**Unit Goal Revisions**

**2016 - 2017**

**Name of Program/Department: Communications - Shelby**

**2015-2016 Accomplishments:**

* The Communications Department across the college hosted a U.W.R.I.T.E day of professional development for composition instructors (fulltime, part-time, dual enrollment).
* Several instructors attended the Birmingham Institute for Teaching Writing at UAB in August.
* The college and the Communications Department continued to support the Red Mountain Reading Series, *Wingspan*, The Writers’ Round Table, the Concert and Lecture series, The Speech Team, English for Life, Sigma Kappa Delta, and Sigma Chi Eta.
* The Speech Team performed a reader's theatre at the "Welcome Back" breakfasts on both the Shelby and Jefferson Campuses in August 2015.  The Team also performed for high school "Preview Days" on the Jefferson and Shelby Campuses in March.  During the summer, they performed a skit that they researched and wrote at the Stepping Stones conference in July.
* The Speech Team was invited to perform the skit at the ACCA annual convention in Birmingham in November 2015 where they received a standing ovation by everyone at the conference.
* The Speech team also competed in tournaments at Berry College, The University of West Florida and Bossier Parish Community College.  They brought home 3 bronze (semi-final) awards and 1 gold (finalist) award at the national tournament in Costa Mesa, California.  Coach Janice Ralya won the Coach Fellowship award at Phi Rho Pi Nationals.
* Sigma Chi Eta, led by faculty member Dr. Janice Ralya, has now grown to over 200 members after starting out with 15 charter members in Summer 2014.  They helped sponsor a donation drive during Freedom Week and helped sponsor author Lawayne Childrey's visit to campus.  Sigma Chi Eta conducted an induction ceremony in April and was awarded 4 full tuition scholarships for officers starting in the fall 2016 semester.
* Dr. Janice Ralya served on two panel discussions at the National Communication Association Conference in November.
* Sigma Kappa Delta supported college’s recruitment efforts at Get on Board Day and Summer NSO.
* SKD/Shelby partnered with the Black History Month Committee to hold a “Black History Trivia Night.”
* SKD set up and maintained a bookcase for “The Little Free Library” program, encouraging reading through a free book exchange.
* The Red Mountain Reading Series brought writers Marlin Barton, Dr. Randy Cross, and Kathryn Lang to campus. Barton and Lang gave writing workshops at the Shelby and Jefferson Campuses, respectively.
* Red Mountain also partnered with the College to provide a Faculty Development Workshop with Dr. Randy Cross.
* With the efforts of Kevin Townes and Ashley Kitchens, Jefferson State theater students and community actors performed Neil Simon's "Plaza Suite" at the Shelby-Hoover Campus and the Chilton-Clanton Campus in April.
* As Red Mtn./*Wingspan* sponsor, Dr. DeVaney-Lovinguth partnered with Liberal Arts and the Speech Team to produce the Constitution Day program.
* In Spring 2016, *Wingspan* partnered with the Speech Team to produce “An Evening of Performance” to celebrate the Fall 2015 issue of *Wingspan*.
* Also in Spring 2016, *Wingspan* partnered with the Speech Team to present a readers’ theatre version of “The Blue Station Wagon” by JSCC faculty member Dianna Hyde.
* Faculty member Brian Rockett served on an Office Hours Committee to help create a new college-wide Office Hours Policy.
* Faculty members Natalie Dudchock and Summer Aldrich served on the college’s Curriculum Committee.
* Faculty member Dr. Sharon DeVaney-Lovinguth served as chair of the college’s Concert and Lecture Series.
* Brian Rockett served on the Faculty Senate Council to represent Communications /Liberal Arts.
* Summer Aldrich served on the college’s Social Committee.
* Connie Caskey, Department Chair, and Liesl Harris, Associate Dean, served on the JSCC Alumni Association Steering Committee.
* Brian Rockett was named SGA advisor for 2016-2017.
* Faculty member Dianna Hyde continues to serve as proclaimer at the college’s graduation ceremony annually.
* Faculty member Dr. Mary Kaiser served on an intercollegiate committee examining alternative grading methods.
* Faculty member Brian Rockett and office manager Ginger Cooper served on the Honors Convocation committee.
* Connie Caskey served on the college’s Distance Education Committee.
* The Shelby Campus PTK chapter, led by associate dean and faculty member Dr. Liesl Ward Harris, placed internationally as a College Project winner, an “Honors in Action” winner, and a Distinguished Chapter.
* Dr. Liesl Ward Harris planned a college-readiness seminar for approximately 150 students.
* Brian Rocket presented a session on professional communication in the College 101 free seminar for students.
* Sharon DeVaney-Lovinguth taught lessons on study skills and library research in the College 101 seminar.
* Dianna Hyde presented lessons on annotating texts at the College 101 seminar.
* Dianna Hyde was nominated for Outstanding Faculty member.
* The department boasts many respected and popular instructors who are revered by their students.
* Faculty and staff worked to provide a welcoming environment including a seating and study area on the 2nd floor of GSB for students taking classes in the department.
* The department and student organizations maintained inviting bulletin boards on the second floor of GSB.
* Connie Caskey and Dianna Hyde attended workshops at Calhoun Community College for teaching integrated reading and writing courses.
* Several instructors, including Mark Youngblood and Natalie Dudchock, completed online training and participated in webinars for professional development.
* Dianna Hyde participated in SREB training and the BOOST pilot, two college readiness programs.
* The department acquired a new Scantron machine (lease agreement).
* Service contracts were added to existing printers that had gone out of warranty.
* The computers in the part-time area were upgraded from 745s, which were approximately 12 years old, to 780s, which are approximately 6 to 7 years old, when these computers were retired from computer labs.
* Department chairs began work on a proposal for a writing center, and a faculty survey was conducted. A student survey was also developed for distribution in fall 2016.
* Communications and English faculty met to discuss SLO assessments and revise student learning outcomes.
* Dr. Sharon DeVaney-Lovinguth presented a free English for Life seminar on resume writing, and Connie Caskey offered one on punctuation.
* The department purchased an Elmo Cam, which is currently being used for classroom instruction by several instructors.
* Web cams and microphones were purchased to enhance instruction in online courses.
* Missing/broken remote controls for LCD projectors were replaced.

