

## Unit Strategic Plan

2019- 2021

**Name of Program/Department:** Communications Department, Shelby-Hoover 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.

### Division Outcomes

- Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.
- Prepare students to continue their education at four-year institutions or to enter the workforce.
- Offer courses that allow students to develop communication skills and knowledge for personal enrichment or for job advancement.

### **Summary of Access, Productivity, and Effectiveness**

The Communications Department offers courses in English composition, integrated reading and writing, literature, and mass communication that support the general education core and developmental education needs. Most of the courses meet Area II requirements for the Alabama General Studies Committee and STARS Guide. Other courses are approved for Areas IV and V. Nearly every major, including transfer programs, career programs, and certificate programs, 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 majority of students are ages 18-29, but the department does see both younger and older students. We serve accelerated high school and dual enrollment students as well as non-traditional students. These students take JSCC courses at area high schools, online, and on campus. We also serve a diverse ethnic population, including many second-language students. In addition to offering several core classes, we advise and serve students in the following university parallel programs: Communication Studies, English, English Language Arts Education, Journalism, Public Relations, and Speech. The College currently has approximately 150 students with these majors. 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; however, the graduate rate is not the best measure of success. Transfer advisors encourage students to follow university parallel degree plans to earn associate degrees prior to transfer when possible; however, some students transfer early to take advantage of scholarship opportunities. These students are encouraged to transfer credits back and

earn the JSCC degree. The department also serves a large transient, accelerated program, and dual enrollment population. Course evaluations tend to be positive, and writing coaches are available to assist students with written assignments in all courses. Enrollment remains steady.

2018-2019 Shelby-Hoover Campus Enrollment												
	Traditional			Total	Internet			Total	Hybrid			Total
	F	SP	SU		F	SP	SU		F	SP	SU	
ENG 093	0	0	0		56	0	0		0	0	0	
ENR 094	0	0	0		0	0	0		0	0	0	
ENR 098	108	46	13		0	32	20		0	0	0	
ENG 099	19	17	5		0	0	0		0	0	0	
ENG 101	419	253	81		175	142	95		71	47	0	
ENG 102	170	268	84		69	140	83		0	0	0	
ENG 246	0	0	0		0	0	0		0	0	0	
ENG 251	88	95	144		95	96	93		0	0	0	
ENG 252	70	57	80		34	34	31		0	0	0	
ENG 261	21	13	0		0	0	0		0	0	0	
ENG 262	11	14	0		0	0	0		0	0	0	
ENG 271	25	0	0		33	28	45		0	0	0	
ENG 272	0	0	0		24	31	19		0	0	0	
MCM 100	22	0	0		0	0	0		0	0	0	
MCM 102	0	15	0		0	0	0		0	0	0	
SPH 106	74	138	24		191	183	143		85	48	48	
SPH 107	164	73	25		94	87	63		24	24	28	
SPH 116	0	0	0		22	24	14		0	0	0	
SPH 123	6	3	5		0	0	0		0	0	0	
SPH 124	1	6	0		0	0	0		0	0	0	
SPH 125	1	1	3		0	0	0		0	0	0	

**Internal Conditions:**

**1. Technology**

Keeping instructional technology current for faculty, classrooms, and labs is an ongoing need. Classrooms in the General Studies Building where English, speech, and mass communications courses are taught are each equipped with an operational computer, LCD projector, and screen. One classroom, GSB 217, also has an ElmoCam, and one classroom, GSB 213, has a SMART Board. Computers that have been retired from labs are placed in classrooms for instructional use. The Dell 7010 model computers were acquired in late 2013 and have been out of warranty since 2017. Some of the classrooms still have

780/790 computers that were retired from computer labs and are approximately 9 years old. Most of the Dell 780 model computers were acquired in late 2011 and have been out of warranty since 2014. Most of the LCD projectors were recently replaced, but we still have two that need to be updated per IT recommendation. The Hitachi 3011N (2011) and Epson need to be replaced. The Epson projector in room 203 was borrowed from another department/building and needs to be replaced so that it can be returned.

All full-time faculty in the department received new computers in 2013, and new hires received new computers in 2017. These computers are used daily for online instruction and preparation of instructional materials, creation of exams, record keeping, communication, etc. The 2013 computers have been out of warranty since 2017. Replacement computers will need to be purchased soon.

