**Unit Strategic Plan**

**2015 - 2017**

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

**Mission Statement:**

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

• Meet students’ needs by providing a variety of learning activities to address diverse learning styles

• Provide access to instruction through distance learning as well as traditional modes of delivery

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

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

• Maintain an informed and professional faculty

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

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

**Award Sought Headcount by Program CIP**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Program Name** | **CIP Code** | **Fall 2013** | | **Spring 2014** | | **Summer 2014** | | **Fall 2014** | | **Spring 2015** | | **Summer 2015** | |
| **Award Sought** | | **Award Sought** | | **Award Sought** | | **Award Sought** | | **Award Sought** | | **Award Sought** | |
| **AA** | **AS** | **AA** | **AS** | **AA** | **AS** | **AA** | **AS** | **AA** | **AS** | **AA** | **AS** |
| **Liberal Arts & Sciences/Liberal Studies** | 24.0101 | 400 | 0 | 419 | 0 | 221 | 0 | 441 | 0 | 389 | 0 | 193 | 0 |
| **General Studies** | 24.0102 | 0 | 3626 | 0 | 3354 | 0 | 1695 | 0 | 3576 | 0 | 3243 | 0 | 1739 |

**Number of Awards/Degrees Conferred: IPEDS Year**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Program Name** | **CIP Code** | **Summer 2012-Spring 2013** | | **Summer 2013-Spring 2014** | | **Summer 2014-Spring 2015** | | **Three Year Average** |
| **Award Sought** | | **Award Sought** | | **Award Sought** | |  |
| **AA** | **AS** | **AA** | **AS** | **AA** | **AS** |  |
| **Liberal Arts & Sciences/Liberal Studies** | 24.0101 | 109 | 0 | 99 | 0 | 97 | 0 | 101.7 |
| **General Studies** | 24.0102 | 0 | 166 | 0 | 155 | 0 | 228 | 183.0 |

**Annual Credit Trend by Department Fall 2012, Fall 2013, and Fall 2014**

**College Wide**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2012** | | **Fall 2013** | | **Fall 2014** | |
| **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** |
| **ENG** | 3364 | 10,092 | 3298 | 9894 | 3346 | 10,038 |
| **SPH** | 1155 | 3465 | 1171 | 3513 | 1171 | 3330 |
| **THR** | 101 | 303 | 90 | 270 | 122 | 366 |
| **Total** | 4620 | 13,860 | 4559 | 13,677 | 4639 | 13,734 |

**Jefferson Campus**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2012** | | **Fall 2013** | | **Fall 2014** | |
| **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** | **Total**  **Registrations** | **Credit**  **Hour**  **Production** |
| **ENG** | 1060 | 3180 | 1025 | 3075 | 904 | 2724 |
| **SPH** | 344 | 1032 | 317 | 951 | 288 | 864 |
| **THR** | 40 | 120 | 36 | 108 | 25 | 75 |
| **Total** | 1444 | 4332 | 1378 | 4134 | 1217 | 3663 |

**Internal Conditions:**

1. **Technology**

Keeping computers and other technology for faculty and classrooms current is an ongoing need. The department, upon consultation with IT, sets a four to five year rotation plan for upkeep of equipment. The seven Communications classrooms in BDH are each equipped with a computer, a projector, and a screen. In 2012-2013, computers and projectors in BDH 220, 237, and 139 were purchased. In 2013-2014, computers and projectors were purchased for BDH 116, 118, and 222. Screens were also purchased at that time for 139 and 237. In 2014-2015, a computer, projector, and screen were purchased for BDH 121. Developmental Reading has recently temporarily come under the umbrella of Communications, and that classroom, BDH 129, does not have any form of technology upgrades.

Four of the five Communications instructors utilize computers in their offices for online instruction and preparation of instructional materials, creation of exams, record keeping, communication, etc. Of these, one is a desktop purchased in 2012 (BDH 203), and three are laptops with docking stations. Two of the laptops were purchased in 2011-2012 year (BDH 205 and 212), one in 2012-2013 year (BDH 215). Replacement computers will be requested as needed, or as the computers age out of usefulness and warranty. The fifth instructor has an ancient computer in his office (pre-2004) but does not use it, nor has he requested another. All five instructors have old analog telephones.

