**Unit Goal Progress and Revisions**

**2018- 2019**

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

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

Name of Program/Department: Communications Department, Shelby-Hoover Campus

2017-2018 Accomplishments and Goals Progress:

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| --- | --- | --- | --- |
| Goals | Request & Justification/Resources | Goal Progress | Strategies Implemented and Follow-Up |
| **Goal One: Maintain an informed and professional faculty to preserve the ability to offer courses that help students meet their educational and transfer goals.** Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.Also related to Department Outcome #3: Offer courses that allow students to develop communication skills and knowledge for personal enrichment or for job advancement.Related to AP #3: Increase professional development opportunities for faculty and staff. | Objectives: Provide support for professional development. 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. $1000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors. Encourage faculty to attend local, in-state, and out-of-state conferences. $2000 to support conference attendance for faculty. Requests will be supported on a first come, first served basis until the budget is exhausted.Encourage faculty to submit proposals to present at local, in-state, and out-of-state conferences. Continue to review Student Learning Outcomes and assessments, course competencies/objectives, and requirements for each course.Hire additional instructors/faculty as necessary. $55,000-102,000 to provide an additional English instructor (if needed)Maintain institutional memberships in professional organizations such as ACETA, NCTE, MLA, NCA, SWCA and purchase institutional subscriptions to their publications. $450 institutional membership annual dues and institutional subscriptions for professional organizations such as ACETA, NCA, SWCA, NCTE ($75 ea for 2 NCTE journal subscriptions *Teaching English in the Two-Year College & College Composition and Communication*, $50 ACETA institutional membership, $100 SWCA institutional membership, $150 NCA department membership) (Additional memberships and publications will be paid through Jefferson Campus). | The Communications Division (all 4 campuses) came together for our 3rd annual UWRITE Conference at JSCC Shelby on June 22 this summer. Here, we had a guest speaker keynote address on Teaching Reading and Writing to ESL Students.The Shelby and Jefferson Communication Department Chairs attended the College Readiness Task Force State-Wide Professional Development at Southern Union Community College in Opelika, AL on June 25, 2018.JSCC Shelby Communications was able to host an Integrated Reading and Writing Workshop for JSCC instructors and colleagues around the state on July 20th with guest presenter Lisa Hoeffner, an IRW instructor in Texas and author of *Common Ground*.The Communications Department Chair, office manager, and some instructors attended the Emergency Operation Plan Briefing and Stop the Bleed training on June 29, 2018.Several instructors in the department attended Tegrity training on June 28, 2018.Several instructors in the department attended Advising training on July 6, 2018.Some instructors attended Skype training on July 3, 2018.Some instructors attended a lunch session on advising presented by UA on August 30, 2017. Several instructors attended the Birmingham Institute for Teaching Writing one-day conference at UAB on August 25, 2017.Instructors in the department attended professional development for developmental resources at JSCC on February 9, 2018.The Department Chair, along with others from the college, attended a state-wide Open Educational Resources Workshop at AUM on March 2, 2018.Faculty member Alex Lewis attended the following conferences and workshops this year: Library Tutorials for Online and Physical Classrooms; ENG 102 MindTap WebEx; 2017 Preventing Sexual Harassment Training; Blackboard SaaS Overview; Intermediate Blackboard Training; Tegrity Training for Blackboard; UWRITE 2018.Faculty member Alex Lewis used the Elmo cam in ENG 101 and 102 courses to model appropriate techniques for annotating texts and to present example essays to help students better understand assignments. Associate dean and English faculty member Liesl Harris won a PTK Marshall Award and travelled to Israel to study. Her PTK chapter also won best in state and came in third internationally out of 1,300 chapters.Several developmental instructors from various campuses participated in a roundtable discussion of Integrated Reading and Writing strategies on April 20, 2018.Communications Department Chairs and the Associate Dean of Distance Education and Developmental education met with UAB’s Writing Program Director on April 27, 2018, to discuss approaches for the “Supported 101” model with ENG 099.Several other instructors in the department attended professional development on campus, via webinar, and traveled to book festivals. | The $500 allotted for each full-time faculty member for professional development was utilized by many instructors. Instructors will continue to be encouraged to plan meaningful professional development activities utilizing allotted IAP funds.Continued professional development is a priority of the College and Department, so this goal and its objectives will remain the same for 2018-2019.We plan to invite guest presenters for additional integrated reading and writing training, ESL training, and other pedagogical topics.We will also examine student enrollment and full-time/part-time faculty ratios to determine if an additional full-time instructor is needed.We will continue to renew institutional/departmental memberships in professional organizations such as ACETA, NCA, etc. |