The department chair office in GSB 216B 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 and a VoIP telephone. The instructor offices in the GSB 214 suite were recently upgraded to VoIP telephones with email integrated voice mail services.

The part-time cubicle space in GSB 216A, which is located in the GSB 214 corridor, is now equipped with 780 computers, which are approximately the same age as computers located in some GSB classrooms; replacements will be requested. A Scantron machine is located in the GSB 214 office suite. The suite also houses a new printer, a fax machine/color copier, and a multi-function copier/scanner/printer unit. The equipment in this suite is used by a variety of programs in GSB, including more than 15 full-time instructors and 20+ part-time instructors. Because so many instructors from various programs use the equipment, and it is often in need of service due to frequent use, all pieces of equipment are necessary. It is often impractical to print when copy jobs are being run on the multifunction copier. We have a service agreement for current equipment, and the printer was recently replaced. Due to constant demand and use, it is not practical to serve the needs of so many faculty and staff with just one multi-function printer, so we plan to keep all of the equipment mentioned above and repair or replace as needed.

GSB 320 is a scheduled computer lab, which is used for classroom instruction by all programs in the building, including PTA, EMS, Chemistry, the Learning Success Center, and Communications. It is scheduled to receive new computers during the 2019-2020 academic year. There is also an open computer lab on the first floor for student use. This lab was upgraded with new computers last year. These labs are managed through the Learning Success Center and Distance/Developmental Education.

Location	Computer	Projector
GSB 200	2013/7010	2018/NEC Projector
GSB 201	2013/7010	2018/NEC Projector
GSB 203	2011/780	Epson Projector (borrowed)
GSB 204	2013/7010	2011/Hitachi
GSB 210	2013/7010	2018/NEC Projector
GSB 211	2011/780	2018/NEC Projector
GSB 213	2017/Elitedesk800	2017/Smartboard

GSB 215		2010/780	2018/NEC Projector
GSB 217		2010/780	2018/NEC Projector
GSB 219		2013/7010	2018/NEC Projector
GSB 301		2010/780	2018/NEC Projector
GSB 303		2011/780	2018/NEC Projector
<b>Offices</b>			
GSB 214D Aldrich		2018/HP laptop	
GSB 214F Dudchock		2013/7010	
GSB 214E Youngblood		2013/7010	
GSB 214H Lewis		2017/HP Laptop	
GSB 214I Ralya		2013/7010	
GSB 214J Rockett		2013/7010	
GSB 214K Kaiser		2013/7010	
GSB 214Q Hyde		2013/7010	
GSB 214S Burns		2017/HP Laptop	
GSB 214P Cuevas		2017/HP Laptop	
GSB 216	CHAIR 216B	2017/HP Laptop	
(Dept. Office)	OFFICE MGR-216	2013/7010	
GSB 216A (Part-time Area)		2010/780s	

## 2. Budget

The budget for classroom and office supplies for the department is currently sufficient. The office manager submits two to three supply orders each semester as needed, totaling around \$200 or less each. The college supplies paper and copying services through vendor contracts. Additional funding requests, including those for the Scantron contract/supplies and other technology, are included at the end of each unit goal below.

## 3. Staffing

Currently, the department has twelve full-time instructors, including the department chair and associate dean. We utilize 20-25 part-time instructors (varies by term) to staff our remaining traditional, dual enrollment, and Internet courses. Three full-time English instructors were hired in 2017 to replace an instructor who retired and one who transferred campuses and to meet demand created by an increase in distance education and dual enrollment. Full-time/part-time instructor ratios are currently good for English. We presently maintain adequate FT/PT ratios for speech, but they dipped just below 50% during fall 2018. Fall is our highest enrollment semester each year. We will continue to monitor demand, enrollment, ratios, and fall/spring course offerings. MCM has very low enrollment, so a full-time 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 office suite.

