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| jscc logo | **Goal Progress Report** |
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**Program: Communications—Shelby Report Period: 2016-2017**

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| **Goals** | **Request & Justification/Resources** | **Goal Progress** | **Strategies Implemented & 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. | Our transfer/general studies program makes up a large percentage of the student population at JSCC. The department sees most students enrolled in university parallel and career programs as well as many seeking certificates. Continued monitoring of program offerings and requirements is, therefore, essential. The Department will plan professional development opportunities, and faculty will continue to utilize IAP funds for individual professional development needs/interests. Professional development will also be provided on campus for faculty in current theory and instructional practices, and the department will maintain memberships in professional organizations.Communications Division committees review course competencies annually and revise as needed to meet current standards and practices in each discipline. Courses will continue to be staffed with qualified instructors.  | The department offers developmental English and reading courses, composition, literature, mass communications, and speech courses. The department continues to offer mass communications courses required for some Communication Studies majors, as well as Public Relations and Journalism transfer students. THR 120: Theater Appreciation was moved to the Liberal Arts Department where Art Appreciation and Music Appreciation are also housed.Committees made up of Communications and English faculty members from the various JSCC campuses worked together to review and revise course competencies for courses in the department, and the updated competencies were posted on the college’s website under Programs, Course Outlines. The department completed its 3-year program review and implemented strategies, including but not limited to utilization of the online library orientation, a research and plagiarism video (library resource), and additional instruction in integrating sources, to “close the loop” on SLOs from the previous 3-year cycle. A revised set of SLOs were developed based on needs identified during this process. These are currently being assessed for the new 3-year cycle. A new approach for teaching English Composition I was implemented following related pilots and workshops during the previous year. An Open Source textbook is also being used for composition courses to decrease student expense. The department offered its second annual UWRITE workshop during summer 2017 to further enhance understanding of pedagogy and content for composition courses. Speech instructors met to discuss competencies, approaches, and assignments for SPH 106 and 107 courses. Based on enrollment observations, growth in dual enrollment, and FT/PT ratios, the department requested additional English fulltime faculty. Following a retirement at the Jefferson Campus and subsequent transfer of a distant education faculty member to that campus, and upon retirement of a Shelby Campus faculty member, three new instructors (one new position) were hired, which will bring FT/PT ratios back up at Shelby and allow us to send additional full-time instructors to cover dual enrollment classes. The department chairs and faculty coordinated a variety of professional development opportunities for all JSCC Communications instructors, including technology demos, presentations, and roundtable discussions, as well as informal sharing and collaboration. Faculty members also attended conferences and workshops using IAP funds. Several instructors attended UWRITE at JSCC and the Birmingham Institute for Teaching Writing workshop at UAB. Following professional development for teaching integrated reading and writing, ENR 094 was piloted in the spring of 2017.Institutional and departmental memberships in professional organizations were renewed. We have included a professional development area for faculty in the department, supplied with a variety of articles, journals, and books. | The Communications Division committees have been effective and will continue to monitor effectiveness and assess needs. Departmental and course outcomes were updated to focus on identified needs or areas of concern to ensure courses offered are appropriately meeting the specified objectives. Additionally, assessments have been improved to better measure stated outcomes. Course competencies will be reviewed annually by departmental committees.The focus this year will be continuing to improve the curriculum and materials for developmental English and reading courses. The department chairs will work with the dean of developmental education to facilitate professional development in this area.Faculty will continue to develop individual IAPs each year, and department chairs will continue to work with faculty to provide professional development opportunities and maintain membership in professional organizations. We will also develop a workshop evaluation form.New fulltime and part-time instructors were hired to fill vacant slots and staff additional sections. The department chairs and associate deans will continue to monitor enrollment, dual enrollment needs, and FT/PT ratios, and determine the need for additional faculty in English. If data supports it, an additional new fulltime English position will be requested.Additional sections of ENR 094 are being offered this year. The curriculum for this course is currently undergoing an improvement process at the state level. The college will continue to monitor enrollment and success of offering the integrated reading and writing approach for developmental education.ESL/L2 training has been identified by faculty as an area of need for additional training. The department will work with the college to provide additional training in this area for faculty. |
