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| jscc logo | **Goal Progress Report** |
| **Program:**  | **Communications, Shelby-Hoover Campus** | **Report period:** | **2019-2020** |

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| **What has your unit accomplished from the goals you proposed in the first year of your most recent Strategic Plan?**  |
| **Goals** | **Request & Justification/Resources** | **Goal Progress** | **Strategies Implemented & Follow-up** |
| **Goal 1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.**  | The focus of Goal #1 is professional development. This goal is the Communications Division Outcome #1, and it is associated with the College’s Mission to provide quality education opportunities as well as the College’s Vision to be effective and innovative. In order to thrive in a technologically demanding society and provide quality education, ongoing professional development must be a priority.  Objective 1: Provide professional development activities on campus through roundtable discussions, guest speaker presentations, and workshops for faculty to maintain knowledge of current theory, trends, and technology in their fields.* $1,000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors

Objective 2: Encourage faculty to attend local, in-state and out-of-state conferences to maintain currency in their fields.* $6,000 ($500 per x 12) for individualized professional development (IAP Funds) to include registration and travel expenses

Objective 3: Encourage faculty to prepare presentations for local, in-state, and out-of-state workshops and conferences.* $2,000 additional to support conference attendance for faculty presenting at conferences-- Requests will be supported on a first-come, first-served basis until the budget is exhausted.

Objective 4: Maintain institutional memberships in professional organizations and purchased institutional subscriptions to their publications.* $500 institutional membership annual dues and institutional subscriptions for professional organizations such as ACETA, NCA, SWCA, ACA, NCTE (Additional memberships and publications will be paid through Jefferson Campus)

**Total Funding Request for Goal 1: $9,500.00** | In order to provide a competitive education for JSCC students, professional development was encouraged, and many instructors took advantage of a variety of professional development opportunities.1. Professional development activities on campus
	1. Roundtable discussion for ENG 099, 8/12/19
	2. Group training for Connect, 8/14/19
	3. Bb Ally Training, 9/6/19
	4. Smartboard Training, 10/4/19
	5. Great Ideas for Teaching Speech Session, 11/15/19
	6. Blackboard Basics Workshop, 12/6/19
	7. Blackboard for Beginners, 2/6/20
	8. PD Videos for Relay by DE Dept., March 2020
	9. PD Videos for Collaborate by DE Dept., March 2020
	10. JSCC Tech Talk, April 2020
	11. UWRITE for composition instructors is usually held each June; It will be postponed/rescheduled this year.
2. Conference attendance
	1. BITW for composition instructors hosted by UAB, 8/16/19
	2. ALADE Conference, 9/11/19
	3. 18th Annual ACCSHRMA Diversity Conference, 2/20/2020
	4. Southeastern Writing Center Association Conference, 2/20/2020-2/22/2020
	5. Teaching the Basic Comm Course Symposium, 10/2020
3. Faculty presentations
	1. Janice Ralya and Connie Caskey submitted a proposal for a presentation on student organizations at ACCA, but the proposal was not accepted this year.
	2. Sarah Johnson and Connie Caskey were scheduled to present at the College English Association Conference in March. (Conference was canceled due to COVID-19)
4. Professional organizations and subscriptions
	1. The Association of College English Teachers of Alabama
	2. Alabama Communication Association
	3. College English Association
	4. Chronicle of Higher Education
	5. Spectra journal for communication scholars
 | Instructors participated in numerous professional development activities, and faculty utilized IAP funds. To ensure ongoing quality instruction, professional development for full-time and part-time instructors will continue to be a priority going forward. Although the budget was not exhausted, the same amounts will be requested for 2020-2021, and instructors will be encouraged to participate in numerous on-campus and off-campus professional development opportunities.* Objective 1
	+ Survey faculty to determine areas of interest in order to plan on-campus sessions for each semester.
	+ Following each session, give evaluations to participants to assess effectiveness.
* Objective 2:
	+ Continue to review faculty Individual Action Plans for meaningful professional development opportunities.
	+ Track the number requests submitted and monitor the number of faculty attending conferences.
	+ Ask faculty who have attended conferences to share their experiences with other instructors.
* Objective 3:
	+ Track the number of faculty submitting proposals for presentation.
* Objective 4:
	+ Survey faculty for interest in specific professional organizations.
	+ Coordinate institutional memberships in professional organizations with the Communications Department at the Jefferson Campus.
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| **Goal 2: Prepare students to continue their education or to enter the workforce by providing academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.** | Goal #2 focuses of resources for enrichment and support for students. This goal is directly related to the College’s Vision of putting “the learner’s needs first by being responsive and innovative,” and it is aligned with Communications Department Goal #2. It also supports the College’s Action Priority #4: “Improve the student college experience and expand student resources for success.” It also supports the College’s goals of providing academic, developmental, and support services that assist students in achieving their goals and activities that promote community, social, and civic well-being.Objective 1: Provide tutoring resources in collaboration with LSC and LRC. (This tutoring is in addition to Smarthinking tutoring services provided by the College.)* $8,250 for tutor pay ($1,650 per semester per tutor; 2 fall, 2 spring, 1 summer term)
* $250 for reference books, journals, supplies

