**Unit Strategic Plan**

**2015 - 2017**

**Name of Program/Department: Communications– Shelby 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

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

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

**College Wide**

|  |  |  |
| --- | --- | --- |
| **Department** | **Fall 2013** | **Fall 2014** |
| **Total****Registrations** | **Credit****Hour****Production** | **Total****Registrations** | **Credit****Hour****Production** |
| **ENG** | 3298 | 9894 | 3346 | 10,038 |
| **SPH** | 1171 | 3513 | 1171 | 3330 |
| **THR** | 90 | 270 | 122 | 366 |
| **Total** | 4559 | 13,677 | 4639 | 13,734 |

**Shelby Campus**

|  |  |  |
| --- | --- | --- |
| **Department** | **Fall 2013** | **Fall 2014** |
| **Total****Registrations** | **Credit****Hour****Production** | **Total****Registrations** | **Credit****Hour****Production** |
| **ENG** | 1,504 | 4,512 | **1,567** | **4,701** |
| **SPH** | 590 | 1,770 | **599** | **1,797** |
| **THR** | 54 | 162 | **86** | **258** |
| **MCM** | 10 | 30 | **11** | **33** |
| **Total** | 2,158 | 6,474 | **2,263** | **6,789** |

**Internal Conditions:**

1. **Technology**

Keeping computers and other equipment for faculty, classrooms, and labs current is an ongoing need. Computers that have been retired from labs are placed in classrooms for instructional use. Classrooms in the General Studies Building where English, speech, theater, and mass communications courses are taught are each equipped with an operational computer, LCD projector, and screen. Classrooms were furnished with computers that were pulled from computer labs when the labs were updated. These computers are now approximately 8-9 years old; they will be replaced as computer labs are updated.

All fulltime faculty (9 total) in the department have received new computers within the past four years, most in 2013. These computers are used daily for online instruction and preparation of instructional materials, creation of exams, record keeping, communication, etc. Replacement computers will need to be purchased as needed; otherwise, computers for fulltime faculty in the department will need to be upgraded by 2018.

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

The part-time cubicle space in GSB 216A, which is located in the GSB 214 corridor, is equipped with 2 older computers which are approximately 8-10 years old; replacements are being sought as labs are upgraded. This area also once housed a Scantron machine; currently, faculty who teach in GSB use the Scantron machine located in the Math Science Building to score exams, and a request is in process for a replacement Scantron machine for GSB.

GSB 320 is a scheduled computer lab, which is used for classroom instruction by all programs in the building, including PTA, EMS, Chemistry, Learning Success Center, and Communications. There is also an open computer lab on the first floor for individual student use. These labs are managed through the Learning Success Center. The computers in both of these labs are currently 8-9 years old.

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

|  |  |  |  |
| --- | --- | --- | --- |
| **CLASSROOM** | **COMPUTER** | **PROJECTOR** | **VoIP PHONE** |
| GSB 201 | 2007 | 2011 |  |
| GSB 202 | 2007 | unknown |  |
| GSB 203 | 2007 | 2011 |  |
| GSB 204 | 2007 | 2011 |  |
| GSB 210 | 2007 | 2007 |  |
| GSB 211 | 2007 | 2007 |  |
| GSB 213 | 2007 | 2007 |  |
| GSB 215 | 2007 | 2007 |  |
| GSB 217 | 2007 | 2007 |  |
| GSB 219 | 2007 | 2007 |  |
| GSB 301 | 2007 | 2007 |  |
| GSB 303 | 2007 | 2007 |  |
| **OFFICES**  |
| GSB 214D | 2013 |  | NA |
| GSB 214E | 2013 |  | NA  |
| GSB 214F  | 2013 |  | NA |
| GSB 214H  | 2013 |  | NA |
| GSB 214I | 2013 |  | NA |
| GSB 214J | 2013 |  | NA |
| GSB 214K | 2013 |  | NA |
| GSB 214Q | 2013 |  | NA |
| GSB 216(Dept. Office) |  CHAIR 216B | 2013 |  | Pre-2014 |
| OFFICE MGR-216 | 2013 | Pre-2014 |
| GSB 216A (Part-time Area) 3 desktops | Pre-2007 |  | NA |