| **Goal Two: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.** Related to Department Outcome #2: Prepare students to continue their education at four-year institutions or to enter the workforce.Related to AP #5: Improve student college experience and expand student resources for success. | Continue planning for the development of a Writing Center on campus where students may get live, one-on-one help with written compositions from experienced instructors and tutors. Visit other colleges’ writing centers to assess policies and procedures, staffing, equipment, organization, and administration. $200 for mileage to allow department chairs to visit other colleges’ established writing centers.Continue to assess instructor and student needs regarding tutoring and writing coach services.Hire part-time instructors to provide tutoring 12 hours per week. $9360 part-time instructor/tutor pay to provide tutoring 12 hours per week per semester.Monitor tutoring use and demand.Revise and resubmit proposal for Writing Center, including locations at each campus, policies and procedures, staffing needs, organization, and administration.Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national 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)Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and 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.)Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members. $250 for printing, advertising, and refreshments for the English for Life (E4L) workshops. Maintain the Little Free Library in the department to foster reading for pleasure and creative growth for students. Offer a welcoming environment for students in the department equipped with seating and study space as well as attractive informational bulletin boards and books to read.  | Student support and involvement improves retention, and it has become more of a priority at the College and in the Department. Faculty member Brian Rockett served as SGA advisor. He and his SGA students hosted or served at several successful events, including Pioneer Day, New Student Orientations, Preview Days, and a movie night.As SGA Advisor, faculty member Brian Rockett helped grow the SGA Executive Council to include senators from each campus. Brian Rockett also served on the Faculty Senate Council to represent Communications and Liberal Arts.Additionally, faculty member Brian Rockett chaired the Honors Convocation Committee. Dianna Hyde, Liesl Harris, and Ginger Cooper also served on the committee. The Speech Team won a total of 32 awards during the 2017-2018 season. The team added IPDA Debate to their list of events.Students on the Speech Team also performed a readers theatre for the Welcome Back Breakfasts, helped host Constitution Day, performed a readers theatre for Veterans Appreciation Day, and performed at An Evening of Performance.Sigma Chi Eta gave scholarships to four officers, participated in Get on Board Days and New Student Orientation, hosted the SPH 106 Informative Speakoff and National Day of Unplugging event and sponsored a fundraiser for Kitty Kat Haven.Faculty member Dianna Hyde received an award for bringing the Eta Epsilon Chapter of Sigma Kappa Delta to Ivy Chapter status this year.Faculty member Alex Lewis served on the Creative Writing Committee and supported The Writer’s Roundtable and Red Mountain Reading Series. The Shelby Campus Communications Department, along with the Jefferson Campus, continued to support the publication of *Wingspan*, supported Red Mountain Reading Series by helping with stipends for visiting writers/presenters, and assisted with Concert & Lecture Series events.The Communications Department Chairs worked closely with Associate Deans to attend professional development, plan, propose, and implement support services and new courses (ENR 098 and ENG 099) for developmental English. | Tutoring has been implemented, advertised, and utilized. It is our hope to expand tutoring services based on student need. Since the room used for tutoring on the Shelby Campus is a shared space in the library for English/writing tutors, math tutors, and the Learning Success Center, furniture and equipment upgrades will be made by the Library Director with input from all using the space.The Department Chair makes a point to visit writing centers at other colleges when visiting those campuses and will continue to do so.Other than requests associated with the writing center, this goal and objectives will remain unchanged for 2018-2019.The Department will continue to work closely with Associate Deans to monitor the ENG 099 and ENR 098 pilots and expand offerings to meet student needs going forward.The Department will continue its support and promotion of organizations, activities, and events that foster intellectual growth and social development. |
| **Goal Three: Maintain classroom and office equipment to enhance the quality of instruction and improve student learning.** Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty. | Objectives: Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology. Enhance student learning through continued and deeper integration of technology into the curriculum. Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to become innovative instructors. Encourage instructors to evaluate new technology and equipment by piloting projects in their courses. Update/replace older, worn, and damaged furnishings.$850 for annual Scantron supplies per lease contract$1035 each to replace older desktop computer(s) (1-3, as needed)$1174 to replace each aging laptop computer. (1-3, as needed)$2050 each for replacement of each aging LCD projector(s) (1-3, as needed)$1400 for an additional Elmo document cameras $680 per room for room darkening shades to enable improved viewing of audiovisuals in class (6 rooms this year)$185 per faculty office chair$50 per student guest chair per office$4,800 for 8 Whiteboards for classrooms (4 rooms, 2 per classroom) | The Communications Department was approved to replace 7 aging classroom LCD projectors, which are scheduled to be replaced soon.The Department previously replaced 1 projector during fall semester, 2017.As we were preparing to follow up on budget requests this spring to see if they were approved, we were notified that anything not yet purchased needed to be submitted in a separate request then for the coming year, so most of our purchases did not make the November to March window. | Our plan will be to follow up on requests sooner after the closing of the fiscal year to see what was approved and order at that time.Our priority this year will be to replace older computers that are out of warranty and have lost functionality, especially those used for classroom instruction and student presentations. A second priority will be room-darkening shades to allow satisfactory viewing of presentational aids in the classroom. The current blinds alone do not block enough of the sunlight.We will plan to replace office/instructor computers as needed and hold off on purchasing other major equipment for the coming year. Therefore, some of the specific requests here will change (see below). The requests below were submitted to the budget committee in spring 2018 for the 2018-2019 academic year.We will plan to submit proposals for additional equipment and furniture in spring 2019 for the 2019-2020 academic year.See revised plan for Goal #3 below. |
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Revised Unit Goals (plans for the unit for the second year of the two year plan):

