Unit Strategic Plan

2019-2021

# Department: Communications-Jefferson Campus

## Mission Statement (for the program or department):

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 Communications 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 and speech 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 IE 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 or Speech. 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 2016-2017, 2017-2018, 2018-2019

**College as a Whole**

|  |  |  |  |
| --- | --- | --- | --- |
|  **Department**  | **2016-2017** | **2017-2018** | **2018-2019** |
| **Total** **Registrations**  | **Credit** **Hour** **Production**  | **Total** **Registrations**  | **Credit** **Hour** **Production**  | **Total** **Registrations**  | **Credit** **Hour** **Production**  |
| **ENG**  | 7976 | 23,928 | 8116 | 24,348 | 7672 | 22,810 |
| **ENR** | 33 | 132 | 155 | 620 | 342 | 1368 |
| **RDG±**  | 335 | 1005 | 202 | 606 | 0 | 0 |
| **SPH**  | 2623 | 7869 | 2709 | 8127 | 2725 | 8175 |
| **THR\***  | 265 | 795 | 328 | 984 | 453 | 1359 |
| **Total**  | 11,232 | 33,729 | 11,510 | 34,685 | 11, 192 | 33,712 |

**±**RDG course are no longer offered as of Fall 2018-2019.

**\***In 2018-2019, THR became part of Liberal Arts.

**Jefferson Campus**

|  |  |  |  |
| --- | --- | --- | --- |
|  **Department**  | **2016-2017** | **2017-2018** | **2018-2019** |
| **Total** **Registrations**  | **Credit** **Hour** **Production**  | **Total** **Registrations**  | **Credit** **Hour** **Production**  | **Total** **Registrations**  | **Credit** **Hour** **Production**  |
| **ENG**  | 1889 | 5667 | 1809 | 5427 | 1618 | 4808 |
| **ENR** | 16 | 64 | 74 | 296 | 63 | 252 |
| **RDG**  | 157 | 441 | 95 | 285 | 0 | 0 |
| **SPH**  | 548 | 1644 | 501 | 1503 | 450 | 1350 |
| **THR**  | 87 | 261 | 97 | 291 | 153 | 459 |
| **Total**  | 2697 | 8077 | 2756 | 7802 | 2,284 | 6869 |

# Internal Conditions:

## 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.   All rooms with technology had equipment 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 ages, becomes obsolete, or 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. Some instructors utilize a dual monitor setup. Instructor computers were upgraded in 2017. These computers will be replaced as needed, or as the computers age out of usefulness and warranty. Laptops do require replacement sooner than desktops, but since all Communications instructors teach online courses, laptops are necessary. All instructors have had the old analog phones in their offices upgraded by the College to VOIP phones.

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.

**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  | 2018-2019  |   | 2018-2019 |
| BDH 209 –D (PT)  | 2014-2015  |   | 2018-2019 |
| BDH 212 –L   | 2016-2017  |   | 2018-2019 |
| BDH 214 - L  | 2017-2018  |   | 2018-2019 |
| BDH 215 –L   | 2016-2017  |   | 2018-2019 |
| BDH 219 (DIV. OFFICE)   |  CHAIR  -L   | 2016-2017  |   | 2013-2014  |
| OFFICE MGR-D  | 2011-2012  |   | 2013-2014  |
| OFFICE –D  | 2014-2015  |   | 2018-2019 |
| BDH 221  | 2016-2017  |   | 2018-2019 |

## Budget

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

## Staffing

Beginning with the 2019-2020 academic year, the Communications Department will have five full-time instructors (4 English and 1 Speech). Due to the transfer of Instructor Haley Kendrick to the Pell City Campus, we will bring on a temporary full-time English instructor for fall semester. We will then run a search for a permanent replacement. 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 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. The Pell City campus speech instructor generally teaches 1-2 courses at Jefferson. When that instructor is not available due to on-campus demands at Pell City or dual enrollment demands, we are unable to offer as many courses as we need.  Currently, we have reduced the number of speech classes we offer to six for the fall 2019. This is the maximum number of courses our full-time speech instructor can teach in one semester.  There is also one full-time office manager for the Division of Communications and Liberal Arts, as well as two current work study students who divide time between the division office and the Art office.