Objective 2: Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national/regional conventions.* $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)

Objective 3: Continue financial support for the Red Mountain Reading Series, *Wingspan*, Writer’s Roundtable, and the Concert & Lecture Series.* $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.)

Objective 4: Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) and similar skills workshops led by department members and student organizations.* $250 for printing, advertising, and refreshments for workshops

Objective 5: Offer a welcoming environment for students in the department equipped with seating and study space as well as attractive informational bulletin boards and reading materials. **Total Funding Request for Goal 2: $14,500.00** | To meet a variety of student needs, academic support services and opportunities for intellectual enrichment and involvement were provided.1. Tutoring
	1. Continued use of Smarthinking online tutoring.
	2. Continued on-campus tutoring, 2 tutors @ 6 hours per week each.
	3. Utilized live chat tutoring when we moved off campus.
	4. Tutoring services were utilized frequently, and tutors were kept busy.
2. Student organizations
	1. Department faculty served as advisors for student organizations: SGA-Brian Rockett; SCE-Connie Caskey; Speech Team-Janice Ralya; SKD-Dianna Hyde (co-sponsor).
	2. Sigma Chi Eta officers attended the Alabama Communication Association Conference in July 2019; 2020 conference has been canceled.
	3. The Jefferson State Speech & Debate Team has had a successful transition into the world of IPDA (International Public Debate Association) Debate and is currently ranked 4th in the nation among community colleges.
	4. In its second year competing in this impromptu-style of debate, Speech Team members have brought home many awards at tournament across the country.
		1. Lee College tournament in September 2019
		2. Middle Tennessee State University Tournament in November 2019
		3. Gateway Community and Technical College in December 2019
		4. Southern Forensics Championship at Mississippi State University in January 2020
		5. Eddy Shell Invitational Debate Tournament, hosted by Bossier Parish Community College on February 15-16, 2020
		6. Tournament of Roses IPDA Debate Tournament at The University of Texas at Tyler February 28-March 2, 2020
		7. The team wrote and prepared a readers theatre on the subject of digital shaming and worked for weeks on a performance for the Technology event on the Clanton Campus. Unfortunately, they were not able to perform it due to the campus shutdown.
		8. The debate team competed in its first online IPDA debate tournament on April 26, 2020.
3. Red Mountain Reading Series, *Wingspan*, Writer’s Roundtable, and the Concert & Lecture Series
	1. World of Wordsmiths at the Jefferson campus, 11/7/19
	2. Pioneer Con, 10/17/19
	3. An Evening of Performance, 2/3/20
	4. *Wingspan*, JSCC’s Literary and Arts Publication, submission deadline Oct. 1; print copies available each spring
	5. Blog & Memoir Author Heather Wyatt, 2/18/20
	6. Poets Ashley M. Jones and Tina Mozelle Braziel, 3/10/20
	7. Black History Trivia Events, 2/26/20 & 2/27/20
	8. April 9 event canceled
4. Skills Workshops
	1. Outlining Workshop, 10/10/19
	2. Freelance Writing Seminar, 2/25/20
	3. Newswriting Workshop, 3/4/20
	4. Editing Workshop, 9/23/19 & 12/11/19
5. Educational environment
	1. Cleaned & organized student common area
	2. Submitted work orders for general maintenance and painting
 | The department coordinated with various groups and departments to provide support services such as tutoring and workshops as well as a variety of opportunities for enrichment, service, and student involvement. To promote student success and retention, student support and enrichment will continue to be a priority. Although the budget was not exhausted in all areas, much of it was utilized, and the department and its student groups will continue to look for opportunities for academic support and enrichment. Some groups, such as Speech & Debate Team, have additional sources of funding, and honors organizations, such as Sigma Chi Eta and Sigma Kappa Delta, received funding for many activities through membership dues but still need assistance with conferences and publications.* Objective 1:
	+ Survey faculty and students regarding tutoring services and utilize results to tailor future plans.
	+ Evaluate existing resources and assess needs for additional resources.
	+ Monitor use of services, and, if needed, request additional tutors/hours.
	+ Prepare data reports based on use to determine additional needs.
* Objective 2:
	+ Monitor requests by organizations for attendance at their national conventions.
	+ Monitor number of student members and activities.
* Objective 3:
	+ Monitor submissions and distribution of *Wingspan.*
	+ Monitor attendance at events.
	+ Survey attendees for effectiveness of events.
* Objective 4:
	+ Survey students for topics of interest and needs.
	+ Distribute a call for presenters among faculty and student group advisors.
	+ Enlist the assistance of student organizations in these efforts and encourage students to prepare presentations.
	+ Monitor attendance at workshops
	+ Survey participants to assess effectiveness.
* Objective 5:
	+ Assist Sigma Kappa Delta as stewards of the Little Free Library to rotate books and continue to maintain the appearance of the library.
	+ Solicit donations of items to improve aesthetics and decorate area.
	+ Shop/plan future purchases as needed.

