “An Evening of Performance” to launch Wingspan and support JSCC Speech team and partnered with Black History Month Committee and SKD to produce Black History Trivia Night, produced SKD Disney Trivia event, participated in SKD New Member Induction Ceremony/Event, and planned/directed the SKD “Solve the Riddle” Event at Shelby.
* Dr. Lovinguth was also editor in chief and published *Wingspan 2016* and produced/directed Red Mountain Reading Series: Writer/playwright Melda Beaty from Chicago did a reading and writing workshop at Shelby; Romanian poet Alina Stefanescu did a reading and mini-writing workshop at Shelby; poet Jennifer Horne did a reading at Jefferson.
* Sharon also served as judge for YLDP speeches, participated in the Desert Island Supply Co. Read-A-Thon to promote reading/literature in the communities we serve, and offered an E4L Research Skills session.
* Faculty member Natalie Dudchock was awarded the Phi Theta Kappa Faculty Scholar Award for the Beta Lambda Chapter for 2017.
* Faculty members Natalie Dudchock and Summer Aldrich continued to serve on the college’s Curriculum Committee.
* Connie Caskey, Department Chair, attended the SWCA Conference in Oxford, Mississippi.
* Faculty member Dr. Sharon DeVaney-Lovinguth served as chair of the college’s Concert and Lecture Series.
* Summer Aldrich served on the college’s Social Committee.
* Associate dean and faculty member Liesl Harris continued to serve as faculty advisor for her award-winning and internationally-recognized Phi Theta Kappa chapter.
* Faculty member Brian Rockett served as SGA advisor and planned several activities, including a very successful fall festival.
* Brian Rockett served on the Faculty Senate Council to represent Communications /Liberal Arts.
* Faculty member Dianna Hyde continues to serve as proclaimer at the college’s graduation ceremony annually.
* Faculty member Brian Rockett chaired the Honors Convocation committee. Dianna Hyde, Liesl Harris, and Ginger Cooper also served on the committee.
* Connie Caskey continues to serve on the college’s Distance Education Committee and works with the Associate Dean of Distance and Developmental Education to coordinate course offerings and staff classes.
* Dianna Hyde was nominated for Outstanding Faculty member.
* Faculty and staff continued to provide a welcoming environment including a seating and study area on the 2nd floor of GSB for students taking classes in the department.
* The department and student organizations maintained inviting bulletin boards on the second floor of GSB.
* The department piloted an integrated reading and writing course (ENR 094) during spring 2017.
* Several instructors completed online training and participated in webinars for professional development.
* A student survey was distributed in fall 2016, and department chairs submitted a proposal for a writing center during the spring. As a result, one-on-one tutoring for English/writing will be provided on campus beginning fall 2017.
* Communications and English faculty met to discuss SLO assessments, review course competencies, plan assignments, and discuss pedagogy.
* Dr. Mary Kaiser and Sharon DeVaney-Lovinguth offered free English for Life seminars.
* The department purchased a SMART Board, which is being used for classroom instruction by several instructors.
* Three new fulltime English faculty, two of which were replacements due to retirement/transfer, were hired.
* The department boasts many respected and popular instructors who are revered by their students.

**Unit Goals for 2017-2018**

**Goal One: Maintain an informed and professional faculty to preserve the ability to offer courses that help students meet their educational and transfer goals.**Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.  
Also related to Department Outcome #3: Offer courses that allow students to develop communication skills and knowledge for personal enrichment or for job advancement.

**Objectives:**

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.
2. Continue to review Student Learning Outcomes and assessments, course competencies/objectives, and requirements for each course.
3. Hire additional instructors/faculty as necessary.
4. Maintain institutional memberships in professional organizations such as ACETA, NCTE, MLA, NCA, SWCA and purchase institutional subscriptions to their publications.

**Methods of Assessment:**

**Objective 1 will be assessed using the following methods:**

* Administer a faculty survey to determine faculty areas of interest in order to plan the on campus sessions for each semester. Following each session, an evaluation will be given to participants to assess its effectiveness.
* 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 presentation.
* Ask faculty who have attended conferences to share their experiences with other faculty.