The Division office in 219 has four computers (2 desktop/1 laptop with docking station/1 laptop available for checkout). The office manager’s computer was purchased in the 2011-2012 year; the chair’s laptop during the 2012-2013 year. The other computer in the office was purchased in the 2014-2015 year. The laptop for checkout is pre-2011. 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. Two portable projectors (both over five years old) are shared with Liberal Arts when needed. These projectors are outdated and not used much since all classrooms have projectors. Both the chair and the office manager have VoIP telephones, and one additional analog phone is available.

In the Part Time Office in 209, there is one computer that was purchased by Communications in 2013-2014 year. This computer was supposed to serve as the second computer in that office for PT instructors, since two departments share the space. However, the old computer was deemed outdated and unsupported, so it was removed. Thus, the new computer remains the only one available. Another computer will be placed in that space, either by purchasing a new one or through replacement with a working unit taken from a lab or other office, whichever is most easily available. If a new computer is purchased, it should come from the Liberal Arts budget since Communications purchased the latest one. There is also an older laser printer (previously from 219) available for all instructors in Communications and Liberal Arts to use.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CLASSROOM** | | **COMPUTER** | **PROJECTOR** | **VoIP PHONE** |
| BDH 116 | | 2013-2014 | 2013-2014 |  |
| BDH 118 | | 2013-2014 | 2013-2014 |  |
| 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 203 –D | | 2012-2013 |  | NA |
| BDH 205 –L | | 2011-2012 |  | NA |
| BDH 209 –D (PT) | | 2014-2015 |  | NA |
| BDH 212 –L | | 2011-2012 |  | NA |
| BDH 215 –L | | 2012-2013 |  | NA |
| BDH 219  (DIV. OFFICE) | CHAIR -L | 2012-2013 | 2 portable  pre-2011 | 2013-2014 |
| OFFICE MGR-D | 2011-2012 | 2013-2014 |
| OFFICE –D | 2014-2015 | NA |
| OFFICE –L | Pre-2011 |  |
| BDH 223 | | NA |  | NA |

1. **Budget**

The budget for classroom and office supplies for the department is currently sufficient.

1. **Staffing**

Currently, the department has five full- time instructors (one speech and four English). Due to an unexpected retirement in the summer of 2014, we hired a temporary full time English instructor for last fall, and in January of 2015, our permanent full time English instructor Haley Davis-Kendrick was hired. Matt Boehm has also moved his office to Jefferson, and even though he is in the Distance Education/Dual Enrollment Division, his presence on campus as the Pi Pi Chapter Advisor of Phi Theta Kappa enables him to teach courses both online and on campus at Jefferson in order for us to maintain an acceptable full time-part time instructor ratio. 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 11 part time instructors in our on campus and Internet courses. Because there is only one full-time speech instructor in the department, we have struggled to maintain the 50/50 FT/PT ratio. Presently, the ratio is achieved by including an instructor from the Pell City campus to teach our online sections and one on campus course. Until the fall of 2015, we also had a full time instructor from the Shelby campus cover one or two sections, in addition to the Speech Team. Currently, four of the twelve speech classes are covered by part time instructors. Because student interest in SPH 107 seems to be dwindling, we will be offering fewer sections of that course, which should help with the ratios. There is also one full-time office manager for the Division of Communications and Liberal Arts, as well as three work study students, one of which is dedicated for Art.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2012** | | **Fall 2013** | | **Fall 2014** | |
| **Total**  **Registrations** | **Full Time Faculty Percentage** | **Total**  **Registrations** | **Full Time Faculty Percentage** | **Total**  **Registrations** | **Full Time Faculty Percentage** |
| **ENG** | 1060 | 61% | 1025 | 52.4% | 908 | 59.8% |
| **SPH** | 344 | 58% | 317 | 63.4% | 288 | 77.8% |
| **THR** | 40 | 0% | 36 | 0% | 25 | 0% |
| **Total** | 1444 | 58% | 1378 | 53.5% | 1221 | 62.8% |

**Credit Hour Production for 2014-2015 Academic Year – Jefferson Campus**

**(201510, 201530, 201540)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Full Time** | | | | **Part Time** | | | | **Total** | |
| **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **CHP** |
| **ENG** | 62 | 1356 | 4071 | 65.0% | 32 | 732 | 2196 | 35.1% | 94 | 6264 |
| **MCM** | 0 | 0 | 0 | 0% | 1 | 7 | 21 | 100% | 1 | 21 |
| **SPH** | 34 | 569 | 1707 | 85.2% | 5 | 99 | 297 | 14.8% | 39 | 2004 |
| **THR** | 1 | 6 | 18 | 12.8% | 2 | 41 | 123 | 87.2% | 3 | 141 |