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

|  |  |  |  |
| --- | --- | --- | --- |
|  **Department**  | **2016-2017** | **2017-2018** | **2018-2019** |
| **Total** **Registrations**  | **Full Time Faculty Percentage**  | **Total** **Registrations**  | **Full Time Faculty Percentage**  | **Total** **Registrations**  | **Full Time Faculty Percentage**  |
| **ENG**  | 1889 | 63% | 1809 | 63% | 1618 | 68.9% |
| **ENR** | 16 | 100% | 74 | 100% | 63 | 69.8% |
| **RDG**  | 157 | 0% | 95 | 0% | 0 | 0 |
| **SPH**  | 548 | 73.7% | 501 | 87% | 450 | 94.7% |
| **THR**  | 87 | 100% | 97 | 100% | 153 | 69.9% |
| **Total**  | 2697 | 63.2% | 2576 | 68.1%% | 2,284 | 75.8% |

**Credit Hour Production for 2018-2019 Academic Year—Jefferson Campus** **(201910, 201930, 201940)**

|  |  |  |  |
| --- | --- | --- | --- |
|  **Department**  | **Full Time**  | **Part Time**  | **Total**  |
| **Sections**  | **Enrolled**  | **CHP**  | **CHP%**  | **Sections**  | **Enrolled**  | **CHP**  | **CHP%**  | **Sections**  | **CHP**  |
| **ENG**  | 49 | 1113 | 3315 | 68.9% | 32 | 505 | 1493 | 31.1% | 81 | 4808 |
| **ENR**  | 3 | 44 | 176 | 69.8% | 2 | 19 | 76 | 30.2% | 5 | 252 |
| **SPH**  | 20 | 426 | 1278 | 94.7% | 1 | 24 | 72 | 5.3% | 21 | 1350 |
| **THR**  | 3 | 107 | 321 | 69.9% | 2 | 46 | 138 | 30.1% | 5 | 459 |
| **TOTAL**  | 75 | 1690 | 5090 | 74.1% | 37 | 594 | 1784 | 25.9% | 112 | 6869 |

## 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.

## Enrollment

Enrollment numbers for the Communications Department at the Jefferson Campus have declined slightly from the 2015-2017 Strategic Plan. This is most likely partly due to the improving economy, as well as increases in course offerings at the Pell City campus, with whom we share many students. In the past, students from that campus would come to Jefferson to take classes not offered there. With their increased offerings, we are not seeing as many of those students. Another factor in the decline is the removal of three developmental courses (RDG 085, ENG 093, ENR 094) and combining them into one course ENR 098. We have added a corequisite model for ENG 101/099, and as we expand sections of that course, its enrollment is growing. Our speech classes remain popular and generally fill up very earl in the registration process. We have no current PT instructors qualified to teach speech at this campus. Our full-time instructor usually teaches six classes during fall and spring semesters. We continue to search for qualified speech instructors to enable us to offer more courses. The demand for online courses remains high due to the large number of transient students we serve, especially during the summer term. 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 2018-2019 Academic Year – Jefferson Campus**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course**  | **Traditional**  | **Method** **Total**  | **Hybrid**  | **Method** **Total**  | **Internet**  | **Method** **Total**  |
| **F**  | **SP**  | **SU**  | **F**  | **SP**  | **SU**  | **F**  | **SP**  | **SU**  |
| **ENG 093**  | 47 | 0 | 0 | 47 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **ENG 099** | 7 | 12 | 4 | 23 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **ENG 101**  | 278 | 167 | 46 | 491 | 0 | 0 | 0 | 0 | 64 | 45 | 20 | 129 |
| **ENG 102**  | 65 | 115 | 22 | 202 | 0 | 0 | 0 | 0 | 80 | 71 | 60 | 211 |
| **ENG 251**  | 27 | 34 | 39 | 100 | 0 | 0 | 0 | 0 | 44 | 64 | 66 | 174 |
| **ENG 252**  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 31 | 32 | 33 | 96 |
| **ENG 261**  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 33 | 30 | 31 | 91 |
| **ENG 262**  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 17 | 27 |
| **ENG 271**  | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **ENR 098** | 41 | 22 | 0 | 63 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **SPH 106**  | 161 | 68 | 59 | 288 | 0 | 19 | 0 | 19 | 22 | 44 | 43 | 109 |
| **SPH 107**  | 47 | 41 | 18 | 106 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 16 |

## Facilities

The Communications Department offers classes in Bethune-DeRamus Hall. Currently the department uses eight classrooms for instruction in English and speech (116, 118, 121, 129, 139, 220, 222, and 237). Rooms 114 and 129 are overflow rooms lacking technology and upgrades.  The Writing Center has moved to the Allen Library where the new Learning Success Center is located.