**Objective 2 will be assessed using the following methods:**

* Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO.
* Implementation of changes to SLOs and assessments.
* Review of annual assessment results.
* Revision of course objectives/competency documents as needed.

**Objective 3 will be assessed using the following methods:**

* Evaluate enrollment numbers in order 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.

**Objective 4 will be assessed using the following methods:**

* Monitor memberships and renew as needed to stay current.
* Share professional resources.

**Funding Requests:**

* $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.
* $55,000-102,000 to provide an additional English instructor (if needed)
* $450 institutional membership annual dues and institutional subscriptions 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 Jefferson Campus)

**Total Funding Request for Goal 1: $58,450-$105,450**

**Goal Two: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.**Related to Department Outcome #2: Prepare students to continue their education at four-year institutions or to enter the workforce.

**Objectives:**

1. Continue planning for the development of a Writing Center on campus where students may get live, one-on-one help with written compositions from experienced instructors and tutors.
2. Visit other colleges’ writing centers to assess policies and procedures, staffing, equipment, organization, and administration.
3. Continue to assess instructor and student needs regarding tutoring and writing coach services.
4. Hire part-time instructors to provide tutoring 12 hours per week.
5. Monitor tutoring use and demand.
6. Revise and resubmit proposal for Writing Center, including locations at each campus, policies and procedures, staffing needs, organization, and administration.
7. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions.
8. Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.
9. Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members.
10. Maintain the Little Free Library in the department to foster reading for pleasure and creative growth for students.
11. 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:**

**Objective 1 will be assessed using the following methods:**

* Review and revise comprehensive plan and proposal.
* Utilize faculty and student survey results.
* Collaborate with Jefferson Campus Communications Department Chair, associate deans, and LRC and LSC personnel to determine best course of action.
* Evaluate existing resources and assess needs for additional space, equipment, furnishings, staff.
* Submission of new proposal to establish the Writing Center, including consideration of space, staff, equipment, methodology, technology, and usage. Will be revised and submitted to administration for approval by summer or fall 2018 with plans for implementation soon thereafter.
* Approval to purchase and install necessary equipment, including tables, chairs, computer(s), printer, bookshelves, whiteboard, bulletin board, telephone, and network wiring.
* Monitor use of services.
* Submission of proposals to advertise for and hire additional staff.

**Objective 2 will be assessed using the following methods:**

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

**Objective 3 will be assessed using the following methods:**

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

**Objective 4 will be assessed using the following methods:**

* Monitor attendance at E4L workshops and have participants and presenters complete evaluation forms to assess their effectiveness.

**Objective 5 will be assessed using the following methods:**

* Solicit donation of books.
* Work with Sigma Kappa Delta as stewards of the Little Free Library to rotate books and continue to maintain the appearance of the library.

**Objective 6 will be assessed using the following methods:**

* Monitor use of space.
* Solicit donated items to improve appearance of space as needed.

**Funding Requests:**

* $200 for mileage to allow department chairs to visit other colleges’ established writing centers.
* $9360 part-time instructor/tutor pay to provide tutoring 12 hours per week per semester
* $1000 from the Shelby Campus Department to support Sigma Kappa Delta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support Sigma Chi Eta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support the Speech Team’s attendance at their convention. (Jefferson will also be requesting this same amount; Funding for tournaments provided by the Foundation)
* $1000 from the Shelby Campus Department to support The Red Mountain Reading Series. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support printing and publication expenses for *Wingspan*. (Jefferson will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for the Writer’s Roundtable workshops
* $500 from the Shelby Campus Department to support the lecture portion of the Concert and Lecture Series. (Jefferson will also be requesting this same amount. Liberal Arts will fund the concert portion.)
* $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops

**Total Funding Request for Goal 2: $15,560**

**Goal Three: Maintain classroom and office equipment 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.

**Objectives:**

1. Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.
2. Enhance student learning through continued and deeper integration of technology into the curriculum.
3. Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to become innovative instructors.
4. Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.
5. Update/replace older, worn, and damaged furnishings.