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| **Goal 3: Offer quality courses that allow students to develop communication skills and knowledge for personal enrichment or job advancement through improved learning environment, instructional technology, and curriculum development/revision.** | Goal #3 focuses on learning environment and quality of instruction. This goal is aligned with the Communications Division Outcome #3, and it directly relates to the Transfer/General Studies Division outcomes of providing transferable general education courses that fulfill requirements for associates degrees and prepare students to succeed in upper level programs of study as well as developmental courses that prepare students to succeed in freshmen-level courses. It also supports the College’s goal of providing “an environment that is conducive to learning.”Objective 1: Improve the student and instructor experience through updated furnishings and other aesthetics and offer a welcoming environment for students in the department equipped with seating and study space as well as attractive informational bulletin boards and reading materials. * $400 for purchase of office chairs
* $400 for purchase of replacement lecterns
* $600 for purchase of replacement screens

Objective 2: Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.* $850 for annual Scantron supplies per lease contract
* $2,000 projectors for GSB 203 and 204
* $2,400 ($1200 each) to replace failing desktop computers as needed
* $2,800 ($1400 each) to replace failing laptop computers as needed
* $200 Adobe Suite for creation and editing of multimedia presentations and video editing

Objective 3: Enhance student learning through continued and deeper integration of technology into the curriculum.Objective 4: Assess effectiveness and improved student learning through assessment of Student Learning Outcomes and other data.Objective 5: Offered classes at times and locations to ensure student needs are met and staff classes with qualified instructors.**Total Funding Requests for Goal 3: $9,950.00** | To enhance the student experience and improve student learning, efforts were made to improve the overall learning environment using assessment of learning outcomes and technological resources as well as improvements to furnishings and aesthetics.1. Student and instructor experience/ learning environment
	1. Updated department bulletin board to advertise courses.
	2. Updated SCE bulletin board to promote student newspaper, advertise mascot contest, and highlight mental health as service project.
	3. Updated Speech & Debate team bulletin boards to highlight events and opportunities.
	4. Updated SKD bulletin board to advertise events.
	5. Updated the SGA bulletin board in the Math-Science Building to inform students about their SGA representatives and student activities.
	6. The SGA helped establish a welcoming on-campus environment by hosting Pioneer Day on the Jefferson Campus in September and the Winter Formal on the Shelby Campus in February.
	7. The Little Free Library was dusted & restocked.
	8. Cleaned & organized existing seating area for students.
	9. Utilized donations as available.
	10. Hallways in GSB were painted.
	11. Out of Order toilets were repaired.
	12. One faculty office was painted.
	13. Cleaned & organized shared storage closet.
	14. Shredded old materials (using RDA approval system) to eliminate unnecessary clutter.
2. Equipment and technology
	1. Utilized Smartboard for instruction and workshops.
	2. Utilized Relay for instructional video recording.
	3. Utilized Collaborate for virtual office hours.
	4. Used alternate video conferencing to meet student needs.
	5. Utilized Zoom, Google Hangout, and Microsoft Teams for meetings.
	6. Utilized Library and OER resources, such as streaming media and e-texts, in online classes.
	7. Utilized the ElmoCam in some developmental and literature classes.
	8. One instructor laptop was replaced when it ceased functioning correctly.
	9. (add other new technology that was used for instruction)
3. Integration of technology
	1. Utilized Connect interactive instructional technology for speech and English classes.
	2. Students used technology such as Connect, Collaborate, PowerPoint, Google Slides, Tegrity, Relay, Zoom, and Hangout for virtual presentations.
	3. Students used PowerPoint, Google Slides, Screencast-O-Matic, Camtasia, Prezi, and other software programs to prepare presentational aids and create video essays.
4. Student Learning Outcomes
	1. Identified weak areas and developed resources accordingly.
	2. Utilized library resources for instruction on research and documentation.
	3. Utilized online discussion boards and other platforms for peer revision and best practices in composition.
	4. Embedded library guides into many online courses.
	5. Department faculty attended state-wide ACCS meetings to discuss revisions to course descriptions and course objectives to be applied system wide.