1. **Resources**

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

1. **Enrollment**

Enrollment numbers have remained steady. During summer terms, we have seen a decline in enrollment numbers in traditional classes due to changes in Pell Grant funding; however, the demand for online classes remains high due to the large number of transient students we serve. Enrollment in the department’s courses is consistent with the enrollment at the college as a whole. 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 2014-2015 Academic Year – Jefferson Campus**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** | **Traditional** | | | **Method**  **Total** | **Hybrid** | | | **Method**  **Total** | **Internet** | | | **Method**  **Total** | **Yearly Total** |
| **F** | **SP** | **SU** | **F** | **SP** | **SU** | **F** | **SP** | **SU** |
| **ENG 093** | **193** | **96** | **28** | **317** | **0** | **0** | **0** | **0** | **24** | **24** | **0** | **48** | **365** |
| **ENG 101** | **231** | **193** | **62** | **486** | **0** | **0** | **0** | **0** | **71** | **52** | **27** | **150** | **636** |
| **ENG 102** | **99** | **115** | **42** | **256** | **0** | **0** | **0** | **0** | **49** | **48** | **82** | **179** | **435** |
| **ENG 246** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
| **ENG 251** | **53** | **31** | **37** | **121** | **0** | **0** | **0** | **0** | **36** | **67** | **65** | **168** | **289** |
| **ENG 252** | **15** | **27** | **9** | **51** | **0** | **0** | **0** | **0** | **60** | **31** | **31** | **122** | **173** |
| **ENG 261** | **9** | **0** | **0** | **9** | **0** | **0** | **0** | **0** | **32** | **33** | **32** | **97** | **106** |
| **ENG 262** | **0** | **11** | **0** | **11** | **0** | **0** | **0** | **0** | **19** | **11** | **17** | **47** | **58** |
| **ENG 271** | **14** | **0** | **0** | **14** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **14** |
| **ENG 272** | **0** | **9** | **0** | **9** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **9** |
| **SPH 106** | **101** | **62** | **61** | **224** | **26** | **25** | **0** | **51** | **52** | **53** | **26** | **131** | **406** |
| **SPH 107** | **99** | **90** | **29** | **218** | **0** | **0** | **0** | **0** | **0** | **0** | **25** | **25** | **243** |
| **SPH 123** | **0** | **0** | **0** | **0** | **8** | **2** | **0** | **10** | **0** | **0** | **0** | **0** | **10** |
| **SPH 124** | **0** | **0** | **0** | **0** | **1** | **6** | **0** | **7** | **0** | **0** | **0** | **0** | **7** |
| **SPH 125** | **0** | **0** | **0** | **0** | **1** | **1** | **0** | **2** | **0** | **0** | **0** | **0** | **2** |
| **THR 120** | **25** | **16** | **6** | **47** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **47** |
| **TOTAL** | **839** | **650** | **274** | **1763** | **36** | **34** | **0** | **70** | **343** | **319** | **305** | **967** | **2800** |

1. **Facilities**

The Communications Department offers classes in Bethune-DeRamus Hall. Currently the department uses seven classrooms for instruction in English and Speech (116, 118, 121, 139, 220, 222, and 237). Each semester, we attempt to schedule the Theater Appreciation course for the auditorium in AL 111 in order to utilize the stage. Developmental Reading courses are taught in 129, a room without any technology or a whiteboard. Room 114 is an overflow room, also lacking technology and upgrades, but a proposal will be submitted this year to turn it into a Writing Center.

Faculty has adequate office space in BDH, utilizing five offices (203, 205, 212, 215, and 223). The remaining offices (207, 221, 225, and 227) are currently being used for department storage or by student organizations. Our bookroom is housed in 217. We recently converted unused space in 211 into a make-up testing room, which is available for students to use for study purposes when it is not being used for testing. The Part Time Teacher office in 209 is shared with Liberal Arts. This space is large and open, providing a place for Part Time instructor mailboxes, a computer, work tables, PT instructor file storage, department storage, and a refrigerator and microwave. Since the area serves two departments, an additional computer will need to be purchased. This area also lacks a telephone.