1. **Budget**

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

1. **Staffing**

Currently, the department has nine full-time instructors. A full time English instructor resigned at the end of summer 2014, and in January of 2015 was replaced with another full time English instructor. An instructor in the Distance Education/Dual Enrollment Division recently moved his office to the Jefferson Campus, and our ratios have just dipped below 50% for English again for fall 2015. The department will monitor FT/PT ratios and submit a request for additional faculty if needed. We currently utilize 20 part-time instructors in our on campus and Internet courses. Instructors in the Distance Education Division who teach Shelby Campus classes help us maintain adequate ratios for speech. A fulltime instructor recently began teaching some sections of THR 120 as part of his course load. MCM has very low enrollment, so a fulltime mass communications instructor is not necessary. There is also one full-time office manager for the department who supports faculty from a variety of disciplines housed in the GSB 214 suite.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Department** | **Fall 2013** |  | **Fall 2014** |  |
| **Total****Registrations** | **Fulltime Faculty Percentage** | **Part-time****Faculty** **Percentage** | **Total****Registrations** | **Fulltime Faculty Percentage** | **Part-time****Faculty** **Percentage** |
| **ENG** | **1504** | **61.6%** | **38.4%** | **1567** | **49.3%** | **50.7%** |
| **SPH** | **590** | **66.4%** | **33.6%** | **599** | **61.4%** | **38.6%** |
| **THR** | **54** | **0.0%** | **100.0%** | **86** | **48.8%** | **51.2%** |
| **MCM** | **10** | **0.0%** | **100.0%** | **11** | **0.0%** | **100.0%** |
| **Total** | **2158** | **61.08%** | **38.91%** | **2263** | **52.24%** | **47.76%** |

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**

The Shelby Campus Communications Department has experienced a slight increase in the number of registrations from 2013-2014 to 2014-2015. Fall is our largest enrollment term each year. Our summer enrollment has also increased slightly. We serve a large transient student population, especially during the summer term each year. We have added dual enrollment and internet sections based on demand. Course offerings are adjusted according to enrollment trends.

**Enrollment -- Shelby Campus**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Department** | **Summer 2014** | **Fall 2014** | **Spring 2015** | **Summer 2015** |
| **ENG** | 774 | 1567 | 1351 | 856 |
| **SPH** | 308 | 599 | 534 | 331 |
| **THR** | 25 | 86 | 60 | 45 |
| **MCM** | 0 | 11 | 11 | 0 |
| **Total** | 1107 | 2263 | 1956 | 1232 |

**Enrollment per Course for 2014-2015 Academic Year – Shelby Campus**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** | **Traditional** | **Method****Total** | **Hybrid** | **Method****Total** | **Internet** | **Method****Total** | **Yearly Total** |
| **F** | **SP** | **SU** | **F** | **SP** | **SU** | **F** | **SP** | **SU** |
| **ENG 093** | **277** | **118** | **26** | **421** | **0** | **0** | **0** | **0** | **65** | **23** | **38** | **126** | **547** |
| **ENG 101** | **472** | **324** | **115** | **911** | **0** | **0** | **0** | **0** | **106** | **110** | **83** | **299** | **1210** |
| **ENG 102** | **198** | **298** | **136** | **632** | **0** | **0** | **0** | **0** | **109** | **84** | **55** | **248** | **880** |
| **ENG 246** | **0** | **14** | **0** | **14** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **14** |
| **ENG 251** | **93** | **132** | **150** | **375** | **0** | **0** | **0** | **0** | **63** | **68** | **67** | **198** | **573** |
| **ENG 252** | **51** | **53** | **56** | **160** | **0** | **0** | **0** | **0** | **0** | **33** | **32** | **65** | **225** |
| **ENG 261** | **35** | **18** | **8** | **61** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **61** |
| **ENG 262** | **14** | **15** | **0** | **29** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **29** |
| **ENG 271** | **20** | **0** | **0** | **20** | **0** | **0** | **0** | **0** | **36** | **34** | **66** | **136** | **156** |
| **ENG 272** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **28** | **27** | **25** | **80** | **80** |
| **SPH 106** | **85** | **140** | **28** | **253** | **55** | **78** | **20** | **153** | **142** | **108** | **104** | **354** | **760** |
| **SPH 107** | **147** | **77** | **32** | **256** | **54** | **43** | **14** | **111** | **72** | **62** | **52** | **186** | **553** |
| **SPH 116** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **17** | **26** | **10** | **53** | **53** |
| **SPH 124** | **0** | **0** | **2** | **2** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **2** |
| **SPH 125** | **0** | **0** | **6** | **6** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **6** |
| **THR 120** | **44** | **27** | **10** | **81** | **0** | **0** | **0** | **0** | **42** | **33** | **35** | **110** | **191** |
| **TOTAL** | **1436** | **1216** | **569** | **3221** | **109** | **121** | **34** | **264** | **680** | **608** | **567** | **1855** | **5340** |