**Revised Unit Goals for 2016-2017**

**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 change in the goal)**

**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, 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.

**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 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: $58,450.00**

**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. (no change in the goal, but revision of objective 1, and addition of 2 objectives)**

**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. Assess instructor and student needs regarding tutoring and writing coach services.
4. Prepare and submit a proposal for a Writing Center, including locations at each campus, policies and procedures, staffing needs, organization, and administration.
5. Purchase necessary equipment and hire necessary staff.
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. Offer theater productions at the different campus locations (at least one performance per year).

**Methods of Assessment:**

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

* Development of a comprehensive plan and proposal.
* Evaluate faculty and student survey results.
* 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. Will be completed and submitted to administration for approval by March 2017 with plans to open at the beginning of the 2017-2018 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:**

* 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:**

* Hold open auditions on campus.
* Schedule rehearsals and build sets, manage the production, and schedule events.
* Monitor attendance at performances.

**Funding Requests:**

* $200 for mileage to allow department chairs to visit other colleges’ established writing centers.
* $3,000 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), books ($90) (adjusted by $90)
* $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
* $300.00 Royalties (approx. $100 per performance)
* $100.00 Scripts (x number of actors or script copying license, if available)
* $300.00 Set/Prop Construction Materials (Lumber, hardware, paint, etc.)
* $200.00 Costume Rental (If costumes will be rented)
* $100.00 Publicity of theatrical performances
* $100.00 Ticket Printing/Program Printing

**Total Funding Request for Goal 2: $10,300.00**

**Goal Three: Maintain classroom and office equipment to enhance the quality of instruction and improve student learning. (no change in this goal, funding amounts adjusted)**

**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 annual Scantron supplies per lease contract
* $1137-$3411 each to replace irreparable desktop computer(s) (1-3, as needed)
* $3618 ($1809 each) to replace irreparable laptop computers. Two faculty laptops are already showing signs of problems. Since these are now 3 years old they will probably need to be replaced soon.
* $2400 for two at $1200 each for replacement LCD projector(s) (as needed)
* $1375 for an additional Elmo document cameras (price adjusted to include all necessary equipment/technology/accessories for the Elmo Cam)
* $3,800 for a Smart board interactive white board for instructional use in GSB (not purchased during 2015-2016, price adjusted to include necessary equipment/accessories)
* $2400 ($200 x 12 rooms) Room darkening shades to enable improved viewing of information displayed with LCD projector
* $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. (not purchased last year)

**Total Funding Request for Goal 3: Approximately $15,780.00-18,054.00**