**Unit Goal Revisions**

**2016 - 2017**

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

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

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

**2015-2016 Accomplishments:**

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

**Revised Unit Goals:**

**Goal 1: Maintain an informed and professional faculty to preserve the ability to offer courses to help students meet their educational and transfer goals.** (No change in the goal or objectives.)

**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 for each course.
3. Hire additional faculty if necessary.
4. Maintain institutional memberships or subscriptions with professional organizations such as ACETA, NCTE, MLA, NCA, and SWCA.

**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.
* Implement recommended changes to SLOs and assessments.
* Conduct faculty reviews of SLOs for each course to determine the need for changes in the next three year cycle.

**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 interview for additional part-time instructors as needed.

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

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

**Updated Funding Requests:**

* $1000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors.
* $55,000 to provide an additional English instructor if needed.
* $450 for departmental publication subscriptions and annual dues for for professional organizations such as ACETA, NCA, SWCA, NCTE ($75 ea for 2 NCTE journal subscriptions Teaching English in the Two-Year College & College Composition and Communication, $50 ACETA institutional membership, $100 SWCA institutional membership, $150 NCA department membership) (Additional memberships and publications will be paid through Shelby Campus)
* $2000 to support conference attendance for faculty. Requests will be supported on a first come, first served basis until the budget is exhausted.

**Total Funding Request for Goal 1: $58,450.00 (plus IAP funds)**

**Goal 2: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.** (No change in this overall goal; however, Objective 1 has been revised and Objectives 6 and 7 have been added.)

**Objectives:**

1. Continue planning for the establishment 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 needs, equipment needs, organization, and administration.
3. Assess instructor and student needs regarding tutoring and writing coach services.
4. Prepare and submit a proposal for a Writing Center, including locations at each campus, policies and procedures, staffing needs, organization, and administration.
5. Purchase necessary equipment and hire necessary staff.
6. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions.
7. Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.
8. Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members
9. Maintain the Little Free Library in the department to foster reading for pleasure and creative growth for students.
10. 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.
11. Support the efforts of the Theatre department to continue presenting a dramatic performance at different campus locations in the spring of 2017.

**Methods of Assessment:**

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

* Continue researching established writing centers in order to create a comprehensive plan and proposal.
* Evaluate existing resources and assess needs for additional space, equipment, furnishings, and staff.
* Continue working on the proposal to establish the writing center, including consideration of funding, space, staff, equipment, methodology, technology, and usage.
* Seek approval to purchase and install necessary equipment, including tables, chairs, computer(s), printer, bookshelves, whiteboard, bulletin board, telephone, and network wiring.
* Submit proposals to advertise for and hire necessary staff.

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

* 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 method:**

* 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:**

* Solicit donations or repurposing of furnishings for the areas
* Create information centers and bulletin boards
* Monitor the use of space

**Objective 7 will be assessed using the following methods:**

* Hold open auditions on campus.
* Schedule rehearsals and build sets, manage the production, and schedule events.
* Monitor attendance at performances.

**Updated Funding Requests:**

* $200 for mileage to allow department chairs to visit other colleges’ established writing centers.
* $3000 for purchase of equipment for Writing Center: tables, chairs, computer, printer, bulletin board, bookshelves, VoIP telephone
* $1000 from the Jefferson campus to support SKD’s attendance at the convention (Shelby campus will be requesting this same amount.)
* $1000 from the Jefferson Campus to assist Sigma Chi Eta’s attendance at their convention. (Shelby campus will be requesting this same amount.)
* $1000 to support The Red Mountain Reading Series. (Shelby campus will be requesting this same amount.)
* $1000 to support printing and publication of *Wingspan.* (Shelby campus will 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)
* $1100 to support the Theatre departments efforts to preset a drama performance in the Spring of 2017.
  + $300.00 Royalties (approx. $100 per performance)
  + $100.00 Scripts (x number of actors or script copying license, if available)
  + $300.00 Set/Prop Construction Materials (Lumber, hardware, paint, etc.)
  + $200.00 Costume Rental (If costumes will be rented)
  + $100.00 Publicity of theatrical performances
  + $100.00 Ticket Printing/Program Printing
* $250 for printing, advertising, and refreshments for The Writer’s Round Table workshops
* $500 to support the lecture portion of the Concert and Lecture series. (Shelby will also be requesting this same amount. Liberal Arts will fund the concert portion.)
* $250 for printing, advertising, and refreshments for the E4L workshops.

**Total Funding Request for Goal 2: $10,300.00**

**Goal 3: Maintain classroom and office equipment and supplies to enhance the quality of instruction and improve student learning.** (No change in this goal.)

**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 the integration of technology into the curriculum.
3. Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to function as effective instructors.
4. Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.

**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, 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 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 the administration for approval.

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

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

**Updated Funding Requests:**

* $150 for 3 webcams for faculty to use to record lectures and classroom demonstrations to be uploaded to the LMS ($50 each)
* $3600 for 2 laptop computers with docking stations and monitors for BDH 215 and 219 ($1800 each)
* $1200 for a new desktop computer set up for BDH 217.
* $750 for an ELMO portable flexible arm document camera
* $120 for two Presentation remotes with laser pointers
* $1000 to purchase educational materials (books/DVDs) for classroom use.
* $1600 for VOIP phones for faculty offices
* $200 for 4 microphones to use with webcams

**Total Funding Request for Goal 3: $8,620.00**

**Revised Unit Goals for 2016-2017**