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.  The bookroom is housed in 217. Unused space in 211 was converted 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 Instructor workroom in 209 is shared with Liberal Arts. This space is large and open, providing a place for Part-Time instructor mailboxes, a computer, worktables, instructor file storage, department storage, and a refrigerator and microwave (although these appliances are ancient). This area also provides VOIP telephones 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. One remaining faculty member will receive an upgraded office ensemble which will give all faculty offices a more cohesive appearance.

 In 2018-2019, we completed major purchases to upgrade the furniture in the Art Department for the safety and comfort of our students. This year, we would like to complete the purchase of the last few items and begin to focus on the student seating and faculty workstations in classrooms in BDH. We plan to start with two rooms (BDH 216 and 200), purchasing new student desks and chairs, and instructor media towers with lectern tops for these classrooms. We are currently in the process of working with the Virco representative to determine the best layout. We will then proceed with the purchase of student seating etc. in the next fiscal year until all student desks have been upgraded.

This year, we would like to begin upgrading student desks in the building. For the classrooms in BDH, we plan to start with two rooms (BDH 122 and 237), purchasing new student desks, chairs, and instructor media towers with lectern tops for these classrooms. We are currently in the process of working with the Virco representative to determine the best layout. We will then proceed with the purchase of student seating etc. in the next fiscal year until all student desks have been upgraded.

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

## 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—SACSCOC. 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 ACCS Post-Secondary policy changes when applicable. Changes have been made in the area of Developmental Education. ENG 093, ENR 094, and RDG 085 have been replaced with a comprehensive ENR 098 course for developmental needs. ACCS also added ENG 099 as a corequisite course for students who can be successful in ENG 101 with a little more support than the typical 101 students, but who do not necessarily need to take the ENR 098. The AGSC also recently updated the requirements for ENG 101/102. These updates will be implemented in the fall. The department uses the STARS articulation guide to inform its curriculum and course offerings.

## 2017-2018 Accomplishments:

* The Communications department hosted the annual UWRITE conference for full-time, part-time, and dual enrollment instructors to receive professional development, share ideas, network, and hear from a leading presenter in the English-Language Learners field. Several instructors presented during breakout sessions at this conference.
* Several instructors attended the 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.
* The Red Mountain Reading Series explored the theme “Writers Next Door,” and hosted 200 audience members for presentations by journalist Katherine Webb-Hehn, blogger and educator Javacia Harris Bowser, and poet Gary Dop.
* The Red Mountain Reading Series received a grant from the Alabama Humanities Foundation.
* *Wingspan*, the literary and arts magazine expanded in numbers of contributors and number of pages. There were 56 contributors and a total of 70 pages in the magazine.
* Sigma Kappa Delta supported the college’s recruitment efforts at Get on Board Day and Summer NSO.
* SKD hosted Pioneer Con, the free day-long event which consisted of 10 sessions organized around a keynote presentation by illustrator and children’s book author Brian Parker. Attendance was around 150.
* Faculty member Haley Kendrick served as the Vice-Chair on the Faculty Senate Executive Council.
* The Writing Lab was established with two Part-Time instructors each working 6 hours a week to serve students.
* English instructors attended several Integrated Reading and Writing workshops.
* Several instructors attended workshops sponsored by the college, including several relating to Blackboard, Skype, and O365.
* Other instructors attended the state-wide ACCA conference in November.
* The SKD sponsor also attended the organization’s national conference.
* The Department Chair partnered with a colleague to present on the Alabama Master Teacher’s Experience during fall professional development days.
* Faculty in Communications partnered with faculty in Liberal Arts to complete a Peer Teaching Across the Curriculum department project.
* The Department hosted a presentation by Barbara Goss on the myriad resources offered by the library, including tutorials, quizzes, Films on Demand, open educational resources, and course or instructor-specific resources and research guides.
* Progress was made in creating a more welcoming environment for students in the central area of BDH through the removal of an old trophy case.
* Instructors from the Jefferson Campus met with English instructors from the other campuses to host a Round table discussion of the ENR 094 course, as well as best practices and grading practices.
* A new office chair was purchased for one instructor to replace one that had broken.
* An AC adapter was purchased for one instructor’s laptop computer.
* A color printer was purchased for use by both Communications and Liberal Arts.