Classroom and office spaces are adequate. Several offices are small, dark, and cramped, and larger spaces have been requested by some faculty members. Several faculty members have also requested to upgrade their office furniture to more professional ensembles which will give offices a more cohesive appearance. Because these purchases will be large, the expenses will be spread out over the next two year plan.

The Division Office in 219 houses the Chair, Office Manager, and work study students. The office suite includes space for secure storage, a waiting area, a copy/scantron area, a mailroom, and a break room.

1. **Equipment**

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

**External Conditions:**

The division’s accreditation comes through the college’s general accreditation with the Southern Association of Colleges and Schools—SACS-COC. The college completed its Reaffirmation process in 2014-2015. We have completed a three year assessment cycle and have made appropriate adjustments based upon the data. Details can be found in our Program Review.

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

**2013-2014 Accomplishments:**

* Kristin Henderson was promoted to chair of the Communications and Liberal Arts Division and worked together with her counterparts at the other campuses to create an appropriate schedule of classes, review student learning outcomes, and revise course competencies.
* The division hosted a professional development round table on ways to make lectures and PowerPoints more effective; plans are in place to hold one session on a topic of interest each semester.
* Katie Boyer continues to lead the English Honor Society, Sigma Kappa Delta, and the chapter traveled to Savannah to the International Convention where they participated in round tables, panels, and won numerous awards and recognition.
* Matt Boehm was named the advisor for the Pi Pi Chapter of Phi Theta Kappa.
* Kristin Henderson was named Outstanding Faculty Member.
* Katie Boyer published a novella in *The Magazine of Fantasy and Science Fiction*.
* Katie Boyer continues to work with Sharon Devaney-Lovinguth on the Red Mountain Reading Series.
* The Speech Team, under the leadership of Janice Ralya, won honors at the Speech and Debate Tournament at the University of West Florida.
* The charter chapter of Sigma Chi Eta, the national speech communication honor society for two year colleges was approved. Janice Ralya, along with Kevin Townes, will sponsor the chapter.
* Additional computer upgrades were made during the fall 2014 semester, including outfitting all communications classrooms but one (BDH 121) with projectors, computers, and DVD/VCR combos.
* BDH 215 was converted to an office for one instructor.
* The large area in BDH 209 was converted into the Part-Time Instructor workroom for both Communications and Liberal Arts. The room has been painted and the old bathroom and kitchen have been converted to storage areas.
* Kristin Henderson created a Communications Department Share Site for full and part time faculty to share teaching ideas through Blackboard.
* The former Lynn Hope Moody Reading Room was converted into a dedicated space for make-up testing and for ADA accommodations for both Communications and Liberal Arts**.**
* Christie Woods chaired the New Media in Instruction Committee and served as the liaison to the New Media Consortium on the national level.
* The Division hosted a Holiday Pot Luck Lunch in December to celebrate the end of the semester and provide a time for both full and part time faculty to socialize and interact. The response to this event was overwhelmingly positive.
* The Communications Department continues to support the Red Mountain Reading Series and *Wingspan*.
* Three classrooms in BDH were outfitted with computers and projectors.
* Phones in the division office were upgraded to IP phones.

**2014-2015 Accomplishments:**

* The department hired Haley Davis-Kendrick, a full time English instructor. She is a welcomed addition to our faculty.
* Katie Boyer had an essay titled “The Simplicity Complexity Test” published on the blog *Literary Labors (and the Occasional Cheese Dip).* She also had a story titled “Post Mortem” published in Volume 11 of *Birmingham Arts Journal.* She also contributed editorial help to the *Trekspertise* YouTube series, and as part of her work with the Spalding University MFA, she completed an Extended Critical Essay of 35 pages with the title “When Books Continue Each Other: Balancing Appropriation with Innovation.” This essay uses a line from Virginia Woolf to develop a theory of “continuation” in literary works, and it pairs two sets of writing to examine how the later work both borrows from and innovates upon the earlier one.
* Together with Shelby and Clanton, the department hosted several professional development round table discussions, including one with Dr. Christopher Minnix, Director of First Year Composition at UAB, one specifically focusing on handling plagiarism, one teaching instructors how to use Google Sites and Google Drive in the classroom presented by Haley Davis-Kendrick, one on better serving our ESL and ELL students, and one on teaching professionalism as part of each course. We have continued to evaluate textbooks and determine ways to improve our ENG 101/102 courses.
* Sigma Kappa Delta inducted 223 new members in Spring 2015, their largest incoming class to date, along with a record number of new members inducted during the summer semester.
* Kristin Henderson participated in a Dual Enrollment Committee at UAB with members from the Jefferson County Board of Education. The department chairs have made an effort to include dual enrollment instructors who are teaching in the high schools in our department information disbursements.
* The division created a CM/LA information center outside of the division office where we post relevant student information regarding courses and organizations, including Literature and History course information pamphlets. Plans are in the works to install a “Little Free Library” for student enrichment.
* Kristin Henderson was recognized as a member of the Class of 2014 Chancellor’s Awards.
* One division member, along with an instructor from the Clanton Campus, attended the Teaching Professor Conference in Atlanta, Georgia.
* One division member attended the TEDx-Birmingham Conference.
* New signs were placed throughout BDH to provide better directions for students to faculty and division offices.
* The Office Manager created new classroom number signs to help students more easily identify rooms in BDH.
* Department chairs coordinated class schedules so that the instructors were available to teach the theater courses.