1. **Facilities**

The Communications Department offers classes in the General Studies Building, and occasionally must schedule a class in the Health Sciences Building when classrooms aren’t available in GSB due to other subjects being offered here. Currently the department uses twelve classrooms for instruction in English, speech, theater, and mass communications (GSB 201, 202, 203, 204, 210, 211, 213, 215, 217, 219, 301, 303). For one term, when there were not enough classrooms we were able to schedule the Theater Appreciation course in a small tiered classroom in the Health Sciences Building to utilize to room setup. Currently, one of the composition courses is being taught in the Health Sciences Building at a time when other courses, such as psychology, history, political science, and anthropology are scheduled in GSB.

A proposal for a writing center will be submitted during the 2015-2016 academic year, and space will need to be dedicated for this. GSB 202, although small, may be a suitable space for housing the writing tutors, at least initially.

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

1. **Equipment**

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

**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:**

* Liesl Harris was promoted to Associate Dean for Transfer/General Studies, Shelby Campus, and she continued to serve as the faculty advisor for Phi Theta Kappa and teach literature classes in the department.
* Connie Caskey served as department chair and worked with her counterparts at the other campuses to develop an appropriate schedule of classes, review student learning outcomes, and revise course competencies.
* The college has continued its support of Wingspan and Red Mountain Reading Series.
* Sharon DeVaney-Lovinguth continued to chair the Red Mountain Readings Series, bringing several authors and one artist to the campus, and hosted workshops as part of The Writer’s Roundtable activities. She also continued to serve as editor of the college’s literary and arts publication and partnered with Sigma Kappa Delta to publish *Wingspan*.
* Sharon also served as co-sponsor with Katie Boyer for Sigma Kappa Delta National English Honor Society. The chapter traveled to Savannah to the National Convention where they participated in round tables, panels, and won awards and recognition.
* SKD does a good number of community service projects that encourage reading and writing for all. These projects get our Jeff State name out there, give us a good reputation, and also create a good image of service for the college.
* Additional computer upgrades were made during summer and fall 2013, and a new multi-function machine (copier/scanner/printer) was placed in the office suite in spring 2014.
* The department 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.
* Matt Boehm was named the advisor for the Pi Pi Chapter of Phi Theta Kappa.
* Committees made up of faculty members from the various JSCC campuses worked together to review speech textbooks and revise course competencies.
* The Speech Team competed in various tournaments and won 2 Bronze awards at Phi Rho PI Nationals in Denver, CO.  They also performed at An Evening of Performance.
* 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.
* The department utilizes a Communications Department Share Site for full and part time faculty to share teaching ideas through Blackboard.
* The department hosted an end-of-semester Pot Luck Lunch each term to celebrate the end of the semester and provide a time for faculty to socialize and interact. The response to this event was overwhelmingly positive.
* Natalie Dudchock continued to serve as Chair of the College’s Curriculum Committee.
* Dianna Hyde served as chair for Honors Convocation and as proclaimer at Commencement.