1. Objectives – the activities through which the goal will be achieved. Each Unit Goal should have at least one objective.
2. Method of Assessment – how the unit will determine if the objective has been met.
3. Additional Funding Requests – provide an estimate of the cost of achieving the objective. Also, include a description of how these funds will be used to accomplish the objective.

Revised Unit Goals for 2018-2019

**Goal One: Maintain an informed and professional faculty to preserve the ability to offer courses that help students meet their educational and transfer goals. (no changes)**Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.
Also related to Department Outcome #3: Offer courses that allow students to develop communication skills and knowledge for personal enrichment or for job advancement. Related to the Transfer/General Studies Division Outcome of providing transferable general education courses that prepare students to succeed in upper level programs of study. Related to long-range goal 3.3: Qualified personnel who enable the college to fulfill its purpose.

**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, course competencies/objectives, and requirements for each course.
3. Hire additional instructors/faculty as necessary.
4. Maintain institutional memberships in professional organizations such as ACETA, NCTE, MLA, NCA, SWCA and purchase institutional subscriptions to their publications.

**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.
* Revision of course objectives/competency documents as needed.

**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.
* Share professional resources.

**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.
* $55,000-102,000 to provide an additional English instructor (if needed)
* $450 institutional membership annual dues and institutional subscriptions for professional organizations such as ACETA, NCA, SWCA, NCTE ($75 ea for 2 NCTE journal subscriptions *Teaching English in the Two-Year College & College Composition and Communication*, $50 ACETA institutional membership, $100 SWCA institutional membership, $150 NCA department membership) (Additional memberships and publications will be paid through Jefferson Campus)

**Total Funding Request for Goal 1: $58, 450 - $105,450**

**Goal Two: Provide academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth. (changes highlighted)**Related to Department Outcome #2: Prepare students to continue their education at four-year institutions or to enter the workforce. Related to Action Priority #3. Increase student retention from Fall to Spring by 5%. Related to Action Priority #4. Improve the student college experience and expand student resources for success. Related to Transfer/General Studies Division outcome of providing developmental English courses that prepare students to succeed in freshman-level courses. Related to College Statement of Philosophy and Purpose items: Activities that promote community, social, and civic well-being; Opportunities that expand cultural experiences; Student academic, developmental, and support services that assist all students in achieving their goals; An environment that is conducive to learning. Related to long-range goal 3.4: Student academic, developmental, and support services that assist students in achieving their goals.