**Unit Goals for 2015-2016**

**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:**

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. Revise the current Developmental and Composition course curriculum to better align with the four year institutions.
4. Continue to staff courses with qualified instructors.
5. Maintain institutional memberships or subscriptions with professional organizations such as ACETA, NCTE, MLA, NCA, and SWCA.

**Method 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 presentations at conferences.
* Ask faculty who have attended conferences to share their experiences with other faculty.

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

* Compile data each semester, annual reviews, and 3-year reviews.
* Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO.
* 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:**

* Review and pilot textbooks for ENG 101/102.
* Survey English Departments at other community colleges and four- year colleges.
* Work together as a department to create a plan for composition courses that meets the needs of all students.

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

* Conduct annual faculty evaluations and part time instructor evaluations.
* Department chairs will continue to monitor enrollment, FT/PT ratios and the need for additional faculty.

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

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

**Funding Requests:**

* $350 for publication subscriptions and institutional membership dues to professional organizations such as ACETA, NCTE, MLA, NCA, and SWCA. Memberships and subscriptions will be shared with the Shelby department, as will the associated costs.
* $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. A rotation schedule will be implemented if necessary.
* Continue to provide $500 per instructor in IAP funds.

**Total Funding Requests for Goal 1: $3,350.00 (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.**

**Objectives:**

1. Plan 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. Prepare and submit a proposal for a Writing Center, including locations at each campus, policies and procedures, staffing needs, organization, and administration.
4. Purchase necessary equipment and hire necessary staff.
5. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions.
6. Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.
7. Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members
8. Establish a Little Free Library in the department to foster reading for pleasure and creative growth for students.
9. Create a Sigma Kappa Delta Honors Course in the 2016-2017 year.

**Method of Assessment:**

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

* Research 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.
* Submission of proposal to establish the writing center, including consideration of space, staff, equipment, methodology, technology, and usage. This proposal shall be completed and submitted to the administration for approval by March 2016 with plans to open at the beginning of the 2016-2017 academic year.
* 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.

**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:**

* Build or purchase an enclosed cabinet to hold the Little Free Library.
* Solicit donations of books.
* Register the Little Free Library with the main organization to obtain a charter number.
* Work with Sigma Kappa Delta as stewards of the Little Free Library to rotate books and maintain the appearance of the library.

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

* Create a proposal to submit to the Curriculum Committee for the inclusion of a Sigma Kappa Delta course (HUM 298 or HUM 299)

**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 Department to support Sigma Kappa Delta’s attendance at their convention. (Shelby will also be requesting this same amount.)
* $1000 from the Jefferson Campus Department to support Sigma Chi Eta’s attendance at their convention. (Shelby 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 Jefferson Campus Department to support The Red Mountain Reading Series. (Shelby will also be requesting this same amount.)
* $1000 from the Jefferson Campus Department to support printing and publication expenses for *Wingspan*. (Shelby will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for The Writer’s Roundtable workshops.
* $500 from the Jefferson Campus Department to support the lecture portion of the Concert and Lecture Series. (Shelby will also be requesting this same amount, and Liberal Arts will provide the same amount of support for the concert portion.)
* $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops
* $300 for construction (or purchase), installation, and registration of the Little Free Library.

**Total Funding Request for Goal 2: $9,500.00**

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

**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 supplies, 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.

**Method of Assessment:**

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

* 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.
* As equipment fails or needs upgrading, it shall be reported in an effort to maintain functionality and currency.
* Requisitions will be processed for equipment requested through the technology plan upon approval and on an as-needed basis.