**2014-2015 Accomplishments:**

* The Jefferson State Speech Team competed in tournaments at Berry College, Butler University, and at the Phi Rho Pi National Tournament in Cleveland, Ohio.  The team brought home numerous individual awards as well as First Place Reader's Theatre awards at Berry College and Novice Nationals.  The Speech team also performed a Reader's Theatre on women's prison reform on Constitution Day and cosponsored "An Evening of Performance" with Wingspan, where they performed original works of poetry written by Wingspan contributors.
* Sigma Chi Eta grew from 15 charter members to over 100 last year.  They sponsored a supply drive for Two-by-Two Pet Rescue and held an induction ceremony for new members in April.
* 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.
* SKD does a good number of community service projects that encourage reading and writing for all. These projects get our Jeff State name out there, give us a good reputation, and also create a good image of service for the college. (For example, SKD does workshops for children based on a book like *Where the Wild Things Are* at area libraries.)
* Red Mountain has been partnering with several groups not only to stretch the money here on campus, but also to strengthen our presence in the community. Last year, partnering with the Civil Rights Institute, brought Kentucky poet laureate, Frank X Walker to campus for a writing workshop, and helped support a reading at the BCRI.
* The college has continued its support of these programs through class releases for faculty sponsors, funding as appropriate, advertising, and allocation of other resources (space, housekeeping, security).
* Together with Jefferson and Clanton, the department chairs coordinated a variety of professional development opportunities for all JSCC Communications instructors, including technology demos, guest presenters, and roundtable discussions. Dr. Christopher Minnix, Director of First Year Composition at UAB, presented at Shelby. Haley Davis-Kendrick presented one teaching instructors how to use Google Sites and Google Drive. A panel of JSCC employees presented one on better serving our ESL and ELL students. Chairs also hosted a roundtable on teaching professionalism as part of each course.
* A committee has continued to evaluate textbooks and determine ways to improve our ENG 101/102 courses.
* 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 department created an information center outside of the office where we post relevant student information regarding courses and organizations, including literature and speech course information flyers. Plans are in the works to install a “Little Free Library” for student enrichment.
* Specific equipment requests are being included in the technology plan for 2016-2020.
* New signs were placed throughout GSB to provide better directions for students to faculty and department offices.
* Committees made up of faculty members from the various JSCC campuses worked together to review and revise course competencies for all of the courses in the department, and the revised competencies were posted on the college’s website under Programs, Course Outlines in fall 2014.
* Faculty members attended a variety of conferences and workshops using IAP funds.
* Mark Youngblood was nominated for Outstanding Faculty Member.
* Dianna Hyde served as chair for Honors Convocation.
* The college continues to subscribe to Smarthinking services for students enrolled in math and English courses, and the department chairs began to develop plans for on-campus tutoring in English.
* Department chairs coordinated class schedules so that the instructors were available to teach the theater courses.
* After receiving the English instructor’s resignation, the college obtained approval and advertised the position, conducted interviews, and hired an English instructor who began teaching fulltime in January 2015. The department faculty has worked closely with the new instructor to ensure that the college’s instructional standards are being met.
* Student Learning Outcomes are assessed to ensure that the courses offered are appropriately meeting the specified objectives.
* Janice Ralya served on a panel discussion at the National Communication Association in Chicago, IL.
* Dianna Hyde served as chair for Honors Convocation and as proclaimer at Commencement.

**Unit Goals for 2015-2016**

**Goal 1: Maintain an informed and professional faculty to preserve the ability to offer courses that 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 in professional organizations such as ACETA and…**

**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:**

* Compilation of 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:**

* Textbooks for English 101/102 are currently being reviewed and piloted.
* Poll composition instructors and department chairs at area universities.

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

* Annual faculty evaluations and part-time instructor self-evaluations.
* Department chairs will continue to monitor enrollment, FT/PT ratios, and need for additional faculty.

**Funding Requests:**

* $1000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors.
* $2000 to support conference attendance for faculty. Requests will be supported on a first come, first served basis until the budget is exhausted.
* Continue providing $500 per instructor in IAP funds.

**Total Funding Requests for Goal 1: $3,000.00 (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, equipment, 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.

**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, staff.
* Submission of proposal to establish the Writing Center, including consideration of space, staff, equipment, methodology, technology, and usage. Shall be completed and submitted to 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 methods:**

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

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

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

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

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

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

* 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.