## 2018-2019 Accomplishments:

* The Communications department hosted the annual UWRITE conference for full-time, part-time, and dual enrollment instructors to receive professional development, share ideas, network, and hear from a leading presenter in the Teaching Composition field. Several instructors presented during breakout sessions at this conference.
* The department piloted a new integrated reading and writing course (ENR 098).
* Several English faculty members attended the ALADE fall conference focusing on the new ENR 098 course which replaced the ENR 094 course.
* The department piloted a new corequisite English course for students who did not test into ENR 098 but still needed additional support (ENG 099).
* Instructors scheduled to teach ENR 098 and the corequisite ENG 101/ENG 099 courses received training on using the online component of the textbook. Instructors teaching these classes also met during the spring semester to discuss their experiences and share teaching practices.
* 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.
* The Red Mountain Reading Series explored “Through Books and Beyond” and hosted 175 audience members for jazz trumpeter Daniel “Jose” Carr, sketch comic David Edward Perry, and novelist Max Everhart.
* The Red Mountain Reading Series received a grant from the Alabama Humanities Foundation.
* *Wingspan*, the literary and arts magazine expanded again in numbers of contributors and number of pages. There were 115 contributors and a total of 112 pages in the magazine.
* *Wingspan* also implemented an online submission process.
* SKD hosted third annual Pioneer Con with 14 sessions and a keynote address by novelist Phoebe North. Attendance was approximately 180.
* SKD won the nationally judged Chapter Activity Award for Pioneer Con.
* Faculty member Haley Kendrick served as the Vice-Chair on the Faculty Senate Executive Council.
* Communications and English faculty met to discuss SLO assessments and revise student learning outcomes.
* SKD maintained Little Free Libraries at each campus.
* The department hosted a Faculty Book Club where instructors read and discussed Ken Bain’s *What the Best College Teachers Do*.
* The Department Chair attended the ACCSHRMA Diversity Conference.
* The chair was named to a 3-year term as Vice-Chair of the AGSC Area I and II Committee.
* The SKD sponsor attended the organization’s national conference.
* The Speech instructor attended a conference on Teaching Speech sponsored by McGraw-Hill.
* All instructors attended the ACCS professional development day.
* Three instructors were selected to participate in the ACCS Instructional Leadership Academy.
* The Department Chair served as a member of the College Readiness Task Force and Implementation Team.
* The department subscribed to additional journals and publications, including *Teaching English in the Two-Year College, The Teaching Professor, and Academic Leader*.
* The Writing Lab is now permanently located in the Allen Library as part of the Learning Success Center. We used two part-time tutors this year. One tutor created a video for instructors to play advertising their services and availability to help with writing assignments and tutoring.
* Bulletin boards have been organized to include separate boards for Communications and Liberal Arts. Directional signs have been updated in BDH, and notices are posted outside of each classroom of the specific instructors, courses, and times the classroom is used. A faculty directory has also been posted and updated each semester.

# Unit Goals for 2019-2020

## **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:

* Implement the book club reading of *Teaching Underprepared Students: Strategies for Promoting Success and Retention in Higher Education* by Kathleen G. Gabriel.
* Provide workshops where faculty who have specialized knowledge in technology provide training to other faculty to enhance instruction (Office 365 for Instructors, Blackboard tutorials, Presentation Platforms, Creating Instructional Videos for Online Classes, etc.)
* Support the UWRITE committee in planning and hosting the UWRITE Conference in June 2020
* Maintain institutional memberships or subscriptions with professional organizations, such as ACETA, NCTE, MLA, NCA, and SWCA.
* 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 faculty.

### **OBJ. 2: Enhance the effectiveness of ENG 099 and ENR 098 courses by encouraging instructors to collaborate on best practices and methods for the course.**

### Method of Assessment for Objective 2:

* Continue working with McGraw-Hill to train instructors on course software.
* Host roundtable meetings for instructors to discuss experiences and collaborate on best practices.
* Offer training to English instructors wishing to teach sections of ENR 098 and the Co-requisite ENG 101/099.
* Conduct two meetings (August and October) for ENG 099 instructors to share experiences and ideas for the course.
* Meet with ENR 098 instructors (August and October) for collaboration.
* Survey instructors of both courses for ideas for Spring 2020.
* Provide training and/or workshops at instructor or department request.
* Work closely with the Associate Dean of Developmental Education and the English Departments from all campuses to seek instructor development for these courses.