### Percentage of Full Time Faculty – Shelby Campus

Department	Fall 2017			Fall 2018		
	Total Registrations	Full-time Faculty Percentage	Part-time Faculty Percentage	Total Registrations	Full-time Faculty Percentage	Part-time Faculty Percentage
<b>ENG</b>	1,459	51.6%	48.4%	1,380	58.3%	41.7%
<b>SPH</b>	649	55.5%	44.5%	682	49.0%	51.0%
<b>MCM</b>	22	0.0%	100.0%	22	0.0%	100.0%
<b>ENR</b>	44	100.0%	0.0%	108	47.2%	52.8%
<b>Total</b>	2,174	53.5%	46.5%	2192	54.1%	45.9%

#### 4. Resources

Faculty members are encouraged to attend and present at conferences, upgrade their computer skills, and attend workshops that help them to remain current in their fields. JSCC faculty are allotted up to \$500 each annually for individual professional development action plans that can be used to attend conferences and workshops. Faculty members are grateful to the college for providing this funding to support professional development opportunities. The department respectfully requests that this funding continue.

The department partners with the Learning Resource Center and Learning Success Center to provide tutoring services for English/writing. In addition to Smarthinking 24/7 online tutoring services, students have access to live one-on-one tutoring for help with writing tasks in all courses. The Learning Resource Center provides facilities and resources that support our courses, including a research computer lab, tutorials, online databases, and online audiovisuals. Computer labs are also provided through the Learning Success Center. Additionally, the LSC supports developmental courses with resources such as Plato and the ACCUPLACER. The tutoring, library, LSC lab, and ADA offices are now all connected spaces to offer a variety of student success resources in one general location. The Advising Center, Enrollment Services, and Testing Center are located in the same building as well.

The department chair works with the dual enrollment coordinator and associate deans to staff off-campus dual enrollment and distance education courses and to staff classes with full-time instructors from other campuses when needed.

#### 5. Enrollment

Shelby Campus enrollment made up 43.1% of overall enrollment at the college for fall 2018, and 37% of students were enrolled in transfer AS programs. During fall 2018, 56.7% of the college's total speech course enrollment and 40.4% of the college's total English enrollment was at the Shelby Campus. Enrollment in the Communications Department at the Shelby Campus has remained fairly consistent each year for the past few years. As would be expected, fall is our largest enrollment semester each year, followed by spring, and summer is our lowest. We serve a large transient student population, especially during the summer term each year. Course offerings are adjusted according to enrollment

trends. We have added dual enrollment and internet sections based on demand. New placement scores for ENG 101 have resulted in a slightly lower overall annual enrollment in institutional credit courses and a slightly higher overall annual enrollment in ENG 101. All ACCS schools have begun offering a co-requisite option for students who meet established criteria to register for ENG 101 along with ENG 099 as a support course. Separate ENG 093 and RDG 085 courses have been replaced with an integrated reading and writing course (ENR 098) for students who require remediation. We are currently reviewing the feasibility of offering MCM courses in an online format since we currently only offer those at one campus due to low enrollment. Since these courses are required for some degree plans and optional for others, this seems like a good option to serve students at all campuses.

**Shelby Department Enrollment 2018-2019**

Department	Fall 2018	Spring 2019	Summer 2019
ENG	1357	1207	742
SPH	677	576	351
MCM	22	15	0
ENR	108	78	33
<b>Total</b>	<b>2164</b>	<b>1876</b>	<b>1126</b>

**Annual Credit Trend by Department Fall 2017 and Fall 2018  
College Wide**

	Fall 2017		Fall 2018	
	Total Registrations	Credit Hour Production	Total Registrations	Credit Hour Production
ENG	3,609	10,827	3,481	10,361
SPH	1,144	3,432	1,150	3,450
MCM	22	66	22	66
ENR	89	356	187	748

### Shelby Campus

	Fall 2017		Fall 2018	
	Total Registrations	Credit Hour Production	Total Registrations	Credit Hour Production
<b>ENG</b>	1,459	4,377	1,380	4,102
<b>SPH</b>	649	1,947	682	2,046
<b>MCM</b>	22	66	22	66
<b>ENR</b>	44	176	108	432
<b>Total</b>	2,174	6,566	2192	6646

## 6. Facilities

The Communications Department offers classes in the General Studies Building, and occasionally must schedule some classes in the Health Sciences Building when classrooms aren't available in GSB due to other subjects also being offered in the building, especially during mid-morning, which is the most popular time for classes. Currently the department uses twelve classrooms in GSB (GSB 200, 201, 203, 204, 210, 211, 213, 215, 217, 219, 301, 303) for instruction in English, speech, and mass communication.