**Methods of Assessment:**

**Objective 1 will be assessed using the following methods:**

* Continue to offer training on campus for faculty related to using technology to improve instruction, including webcams, the LMS system, iPads, Smartboards, video technologies, and textbook software.
* Ask faculty to evaluate the training they receive through surveys and reflections.

**Objective 2 will be assessed using the following methods:**

* Survey students to identify their needs for learning to use the technology required for their courses and implement training through workshops, videos, handouts, and in-class tutorials.
* Ask students to evaluate the instruction and training they receive through surveys at the end of the semester.

**Objective 3 will be assessed using the following methods:**

* Monitor the purchase and installation of software and hardware to ensure currency.
* Survey faculty to determine their needs.
* Submit requests to replace equipment to administration for approval.
* Collaboration with IT/ticket system.

**Objective 4 will be assessed using the following methods:**

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

**Objective 5 will be assessed using the following methods:**

* Survey faculty/staff for needs/requests.
* Assess quality of existing furnishings and availability of replacements.
* Examine/request quotes for replacement/new items.
* Prepare necessary requisitions.

**Funding Requests:**

* $850 for annual Scantron supplies per lease contract
* $1035 each to replace older desktop computer(s) (1-3, as needed)
* $1174 to replace each aging laptop computer. (1-3, as needed)
* $2050 each for replacement of each aging LCD projector(s) (1-3, as needed)
* $1400 for an additional Elmo document cameras
* $680 per room for room darkening shades to enable improved viewing of audiovisuals in class (6 rooms this year)
* $185 per faculty office chair
* $50 per student guest chair per office
* $4,800 for 8 Whiteboards for classrooms (4 rooms, 2 per classroom)

**Total Funding Request for Goal 3: Approximately $17,739-$26,257**

**Unit Goals for 2018-2019**

**Goal One: Maintain an informed and professional faculty to preserve the ability to offer courses that help students meet their educational and transfer goals.**Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.  
Also related to Department Outcome #3: Offer courses that allow students to develop communication skills and knowledge for personal enrichment or for job advancement.

**Objectives:**

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.
2. Continue to review Student Learning Outcomes and assessments, course competencies/objectives, and requirements for each course.
3. Hire additional instructors/faculty as necessary.
4. Maintain institutional memberships in professional organizations such as ACETA, NCTE, MLA, NCA, SWCA and purchase institutional subscriptions to their publications.

**Methods of Assessment:**

**Objective 1 will be assessed using the following methods:**

* Administer a faculty survey to determine faculty areas of interest in order to plan the on campus sessions for each semester. Following each session, an evaluation will be given to participants to assess its effectiveness.
* 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 presentation.
* Ask faculty who have attended conferences to share their experiences with other faculty.

**Objective 2 will be assessed using the following methods:**

* Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO.
* Implementation of changes to SLOs and assessments.
* Review of annual assessment results.
* Revision of course objectives/competency documents as needed.

**Objective 3 will be assessed using the following methods:**

* Evaluate enrollment numbers in order 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.

**Objective 4 will be assessed using the following methods:**

* Monitor memberships and renew as needed to stay current.
* Share professional resources.

**Funding Requests:**

* $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.
* $55,000-102,000 to provide an additional English instructor (if needed)
* $450 institutional membership annual dues and institutional subscriptions 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 Jefferson Campus)

**Total Funding Request for Goal 1: $58,450-$105,450**

**Goal Two: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.**Related to Department Outcome #2: Prepare students to continue their education at four-year institutions or to enter the workforce.

**Objectives:**

1. Expand Writing Center (tutoring) services on campus.
   1. Hire additional tutors and support staff.
   2. Purchase additional furnishings.
   3. Create a learning commons within the library to join the tutoring lab with the LSC computer lab and LRC research lab.
2. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions.
3. Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.
4. Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members.
5. Maintain the Little Free Library in the department to foster reading for pleasure and creative growth for students.
6. 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:**

**Objective 1 will be assessed using the following methods:**

* Expansion of services to all campuses.
* Approval to purchase and install necessary equipment, including tables, chairs, computer(s), printer, bookshelves, whiteboard, bulletin board, telephone, and network wiring.
* Submission of proposals to advertise for and hire necessary staff.
* Monitor use of services.