### **OBJ. 3: Continue to staff courses with qualified instructors.**

### Method of Assessment for Objective 3:

* Hire a full-time English instructor to replace Haley Kendrick who transferred to Pell City.
* Evaluate enrollment numbers to determine the need for hiring an additional speech instructor. It may be possible to consider a split Jefferson-Shelby position. 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.

###

### **2019-2021 Total Funds Requested for Goal #1: $63, 887.50--$118, 887.50**

|  |
| --- |
| **Goal #1: Maintain an informed and professional faculty to preserve the ability to offer courses to help students meet their educational and transfer goals.** |
|  | **OBJ. 1: Provide support for professional development.**  |
|  | **Breakdown of Requested Amounts** | **Description of how funds will be used to accomplish objective.** |
|  | $500.00 | Support the UWRITE committee costs, including an honorarium for keynote speaker. (Shelby will request the same amount). |
|  | $1000.00 | Purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors. (Shelby will request the same amount).   |
|  | $1250.00 | Maintain institutional memberships or subscriptions with professional organizations, such as *The Teaching Professor, Teaching English in the Two-Year College,* ACETA, NCTE, MLA, NCA, SWCA, etc. |
|  | $2000.00 | Support conference attendance/professional development opportunities for faculty.  Instructors will be asked to utilize IAP funds before requesting support. Requests will be supported on a first come, first served basis until the budget is exhausted.  |
|  | $1000.00 | Purchase of professional development materials |
|  | $137.50 | Purchase departmental copies of *Teaching Underprepared Students* |
|  | $3000.00 | IAP funds |
|  | **OBJ. 2: Enhance the effectiveness of ENG 099 and ENR 098 courses by encouraging instructors to collaborate on best practices and methods for the course.**  |
|  | NONE | No funding requested for OBJ. 2 |
|  | **OBJ. 3: Continue to staff courses with qualified instructors.** |
|  | $55,000.00 | Hire an English teacher to replace the instructor who transferred to Pell City Campus.  |
|  | $55,000.00 | Hire an additional Speech teacher if necessary.  |

## **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.**

### Method of Assessment for Objective. 1:

* Create more effective online logging system to track Writing Lab usage by students
* Monitor the number of students who seek the services of the Writing Lab
* Pursue avenues for expansion and advertising to increase student awareness of the benefits of using the Writing Lab.

### **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.**

### Method 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.

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

### Method of Assessment for Objective. 3:

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

### **OBJ. 4: 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.**

### Method of Assessment for Objective. 4:

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

**OBJ. 5: Continue to review Student Learning Outcomes and assessments for each course.**

Method of Assessment for Objective 5:

* 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.

## **OBJ. 6: Create a Course Information Exhibit to provide specific course information (beyond the catalog) to increase enrollment in on-campus courses.**

### Method of Assessment for Objective 6:

* Create informational pamphlets on each course offered in the department.
* Set up a wall-mounted display center in BDH with information accessible to students.
* Prepare exhibits and manned- tables during Registration and Advising times to engage students.

## **2019-2020 Total Funds Requested for Goal #2: $8, 275.00**

|  |
| --- |
| **Goal #2: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.** |
|  | **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.**  |
|  | **Breakdown of Requested Amounts** | **Description of how funds will be used to accomplish objective.** |
|  | $500 | Supplies & Books for the Writing Lab |
|  | **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.** |
|  | $1000.00 | Support Sigma Kappa Delta’s attendance at their convention. (Shelby will also be requesting this amount.) |
|  | $1000.00 | Support Sigma Chi Eta’s attendance at their convention. (Shelby will also be requesting this amount.) |
|  | $1000.00 | Support the Speech Team’s attendance at their convention. (Shelby will also be requesting this amount; Tournament funding is provided by the foundation.) |
|  | **OBJ. 3: Continue financial support for Pioneer Con, Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.** |
|  | $500.00 | Support for Pioneer Con expenses not covered by SKD. (Shelby will also be requesting this amount.) |
|  | $1000.00 | Support Red Mountain Reading Series. (Shelby will also be requesting this amount.)  |
|  | $1000.00 | Support printing and publication expenses for *Wingspan.* (Shelby will also be requesting this amount.) |
|  | $250.00 | Support Writer’s Roundtable expenses for printing, advertising, and refreshments. (Shelby will also be requesting this amount.) |
|  | $500.00 | Support the Concert and Lecture Series (Lecture portion). (Shelby will also be requesting this amount.) |
|  | **OBJ. 4: 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.** |
|  | $400.00 | Café table and base for student study area in central hall of BDH. |
|  | $400.00 | Chairs (4) for café table seating |
|  | **OBJ. 5: Continue to review Student Learning Outcomes and assessments for each course.** |
|  |  | No funding requested for OBJ. 5 |
|  | **OBJ. 6: Create a Course Information Exhibit to provide specific course information (beyond the catalog) to increase enrollment in on-campus courses.**  |
|  | $175.00 | Wall mounted 12-16 space pamphlet holder |
|  | $150.00 | Candy, snacks, etc. for table displays during on-campus events |
|  | $ 400.00 | Printing course pamphlets |