Writing tutors are utilizing space in the library for tutoring; this is a shared space, and math tutors also utilize the space. The department works with the LRC and LSC to make recommendations for improvements to the current space in this area.

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, test scoring, professional development materials, and storage. The remaining offices are used for faculty from other departments. There is currently one small storage closet at the end of the hall, which is used for copy paper and storage of materials for Honors Convocation, Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team. The Department Office in 216 houses the Department 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. One method of storage is to convert data--by scanning it--into electronic files, but more space is needed for storage of SLO documents, books, and supplies for student organizations.

## 7. Equipment

In addition to the technologic equipment previously mentioned, the department still has some portable TVs, VCRs, and DVD/VCR combos that can be moved from room to room. The 214 suite has a Scantron machine, shredder, microwave, refrigerator, and coffee maker. There is also an electric pencil sharpener, a manual paper cutter, and a heavy duty stapler. Classrooms are outfitted with white boards and projector screens. GSB 117 also has an Elmo Cam, and GSB 213 has a SMART Board. Projector screens are beginning to show signs of wear and tear and will need to be replaced soon.

**External Conditions (such as state funding, accrediting agencies, advisory committees, postsecondary policy changes):**

Jefferson State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the Associate in Arts, Associate in Science, and the Associate of Applied Science degrees. 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. The department completed its 3-year assessment cycle and program review at the end of 2015-2016, and the college is currently completing its fifth-year self-study and impact report.

The division is impacted by ACCS and Post-Secondary policy changes when applicable. The department uses the STARS articulation guide to inform its curriculum and course offerings. DegreeWorks is utilized as an advising tool. Beginning fall 2016-2017 policies related to developmental education requirements and placement were updated following policies distributed by the Chancellor of the Alabama Community College System, which resulted in more students placing directly into English 101 and fewer requiring developmental English. The ACT score required to exempt students from being required to take placement tests for ENG 101 was reduced from 20 to 18 for English, and a new placement test was adopted state-wide. Placement into dual enrollment English was also affected by these changes, resulting in increased demand for dual enrollment sections. Last year, placement guidelines were revised to include high school GPA as an additional placement option. Also, the ACCS Acting Director of Academic Affairs has promoted professional development for a new course, ENR 098: Writing and Reading for College, as well as a co-requisite model which includes ENG 099: Introduction to College Writing. Offering these courses can help decrease time spent in developmental education so students can proceed to credit courses, therefore improving student retention.

**2017-2018 Accomplishments:**

- The Communications Division (all 4 campuses and dual enrollment instructors) came together for our 3<sup>rd</sup> annual UWRITE Conference at JSCC Shelby on June 22, 2018. Here, we had a guest speaker keynote address on Teaching Reading and Writing to ESL Students.
- The Department welcomed three new full-time English instructors (two replacements; 1 new position).
- 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 20<sup>th</sup> with guest presenter Lisa Hoeffner, an IRW instructor from Texas and author of *Common Ground*.
- The Communications Department Chair, office manager, and other 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 from the department 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: 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 instructors from various campuses who teach developmental courses participated in a roundtable discussion of Integrated Reading and Writing strategies on April 20, 2018.
- Communications Department Chairs from Shelby and Jefferson Campuses 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 instructors in the department attended professional development on campus, via webinar, and traveled to book festivals.
- 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 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.
- Faculty member Brian Rockett chaired the Honors Convocation Committee. Dianna Hyde, Liesl Harris, and Ginger Cooper also served on the committee.
- Under the direction of Dr. Janice Ralya, 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.
- Dr. Janice Ralya served as faculty advisor for Sigma Chi Eta.