**Objective 2 will be assessed using the following methods:**

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

**Objective 3 will be assessed using the following methods:**

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

**Objective 4 will be assessed using the following methods:**

* Monitor attendance at E4L workshops and have participants and presenters complete evaluation forms to assess their effectiveness.

**Objective 5 will be assessed using the following methods:**

* Solicit donations of books.
* Work with Sigma Kappa Delta as stewards of the Little Free Library to rotate books and continue to maintain the appearance of the library.

**Objective 6 will be assessed using the following methods:**

* Monitor use of space.
* Solicit donated items to improve appearance of space as needed.

**Funding Requests:**

* $7400 for purchase of equipment for Writing Center:
  + 2 round dry-erase collaborative tables @ $275 each=550
  + 2 rectangular flip tables for tutoring @ $450 each=900
  + 2 sit/stand work stations at $475 each=950
  + 16 Smith System Intuit Chairs (or similar model) in burgundy/raisin @ $130 each=2080
  + 2 desktop computers for tutoring/tutorials (math and English) @ $1035 each=2070
  + printer $250
  + bulletin board $50
  + bookshelves $400
  + VoIP phone $60
  + books $90
* $9360 part-time instructor/tutor pay to provide tutoring 12 hours per week per semester
* $11,400 for L19 receptionist for tutoring lab
* $1000 from the Shelby Campus Department to support Sigma Kappa Delta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support Sigma Chi Eta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support the Speech Team’s attendance at their convention. (Jefferson will also be requesting this same amount; Funding for tournaments provided by the Foundation)
* $1000 from the Shelby Campus Department to support The Red Mountain Reading Series. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support printing and publication expenses for *Wingspan*. (Jefferson will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for the Writer’s Roundtable workshops
* $500 from the Shelby Campus Department to support the lecture portion of the Concert and Lecture Series. (Jefferson will also be requesting this same amount. Liberal Arts will fund the concert portion.)
* $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops

**Total Funding Request for Goal 2: $34,160**

**Goal Three: Maintain classroom and office equipment 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.

**Objectives:**

1. Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.
2. Enhance student learning through continued and deeper integration of technology into the curriculum.
3. Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to become innovative instructors.
4. Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.
5. Update/replace older, worn, and damaged furnishings.

**Methods of Assessment:**

**Objective 1 will be assessed using the following methods:**

* Continue to offer training on campus for faculty relating to using technology to improve instruction, including webcams, the LMS system, iPads, Smartboards, video technologies, and textbook software.
* Ask faculty to evaluate the training they receive through surveys and reflections.

**Objective 2 will be assessed using the following methods:**

* Survey students to identify their needs for learning to use the technology required for their courses and implement training through workshops, videos, handouts, and in-class tutorials.
* Ask students to evaluate the instruction and training they receive through surveys at the end of the semester.

**Objective 3 will be assessed using the following methods:**

* Monitor the purchase and installation of software and hardware to ensure currency.
* Survey faculty to determine their needs.
* Submit requests to replace equipment to administration for approval.
* Collaboration with ITS/ticket system.

**Objective 4 will be assessed using the following methods:**

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

**Objective 5 will be assessed using the following methods:**

* Survey faculty/staff for needs/requests.
* Assess quality of existing furnishings and availability of replacements.
* Examine/request quotes for replacement/new items.
* Prepare necessary requisitions.

**Funding Requests:**

* $850 for annual Scantron supplies per lease contract
* $1035 each to replace older desktop computer(s) (1-3, as needed)
* $1174 to replace each aging laptop computer. (1-3, as needed)
* $2050 each for replacement of each aging LCD projector(s) (1-3, as needed)
* $1400 for an additional Elmo document camera
* $5770 for an additional SMART Board interactive white board for instructional use in GSB
* $680 per room for room darkening shades to enable improved viewing of audiovisuals in class (6 rooms this year)
* $4,800 for 8 Whiteboards for classrooms (4 rooms, 2 per classroom)

**Total Funding Request for Goal 3: Approximately $21,159-$28,277**