## **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 using up-to-date, appropriate equipment, furniture, and technology in the classrooms.**

### Methods of Assessment for Objective 1:

* Replace classroom computers, projectors, and other equipment as needed to offer quality instruction and enhance student learning.
* Replace classroom furniture (i.e., student desks, lecterns, instructor desk area) as needed (and as the budget allows) to create a more comfortable and modern classroom experience and an enhanced learning environment for students.
* Monitor the purchase, installation, and updating of classroom software and hardware to ensure currency.
* Survey faculty to determine the need for upgraded or new equipment, furniture, and technology for use in the classrooms.
* Offer training on campus for faculty relating to using technology to improve instruction, including the LMS system, document cameras, recording software, and textbook software.
* As classroom equipment fails or needs upgrading, it shall be reported and requested to be replaced to maintain functionality and currency.
* Requisitions will be processed for equipment requested through the technology plan upon approval and on an as-needed basis.

### **OBJ. 2: Replace faculty and staff office computers, software, furniture, and other equipment as needed to ensure faculty continue to function as effective instructors.**

### Methods of Assessment for Objective 2:

* Survey faculty to determine needs.
* As classroom equipment fails or needs upgrading, it shall be reported and requested to be replaced to maintain functionality and currency.
* Requisitions will be processed for equipment requested through the technology plan upon approval and on an as-needed basis.
* Submit requests to replace consumable supplies and furniture/equipment as needed to the administration for approval.

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

### Methods of Assessment for Objective 3:

* Survey faculty to identify those who wish to pilot new methods and technology. Faculty will submit a plan/proposal, and the budget will be planned accordingly for necessary purchases.

## **2019-2020 Total Funds Requested for Goal #3: $16, 463.37**

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| **Goal #3: Maintain classroom and office equipment and supplies to enhance the quality of instruction and improve student learning.** |
|  | **OBJ. 1: Enhance student learning and the quality of instruction offered to students through using up-to-date, appropriate equipment, furniture, and technology in the classrooms.** |
|  | **Breakdown of Requested Amounts** | **Description of how funds will be used to accomplish objective.** |
|  | $6370.00 | Desk Zuma Series x 50 to replace student desks in BDH 222 and 237. (Virco) |
|  | $4404.00 | Civitas Series chairs x 52 to replace student seating in BDH 222 and 237 (includes one chair for instructor seating per room) (Virco) |
|  | $1453.43 | Instructor media station (media tower and peninsula desk) top x 2 for BDH 222 and 237 (Virco) |
|  | $339.56 | Lectern top for media station. (Virco) |
|  | $950.00 | Room darkening Shades (BDH 222 and 237) |
|  | **OBJ. 2: Replace faculty and staff computers, software, furniture, and other equipment as needed to ensure faculty continue to function as effective instructors.** |
|  | $1230.20 | Replacement computer for CMLA office manager in BDH 219 (\*previous computer was purchased in 2011-2012) |
|  | $1416.18 | Laptop, docking station set up to replace stolen computer for BDH 214 |
|  | $250.00 | Desk chair for department chair |
|  | **OBJ. 3: Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.** |
|  |  | $1000 | Materials for classroom evaluation/pilots |

# Unit Goals for 2020-2021

## **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.**

A. 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.

B. Encourage faculty to attend local, in-state, and out-of-state conferences.

C. Encourage faculty to submit proposals to present at local, in-state, and out-of-state conferences.

### Method of Assessment for Objective 1:

* Implement a book club reading for faculty.
* Support the UWRITE committee in planning and hosting the UWRITE Conference in June 2020
* Provide workshops where faculty who have specialized knowledge in technology provide training to other faculty to enhance instruction (Office 365 for Instructors, Blackboard tutorials, Presentation Platforms, Creating Instructional Videos for Online Classes, etc.)
* Offer training on campus for faculty relating to using technology to improve instruction, including the LMS system and textbook software.
* Maintain institutional memberships or subscriptions with professional organizations, such as ACETA, NCTE, MLA, NCA, and SWCA.
* 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 faculty.