- 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 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.
- Faculty member Dianna Hyde received an award for bringing the Eta Epsilon Chapter of Sigma Kappa Delta to Ivy Chapter status.
- Dianna Hyde was once again an Outstanding Faculty nominee.
- The Communications Department Chairs worked closely with Associate Deans to attend professional development and plan, propose, and implement support services and new courses (ENR 098 and ENG 099) for developmental English.
- As Sigma Kappa Delta sponsor, Dianna Hyde attended SKD National Conference in Cincinnati.
- Summer Aldrich attended the following: Webinar with Cengage: training with MindTap Technology; one-on-one training session with Cengage technical support: Randal Berrows; workshop on Office 365 – Skype for Office. Summer also viewed a talk on The Secret to Student Success presented by Arel Moodie | TEDxYouth@ClintonSquare and a talk on Learning Disability in Higher Education presented by Lexie Garrity | TEDxVanderbiltUniversity
- Summer Aldrich read the following articles: *Six Ways to Promote a Positive Learning Environment*, by Deborah Miller Fox, published January 22, 2018; *Cell Phone Policies: A Review of Where Faculty Stand*, by Maryellen Weimer, PhD, published March 6, 2018.
- Faculty member Natalie Dudchock attended a national symposium "Teaching Basic Speech Courses" and participated in focus group for Basic Public Speaking course instructors. She also served on the Textbook Selection Committee for SPH 106.

#### **2018-2019 Accomplishments:**

- The JSCC Communications Departments at all campuses together hosted our 4<sup>th</sup> annual UWRITE Conference for composition instructors in June where Dr. Chris Minnix, Associate Professor and Director of Freshman English at UAB, presented the keynote address.
- Faculty members Syreeta Lyons-Burns and Alex Lewis served on the UWRITE planning committee.
- Several faculty in the department served on various departmental and college committees.
- Faculty attended training sessions for Sexual Harassment Prevention, ADA, campus safety, and advising.
- The Department had ENR 098 and ENG 099 roundtable discussions in November.
- The department welcomed a new office manager after Ginger Cooper accepted a position as Executive Secretary to the Associate Dean of Transfer/General Studies at the Jefferson Campus.
- Faculty member Eugene Cuevas is participating in the Institutional Leadership Academy.

- Faculty member Dr. Mary Kaiser published a poem "Baba Yaga, Detroit" in the *Fairy Tale Review*, Pink Issue, April 2019, and will be giving a reading of that poem and others at the University of Southern Mississippi on October 19, 2019.
- Department faculty attended ACCS professional development in Montgomery in April 2019.
- Faculty member Eugene Cuevas attended the following: Savannah Book Festival 2018; Sexual Harassment Awareness Training 2018; UWrite 2018; Pioneer Con 2019 – contributor; Campus Safety Workshop 2019; ACCS Spring Professional Development Day 2019; UWrite 2019; Advising Information Session summer 2019; Institutional Leadership Academy 2019.
- Faculty member Alex Lewis attended the following: Library Tutorials for Online and Physical Classrooms, ENG 102 MindTap WebEx, Blackboard SaaS Overview, Intermediate Blackboard Training, Tegrity Training for Blackboard, UWRITE 2018.
- Faculty member Summer Aldrich attended the following: Advising Information session for faculty; Making integrated reading and writing work; Professional development workshop; Webinar by ACCA: How to be a Guide on the Side: Interactive Learning Strategies for the Classroom; Who Cares About Soft Skills? The Workforce, That's Who!; Connect training with Drew Depies; Speech Capture Demo; Group training for CONNECT; Instructional resources workshop; Gaming In the Classroom; Laser Focus on Student Experience...Because it Matters.
- Faculty member Natalie Dudchok completed BETA testing for digital speech submission product, advised and supported faculty (full- and part-time) with new digital technology for SPH 106, and scheduled training sessions for faculty (full-and part-time) with digital technology. She also served as Chair of the Speech Committee.
- Several instructors in the department attended the annual Birmingham Institute for Teaching Writing Conference at UAB in August.
- Instructors also attended the ALADE Conference at Beville State in October.
- English and speech instructors participated in Connect training for ENR 098 and SPH 106.
- Department Chair and faculty member Connie Caskey volunteered as faculty advisor for the Zeta Chapter of Sigma Chi Eta Communication Honor Society.
- Sigma Chi Eta faculty advisor Connie Caskey attended the Alabama Communication Association Conference at the University of Montevallo with Chapter Officers in July.
- Sigma Kappa Delta faculty sponsor Dianna Hyde attended the SKD National Conference with Chapter Officers in St. Louis in March.
- Other faculty members attended webinars and viewed Tedx Talks. Some also read articles for professional development.
- Institutional memberships in professional organizations were renewed.
- The department provided two writing tutors for a total of 12 hours weekly during fall and spring and one tutor for 8 hours weekly during the summer.
- The department chair toured writing centers/tutoring facilities on other college campuses while attending conferences and workshops at various institutions.
- The department continues to offer opportunities for enrichment and intellectual growth on campus, primarily through the student organizations we sponsor and the committees on which we serve.
- SKD hosted, and faculty and students assisted with PioneerCon in October.
- SKD also assisted with *Wingspan*, the Red Mountain Reading Series, and Writer's Roundtable.
- Several groups of faculty, staff, and students, including SKD and SXE, participated in Pioneer Day homecoming activities in September.