**Objectives:**

1. Continue planning for the establishment of a Writing Center on campus where students may get live, one-on-one help with written compositions from experienced instructors and tutors.
2. Visit other colleges’ writing centers to assess policies and procedures, staffing, equipment, organization, and administration.
3. Continue to assess instructor and student needs regarding tutoring and writing coach services.
4. Monitor tutoring use and demand.
5. Work with LRC and LSC to schedule, staff, and develop tutoring spaces and resources.
6. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national conventions.
7. Continue financial support for the Red Mountain Reading Series, *Wingspan*, The Writer’s Roundtable, and the Concert and Lecture Series.
8. Support the College’s aim to improve student “soft skills” by offering English for Life (E4L) workshops led by department members.
9. Maintain the Little Free Library in the department to foster reading for pleasure and creative growth for students.
10. Offer a welcoming environment for students in the department equipped with seating and study space as well as attractive informational bulletin boards and books to read.
11. Pilot ENR 098 and ENG 099 courses to improve remediation and enhance retention.

**Methods of Assessment:**

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

* Continue to develop areas and resources for tutoring in collaboration with LSC and LRC.
* Utilize faculty and student survey results.
* Evaluate existing resources and assess needs for additional space, equipment, furnishings, staff.
* Monitor use of services.
* Assess data and, if needed, request additional tutors/hours.
* 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:**

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

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

* Monitor use of space.
* Solicit donated items to improve appearance of space as needed.

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

* Assess data related to pass rates, retention, and subsequent student success.

**Funding Requests:**

* $200 for mileage to allow department chairs to visit other colleges’ established writing centers.
* $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: $6,200.00**

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

Related to Department Outcome #1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty. Related to long-range goal 3.2: Physical facilities, technological resources and other resources that promote 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 continued and deeper integration of technology into the curriculum.
3. Replace office and classroom computers and other technologic equipment as needed to ensure faculty continue to become innovative instructors.
4. Encourage instructors to evaluate new technology and equipment by piloting projects in their courses.
5. Update/replace older, worn, and damaged furnishings.

**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, video technologies, 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 administration for approval.
* Collaboration with ITS/ticket system.

**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.

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

* Survey faculty/staff for needs/requests.
* Assess quality of existing furnishings and availability of replacements.
* Examine/request quotes for replacement/new items.
* Prepare necessary requisitions.

**Funding Requests:**

* $850 for annual Scantron supplies per lease contract
* $10,974.70 ($997.70 each) to replace 11 older classroom desktop computers that were purchased between 2008 and 2011 and are in need of replacement.  Seven of these (in GSB 200, 201, 203, 204, 210, 211, 303) are 755s from 2008; 3 (rooms 215, 217, 301) are 780s from 2010; 1 (in room 219) is a 790 from 2011. Only one classroom used by Communications (GSB 213) has a newer computer.
* $3,864.63 ($1288.21 each) to replace 3 laptop computers and docking stations for fulltime faculty members. Their current computers were purchased in 2013 and are out of warranty.
* $4,988.50 ($997.70 each) to replace 5 desktop computers for four full-time faculty members and the office manager.  Their current computers were purchased in 2013 and are out of warranty.
* $2,993.10 ($997.70 each) to replace 3 desktop computers shared by approximately 25 part-time instructors who teach for the department during the year.  These computers are 780s from 2010.
* $175.00 ($35 each) for 5 presentation remotes for speech instructors/classrooms. Students need to practice using this technology when delivering speeches.
* $692.40 ($57.70 each) for new speakers for all 12 classrooms used by the department. Greg recommended these speakers. We currently use the speakers that came with the computers, but these are insufficient for playing audio/AV to a classroom of students.
* $237.98 ($118.99 each) for 2 external CD/DVD drives for use with new HP computers. Not all necessary audiovisuals are available online or through library resources, so some DVDs are still needed, especially for analysis and discussion of example student speeches and some film adaptations of literature. Using the old TV/DVD combos is not ideal since audiovisuals can be projected much larger using the LCD projector and screen. These external drives will be shared among instructors and available for checkout as needed.
* $4,760.00 ($680 per room) for room darkening shades to enable improved viewing of audiovisuals in 7 classrooms (GSB 219, 217, 215, 213, 211, 203, 201) front side this year with plans for remaining rooms next year . On sunny days it is very difficult to see the audiovisuals being displayed on the projector screen with the blinds closed and lights off. Room darkening shades are needed in addition to the blinds.

**Total Funding Requests for Goal 3: $29,536.31**