5. Availability/Schedule of Classes
	1. Continued to staff dual enrollment courses off campus.
	2. Continued to offer online and hybrid classes.
	3. Continued to offer a variety of morning, afternoon, and evening classes to meet student demand.
	4. Developed an online mini term staffed by instructors who are experienced teaching online.
	5. Developed an online summer term staffed with experienced instructors.
 | Work orders were submitted for maintenance/repairs as needed. Use of available equipment and technology was encouraged through sharing and professional development. Instruction was improved through assessment of SLO data in the Program Review. Enrollment trends informed class schedules. Instructors also noted student comments and reactions to existing facilities, equipment, and furnishings. To provide a competitive education for JSCC students, the instructional experience will continue to be improved through SLO assessment, curriculum evaluation, updated equipment, use of technology, and a focus on the whole education experience, including furnishings, cleanliness, and aesthetics. With the current pandemic, cleanliness and sanitation should be addressed immediately. The department will develop a two-year plan to improve aesthetics. * Objective 1:
	+ Survey faculty/staff for equipment and furniture needs/requests.
	+ Assess quality of existing furnishings and availability of replacements.
	+ Assess condition of classroom projection screens and other instructional equipment.
	+ Assess condition of lecterns, chairs, and other classroom furniture.
	+ Prepare requisitions as needed for failing furniture/equipment.
	+ Update/replace older, worn, and damaged furnishings.
* Objective 2:
	+ Survey faculty to determine their needs and monitor the purchase and installation of software and hardware to ensure currency.
	+ Utilize the ITS/ticket system for troubleshooting, repair, and replacement recommendations, and submit requests to replace equipment to administration for approval.
	+ Request updated computers to replace those that are out of warranty and instructional equipment necessary for the improvement of quality of instruction.
	+ Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to provide innovative instruction.
	+ Monitor the purchase and installation of software and hardware to ensure currency.
	+ Purchase software and equipment for creation of multimedia presentations and video editing.
* Objective 3:
	+ Survey faculty to identify those who wish to pilot new instructional methods and technology.
	+ Request necessary purchases through the Strategic Plan budget planning process.
	+ Survey faculty for technology training needs/interests.
	+ Request/provide training on campus for faculty relating to using technology to improve instruction, including webcams, the LMS system, Smartboards, video technologies, and textbook software as needed.
	+ Ask faculty to evaluate the training they receive through surveys and reflection.
	+ Submit suggestions to appropriate administrators regarding student surveys 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, and follow up by asking students to evaluate the instruction and training they receive through surveys at the end of the semester.
	+ Request data from IE to inform decisions as appropriate.
* Objective 4:
	+ Review annual assessment results and adapt instructional plans and learning assessments accordingly.
	+ Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO.
	+ Assess data related to pass rates, retention, and subsequent student success.
	+ Representatives from the department will participate in Curriculum Review meetings.
	+ Update/revise curriculum and course competencies/requirements using ACCS guidelines to ensure current and appropriate course content and experiences.
	+ Assess data related to pass rates, retention, and subsequent student success.
	+ Communication Department Chairs will work together on the development and revision or changes to SLOs and assessments for the next 3-year assessment cycle.
	+ Student Learning Outcomes will be reviewed at the end of each 3-year assessment cycle when we complete our program review.
	+ The course objectives and competency documents are now reviewed at the state level by ACCS committees. Representatives from JSCC participate in the review process and make recommendations.
* Objective 5:
	+ Enrollment trends will be evaluated in order to determine the need for hiring additional faculty.
	+ Ratios will continue to be monitored, and requests for additional personnel will be submitted as appropriate.
	+ Submit personnel requests if needed based on enrollment data, retirements, and/or transfers.
	+ Review applications and conduct interviews for additional part-time instructors as needed.
	+ Hire additional instructors/faculty if necessary.
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| **Submission date: 04/29/2020** | **Submitted by: Connie Caskey** |