### **OBJ. 2: Enhance the effectiveness of ENG 099 and ENR 098 courses by encouraging instructors to collaborate on best practices and methods for the course. Offer training to English instructors for teaching ENR 098 and Corequisite ENG 101/099.**

### Method of Assessment for Objective 2:

* Continue working with McGraw-Hill to train instructors on course software.
* Host roundtable meetings for instructors to discuss experiences and collaborate on best practices.
* Offer training to English instructors wishing to teach sections of ENR 098 and the Co-requisite ENG 101/099.
* Meet with ENG 099 Instructors (January and March) to share experiences and ideas for the course.
* Meet with ENR 098 instructors (January and March) for collaboration.
* Survey instructors of both courses for ideas for Spring 2020.
* Provide training and/or workshops at instructor or department request.
* Work closely with the Associate Dean of Developmental Education and the English Departments from all campuses to seek instructor development for these courses.

### **OBJ. 3: Continue to staff courses with qualified instructors.**

### Method of Assessment for Objective 3:

* Evaluate enrollment numbers to determine the need for hiring additional faculty in English and Speech. If the enrollment numbers warrant, submit the necessary requests for to the administration for approval.
* Review applications and conduct interviews for additional part-time instructors as needed.

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## **2020-2021 Total Funds Requested for Goal #1: $ 9, 500.00 -- $119, 500.00**

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| **Goal #1: Maintain an informed and professional faculty to preserve the ability to offer courses to help students meet their educational and transfer goals.** |
|  | **OBJ. 1: Provide support for professional development.**  |
|  | **Breakdown of Requested Amounts** | **Description of how funds will be used to accomplish objective.** |
|  | $200.00 | Purchase department copies of book club reading.  |
|  | $500.00 | Support the UWRITE committee costs, including an honorarium for keynote speaker. (Shelby will request the same amount). |
|  | $1000.00 | Purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors.    |
|  | $1250.00 | Maintain institutional memberships or subscriptions with professional organizations, such as *The Teaching Professor, Teaching English in the Two-Year College,* ACETA, NCTE, MLA, NCA, SWCA, etc. |
|  | $2000.00 | Support conference attendance/professional development opportunities for faculty.  Instructors will be asked to utilize IAP funds before requesting support. Requests will be supported on a first come, first served basis until the budget is exhausted.  |
|  | $1000.00 | Purchase of professional development materials |
|  | $3000.00 | IAP funds |
|  | **OBJ. 2: Enhance the effectiveness of ENG 099 and ENR 098 courses by encouraging instructors to collaborate on best practices and methods for the course. Offer training to English instructors for teaching ENR 098 and Corequisite ENG 101/099.** |
|  | NONE | No funding requested for OBJ. 2 |
|  | **OBJ. 3: Continue to staff courses with qualified instructors.** |
|  | $55,000.00 | Hire an additional English teacher if necessary.  |
|  | $55,000.00 | Hire an additional Speech teacher if necessary.  |

## **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.**

### Method of Assessment for Objective. 1:

* Monitor the number of students who seek the services of the Writing Lab
* Pursue avenues for expansion and advertising to increase student awareness of the benefits of using the Writing Lab.

### **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.**

### Method 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.

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

### Method of Assessment for Objective. 3:

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

### **OBJ. 4: 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.**

### Method of Assessment for Objective. 4:

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

**OBJ. 5: Continue to review Student Learning Outcomes and assessments for each course.**

Method of Assessment for Objective 5:

* 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.

**OBJ. 6: Maintain a Course Information Exhibit to provide specific course information (beyond the catalog) to increase enrollment in on-campus courses.**

Method of Assessment for Objective 6:

* Create informational pamphlets on each course offered in the department.
* Set up a wall-mounted display center in BDH with information accessible to students.