| Goal Two: Provide student academic, developmental, and support services that assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth. | It is essential to continue to provide free access to Smarthinking online tutoring to offer 24/7 access to tutoring services for students enrolled in English courses at multiple locations and online who might work fulltime, attend high school, or have other restrictions that prohibit them from attending tutoring sessions on campus regularly. We also think it’s necessary to establish a writing lab staffed with highly qualified L19 tutors and/or part-time instructors where students may receive live one-on-one help with written compositions in a variety of subjects. The department will work with other areas of the college, including the Learning Success Center, the Learning Resource Center, and the Associate Dean of Developmental Education, to continue to develop and implement this plan.Continue sponsoring Red Mountain Reading Series to bring authors on campus through supplemental grants and stipends. Continue publishing Wingspan in-house to celebrate original works by JSCC students, staff, and community. Continue support of The Writers’ Roundtable, English for Life (E4L), and The Little Free Library. Continue to support student organizations such as Jefferson State’s speech team as well as Sigma Kappa Delta English Honor Society and Sigma Chi Eta Communication Honor Society. Continue providing support for JSCC’s Concert and Lecture Series. These programs enhance the overall quality of the department and offer students and community members opportunities for enrichment. Additionally, retention is tied to student life. These organizations may also partner with THR/Liberal Arts to provide additional opportunities for enrichment and appreciation of the arts. | The college continues to subscribe to the indispensable tutoring services provided through Smarthinking for students enrolled in math and English courses. The writing center was included in the unit goals on the department’s strategic plan, and a formal, detailed proposal was submitted to administrators. The College approved 12 hours per week of one-on-one English tutoring for help with writing tasks in JSCC courses. This service is currently provided at both the Shelby and Jefferson Campuses beginning this fall.One of the goals of the department is to provide a welcoming environment for students for fellowship and study. We have seating areas and tables in the area. SKD maintains the Little Free Library in GSB. Bulletin boards are decorated and updated regularly.Student organizations and scholarship opportunities are related to this goal as well as to the goal of retention. The college has continued its support of the department’s programs and student organizations through class releases for some faculty sponsors, funding, advertising, and allocation of other resources (space, housekeeping, security). The student organizations participate in community service projects that encourage reading and writing for all. These projects get our Jefferson State name out there, contribute to our good reputation, and also create a positive image of service for the college. Sigma Kappa Delta English Honor Society members assist with publicity, hosting, and editing of *Wingspan*. The Jefferson State Speech Team competes in a variety of intercollegiate tournaments and brings home numerous awards.  The Speech team also performs at a variety of college events. The Red Mountain Reading Series partners with several campus groups not only to stretch the funding, but also to strengthen JSCC’s presence in the community and hold a variety of readings, workshops, and other events on campus. These kinds of events speak to the College’s mission to retain students by creating for them a sense of belonging to an active, vital learning community. Honor societies like Sigma Kappa Delta and Sigma Chi Eta support not only their own membership but also the student body as a whole. The Writers’ Roundtable and E4L seminars provide additional opportunites for skill development. Soft skills are also taught in speech and English classes as well as ORI 101.  | The department requests continued renewal of Smarthinking services to provide access to tutoring services for all students regardless of their work and family schedules or other circumstances. The college approved some on-campus tutoring, but the comprehensive plan was not approved. Therefore, we will collaborate with other areas to adjust plans and provide services. The department will continue to assess needs and revise the comprehensive writing center proposal/plan. Department chairs will work with the dean of developmental education to coordinate efforts for improving the developmental program, courses, and services. Aesthetically-pleasing areas for students, faculty, and staff will continue to be a goal.The student organizations plan to continue to work together to bring the greatest opportunities to students and community. Faculty advisors offer valuable opportunities for hands-on experiences for these students. These partnerships will continue. The Speech Team continues to be recognized as a very successful competitive student organization. The Communication Honor Society will begin hosting an annual speech competition for students enrolled in speech courses during the academic year. The department will continue offering resources and opportunities such as English for Life seminars and the Writers’ Roundtable. SKD will continue to support The Little Free Library.Currently, a class release is granted for the primary SKD sponsor at the Shelby Campus for work load associated with sponsoring the SKD student organization. The department will continue to develop proposals to provide similar resources for Sigma Chi Eta.  |
| Goal Three: Maintain classroom and office equipment to enhance the quality of instruction and improve student learning. | To enhance the quality of instruction offered to students, new equipment and technologies will be acquired and updated or upgraded as needed. It is our expectation that student learning will be improved through the integration of technology into the curriculum.  | After checking with IT Support Staff, it was determined that most of the computers in the classrooms in the General Studies Building were approximately 8-9 years old or older, so replacement computers are being requested through the technology goals plan for 2016-2020 to maintain current and functional computer technology for classroom instruction, class preparation, and record keeping. To enhance classroom and online instruction, web cams, an Elmo Cam, and an interactive whiteboard were purchased. Specific equipment requests were included in the technology plan for 2016-2020 as well as the department’s strategic plan.Instructors have begun using the Elmo Cam and SMART Board in the classroom and have plans to utilize both for recording videos for online classes. Instructors are also using a variety of technologies, including Plato, MyLabs, Mindtap, Curriculum Builder, SafeAssign, Tegrity, and others, to improve the quality of instruction in online, hybrid, and traditional classes. | Computer replacements for classrooms are currently being sought. As computers are retired from labs, we plan to replace older 745s and 755s with slightly newer 780s and beyond.As equipment fails or needs upgrading, it shall be reported in an effort to keep all necessary equipment functional. Requisitions will be processed for equipment requested through the technology plan and strategic plan upon approval as needed.LCD projectors in the classroom will need continued maintenance/repair and replacement as well. As they continue to age, more will need to be replaced.Faculty members are being encouraged to utilize existing equipment, research emerging technologies, report problems, and request additional technology/equipment and training as needed.The department will work with the Associate Dean of Distance Education and ITS to develop a student technology survey in order to meet he needs of our students. |
| **Submission date: September 15, 2017** | **Submitted by: Connie Caskey, Chair** |