**Funding Requests:**

* $200 for mileage to allow department chairs to visit other colleges’ established writing centers.
* $2,910 for purchase of equipment for Writing Center: tables and chairs(2 sets@$500ea.), computer ($1200), printer ($200), bulletin board ($50), bookshelves ($400), VoIP phone ($60)
* $22,800 to hire two L19s to staff the Writing Center and tutor students seeking assistance with compositions. (estimated $15 per hour=$570 per week x 40 weeks)
* $1000 from the Shelby Campus Department to support Sigma Kappa Delta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support Sigma Chi Eta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support the Speech Team’s attendance at their convention. (Jefferson will also be requesting this same amount; Funding for tournaments provided by the Foundation)
* $1000 from the Shelby Campus Department to support The Red Mountain Reading Series. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support printing and publication expenses for *Wingspan*. (Jefferson will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for the Writer’s Roundtable workshops
* $500 from the Shelby Campus Department to support the lecture portion of the Concert and Lecture Series. (Jefferson will also be requesting this same amount. Liberal Arts will fund the concert portion.)
* $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops
* $300 for construction (or purchase), installation, and registration of the Little Free Library.

**Total Funding Request for Goal 2: $32,210.00**

**Goal 3: Maintain classroom and office equipment 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.

**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 keep all necessary equipment functional and current.
* Requisitions will be processed for equipment requested through the technology plan upon approval 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 and training they receive through surveys at the end of the semester.

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

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

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

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

**Funding Requests:**

* $3,600 for 24 Whiteboards for classrooms (2 per classroom)
* $3,199 for a Smart board interactive white board for instructional use in GSB
* $595 for 5 computer monitors to accommodate faculty requests for a dual monitor setup, if existing resources are unavailable.
* $377 for 9 Webcams for faculty wishing to record mini-lectures or hold virtual office hours
* $450 for microphones to use with webcams
* $200 for 4 presentation remotes ($50 each) 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.
* $850 for Scantron machine/supply contract
* $150 for replacement remote controls (GSB 203, 210, 215)
* $1137 to replace each irreparable desktop computer(s) (if needed)
* $1809 to replace each irreparable laptop computer(s) (if needed)
* $2400 for two at $1200 each for replacement LCD projector(s) (as needed)
* $800 for two Elmo document cameras at $400 each

**Total Funding Request for Goal 3: Approximately $15,567.00**

**Unit Goals for 2016-2017**

**Goal 1: Maintain an informed and professional faculty to preserve the ability to offer courses that 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 in professional organizations such as ACETA, NCTE, NCA, MLA.

**Methods of Assessment:**

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

* Administer a faculty survey to determine faculty areas of interest in order to plan the on campus sessions for each semester. Following each session, an evaluation will be given to participants to assess its effectiveness.
* Review faculty Individual Action Plans for meaningful professional development opportunities, track the number of grants and requests submitted, and track the number of faculty attending conferences.
* Track the number of faculty submitting proposals for presentation.
* Ask faculty who have attended conferences to share their experiences with other faculty.

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

* Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO.
* Implementation of changes to SLOs and assessments.
* Review of annual assessment results.

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

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

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

* Monitor memberships and renew as needed to stay current.

**Funding Requests:**

* $1000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors.
* $2000 to support conference attendance for faculty. Requests will be supported on a first come, first served basis until the budget is exhausted.
* $55,000 1 English instructor (if needed)
* $250 institutional membership dues for professional organizations

**Total Funding Request for Goal 1: $58,250.00**

**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 qualified and 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.

**Methods of Assessment:**

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

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

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

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

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

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

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

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

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

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

**Funding Requests:**

* $1000 from the Shelby Campus Department to support Sigma Kappa Delta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support Sigma Chi Eta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support the Speech Team’s attendance at their convention. (Jefferson will also be requesting this same amount; Funding for tournaments provided by the Foundation)
* $1000 from the Shelby Campus Department to support The Red Mountain Reading Series. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support printing and publication expenses for *Wingspan*. (Jefferson will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for the Writer’s Roundtable workshops
* $500 from the Shelby Campus Department to support the lecture portion of the Concert and Lecture Series. (Jefferson will also be requesting this same amount. Liberal Arts will fund the concert portion.)
* $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops

**Total Funding Request for Goal 2: $6,000.00**

**Goal 3: Maintain classroom and office equipment 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 instruction and training they receive through surveys at the end of the semester.

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

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

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

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

**Funding Requests:**

* $850 for Scantron machine/supply contract
* $1137 each to replace irreparable desktop computer(s) (as needed)
* $1809 each to replace irreparable laptop computer(s) (as needed)
* $2400 for two at $1200 each for replacement LCD projector(s) (as needed)
* $800 for two Elmo document cameras at $400 each

**Total Funding Request for Goal 3: Approximately $6,996.00**