Prepare exhibits and manned- tables during Registration and Advising times to engage students

## **2020-2021Total Funds Requested for Goal #2: $7, 800.00**

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| **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.** |
|  | **OBJ. 1:**  |
|  | **Breakdown of Requested Amounts** | **Description of how funds will be used to accomplish objective.** |
|  | $500.00 | Supplies & Books for the Writing Lab |
|  | **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.** |
|  | $1000.00 | Support Sigma Kappa Delta’s attendance at their convention. (Shelby will also be requesting this amount.) |
|  | $1000.00 | Support Sigma Chi Eta’s attendance at their convention. (Shelby will also be requesting this amount.) |
|  | $1000.00 | Support the Speech Team’s attendance at their convention. (Shelby will also be requesting this amount; Tournament funding is provided by the foundation.) |
|  | **OBJ. 3: Continue financial support for Pioneer Con, Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.** |
|  | $500.00 | Support for Pioneer Con expenses not covered by SKD. (Shelby will also be requesting this amount.) |
|  | $1000.00 | Support Red Mountain Reading Series. (Shelby will also be requesting this amount.)  |
|  | $1000.00 | Support printing and publication expenses for *Wingspan.* (Shelby will also be requesting this amount.) |
|  | $250.00 | Support Writer’s Roundtable expenses for printing, advertising, and refreshments. (Shelby will also be requesting this amount.) |
|  | $500.00 | Support the Concert and Lecture Series (Lecture portion). (Shelby will also be requesting this amount.) |
|  | **OBJ. 4: 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.** |
|  | $500.00 | Purchase furniture or bulletin board materials for student common areas in BDH. |
|  | **OBJ. 5: Continue to review Student Learning Outcomes and assessments for each course.** |
|  |  | No funding requested for OBJ. 5. |
|  | **OBJ. 6: Maintain a Course Information Exhibit to provide specific course information (beyond the catalog) to increase enrollment in on-campus courses.** |
|  | $400.00 | Printing course pamphlets |
|  | $150.00  | Snacks/candy for information tables |

## **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 using up-to-date, appropriate equipment, furniture, and technology in the classrooms.**

### Methods of Assessment for Objective 1:

* Replace classroom computers, projectors, and other equipment as needed to offer quality instruction and enhance student learning.
* Replace classroom furniture (i.e., student desks, lecterns, instructor desk area) as needed (and as the budget allows) to create a more comfortable and modern classroom experience and an enhanced learning environment for students.
* Monitor the purchase, installation, and updating of classroom software and hardware to ensure currency.
* Survey faculty to determine the need for upgraded or new equipment, furniture, and technology for use in the classrooms.
* Offer training on campus for faculty relating to using technology to improve instruction, including the LMS system, document cameras, recording software, and textbook software.
* As classroom equipment fails or needs upgrading, it shall be reported and requested to be replaced to maintain functionality and currency.
* Requisitions will be processed for equipment requested through the technology plan upon approval and on an as-needed basis.

### **OBJ. 2: Replace faculty and staff office computers, software, furniture, and other equipment as needed to ensure faculty continue to function as effective instructors.**

### Methods of Assessment for Objective 2:

* Survey faculty to determine needs.
* As classroom equipment fails or needs upgrading, it shall be reported and requested to be replaced to maintain functionality and currency.
* Requisitions will be processed for equipment requested through the technology plan upon approval and on an as-needed basis.
* Submit requests to replace consumable supplies and furniture/equipment as needed to the administration for approval.

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

### Methods of Assessment for Objective 3:

* Survey faculty to identify those who wish to pilot new methods and technology. Faculty will submit a plan/proposal, and the budget will be planned accordingly for necessary purchases.

## **2020-2019 Total Funds Requested for Goal #3: $18, 566.99**

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| **Goal #3: Maintain classroom and office equipment and supplies to enhance the quality of instruction and improve student learning.** |
|  | **OBJ. 1: Enhance student learning and the quality of instruction offered to students through using up-to-date, appropriate equipment, furniture, and technology in the classrooms.** |
|  | **Breakdown of Requested Amounts** | **Description of how funds will be used to accomplish objective.** |
|  | $6370.00 | Desk Zuma Series x 50 to replace student desks in BDH 118 and 139. (Virco) |
|  | $4404.00 | Civitas Series chairs x 52 to replace student seating in BDH 118 and 139 (includes one chair for instructor seating per room) (Virco) |
|  | $1453.43 | Instructor media station (media tower and peninsula desk) top x 2 for BDH 118 and 139 (Virco) |
|  | $339.56 | Lectern top for media station. (Virco) |
|  | $950.00 | Room Darkening Shades BDH 118 and 139 |
|  | **OBJ. 2: Replace faculty and staff computers, software, furniture, and other equipment as needed to ensure faculty continue to function as effective instructors.** |
|  | $5000.00 | If needed for emergency technology replacement of instructor’s computers. |
|  | **OBJ. 3: Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.** |
|  |  | $1000.00 | Materials for classroom evaluation/pilots |