**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 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 supplies and 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.

**Funding Requests:**

* $5237.57 for 2 desk ensembles (BDH 205 and 215)
* $1200 for 1 desktop computer and monitor for BDH 212
* $1600 for 4 VoIP telephones (BDH 203, 205, 212, 215) ($400 each)
* $600 for 1 Whiteboard to replace the chalkboard in BDH 129 (Reading classroom)
* $2500 for 1 Desktop computer for BDH 129, projector, screen, and network wiring
* $700 for 128GB iPad as requested in the 2015 iPad proposal submitted by Kristin Henderson and approved by the Dean of Instruction
* $230 for 1 VGA adapter ($30) for connecting iPad to the classroom projector **OR** Apple TV and converter for connection to the wall plate($200) in the classroom (The instructor will work with IT to determine the most productive and cost-efficient route for this project.)
* $400 for 3 computer monitors to accommodate faculty requests for a dual monitor setup (BDH 205 and 215) if existing resources are unavailable. ($200 each)
* $168 for 4 Webcams for faculty wishing to record mini-lectures or hold virtual office hours. (BDH 205, 212, 215, 219) ($42 each)
* $200 for 4 microphones to use with webcams. (BDH 205, 212, 215, 219) ($50 each)
* $50 for 1 deadbolt lock to be installed on BDH 229C (interior door in the copy area of department office) to maintain security after hours to the faculty mailroom.
* $100 for a combination lock to secure the file room in the part time office in BDH 209.
* $200 for 4 presentation remotes with built-in timer to allow student speakers in SPH 106 and 107 keep track of time while showing their slides. These remotes will help students meet the time goals for their speeches. ($50 each)
* $1000 to purchase educational materials (books/dvds) for classroom use.

**Total Funding Request for Goal 3: $14,185.57**

**Unit Goals for 2016-2017**

**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:**

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.

**Funding Requests:**

* $350 for publication subscriptions and institutional membership dues to professional organizations such as ACETA, NCTE, MLA, NCA, and SWCA. Memberships and subscriptions will be shared with the Shelby department, as will the associated costs.
* $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 1 English instructor (if needed)
* $55,000 1 Speech instructor (if needed)

**Total Funding Request for Goal 1: $113,350.00**

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

**Objectives:**

1. Open the Writing Center on campus where students may get live, one-on-one help with written compositions from experienced tutors.
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. Implement the Sigma Kappa Delta course.

**Methods of Assessment:**

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

* Monitor the student use of the Writing Center through observation, student surveys, and faculty surveys.

**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 method:**

* If approved by the Curriculum Committee, advertise and offer the Sigma Kappa Delta course.

**Funding Requests:**

* $23,000 to hire appropriate staff for the Writing Center
* $1000 from the Jefferson Campus Department to support SKD’s attendance at their convention. (Shelby will also be requesting this same amount.)
* $1000 from the Jefferson Campus Department to support SXE attendance at their convention. (Shelby will also be requesting this same amount.)
* $1000 from the Jefferson Campus Department to support the Speech Team’s attendance at their convention. (Shelby will also be requesting this same amount.)
* $1000 from the Jefferson Campus Department to support The Red Mountain Reading Series. (Shelby will also be requesting this same amount.)
* $1000 from the Jefferson Campus Department to support printing and publication expenses for *Wingspan*. (Shelby will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for Writer’s Roundtable Workshops.
* $500 from the Jefferson Campus Department to support the lecture portion of the Concert and Lecture Series. (Shelby will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops

**Total Funding Request for Goal 2: $29,000.00**

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

**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.

**Funding Requests:**

* $3600 for 2 laptop computers with docking stations and monitors for BDH 215 and 219 ($1800 each)
* $400 for monitors to complete the dual monitor setup for BDH 215 and 219 if current dual monitors aren’t compatible. ($200 each)
* $1400 for 2 128GB iPads for faculty use in instruction
* $460 for 2 VGA adapters ($30 each) for connecting iPad to the classroom projector **OR** Apple TV and converter for connection to the wall plate($200 each) in the classroom (The instructors will work with IT to determine the most productive and cost-efficient route for this project.)
* $750 for a portable flexible arm document camera (BDH 220)
* $1000 to purchase educational materials (books/dvds) for classroom use.

**Total Funding Request for Goal 3: $7,610.00**