- Sigma Chi Eta resurrected JSCC's student newspaper, *The Pioneer*, publishing JSCC news 4 times per year.
- While the department did not offer E4L workshops this year, mostly due to low attendance in previous years, Sigma Chi Eta did offer editing and newswriting workshops as well as a Career Day and movie night with film study.
- Faculty member Dianna Hyde served as faculty advisor for the Eta Epsilon Chapter of the Sigma Kappa Delta English Honor Society.
- Sigma Kappa Delta continued to maintain the Little Free Library on the second floor of GSB next to the student seating area in front of the elevators.
- Bulletin boards on the second floor of GSB were updated periodically for aesthetics and to provide timely information of events.
- Dr. Janice Ralya and the Jefferson State Speech Team added IPDA debate to their list of events for the 2018-2019 season. After participating in a debate workshop at Lee College in August of 2018, the team won 40 awards in both debate and individual events at tournaments hosted by Middle Tennessee State University, University of West Florida, Mississippi College, Louisiana Tech and Bossier Parish Community College. The team was honored to be able to travel to compete in the International Forensics Association tournament in Berlin, Germany this March. Competing with two dozen colleges and universities, all 3 team members who attended brought home awards. Season-long rankings place the Jeff State Speech Team as 5th in overall points out of 32 community college IPDA debate programs.
- In addition to tournament competition, the Speech Team performed for the Alabama College Presidents Association Conference at Ross Bridge, hosted Constitution Day and An Evening of Performance, taught a debate workshop at the Birmingham Peace Summit and hosted a Debate Showcase recruiting event.
- With the leadership of faculty member Brian Rockett, SGA students hosted the college's first formal in over 40 years and served at several other successful events, including Pioneer Day, New Student Orientations, Preview Days, and a Youth Peace Summit.
- Faculty member Brian Rockett chaired and other department members assisted with the Honors Convocation event.
- Department faculty advised students during Preview Days and New Student Orientations as well as in their offices.
- Associate Dean and faculty member Dr. Liesl Ward Harris continued to serve as faculty advisor for the Beta Lambda Delta Chapter of Phi Theta Kappa.
- The Beta Lambda Delta Chapter of PTK won Most Distinguished in Alabama for the third consecutive year.
- Dr. Liesl Harris was named Alabama Regional Coordinator for PTK and had an article on returning-adult students published in *Community College Daily*.
- The department piloted ENR 098 and ENG 099 with ENG 101 co-requisite model, and continues to work toward improving these courses.
- Many instructors have utilized the SMART Board and Elmo Cam.
- Instructors are utilizing more components of Blackboard and Tegrity into their online, hybrid, traditional, and videoconferenced dual enrollment classes.
- Some instructors have utilized McGraw-Hill's Connect technology in the ENR 098 and SPH 106 courses and several instructors have also mentioned trying out "virtual classrooms" using Skype, Collaborate, and Zoom technologies.
- Dianna Hyde was recognized as an Outstanding Faculty nominee.

- Faculty member Brian Rockett served as SGA advisor. He and his SGA students hosted the college's first formal in over 40 years, and served at several other successful events, including Pioneer Day, New Student Orientations, Preview Days, and a Youth Peace Summit.
- Brian Rockett served on the Faculty Senate Council to represent Communications /Liberal Arts.

**Unit Goals (plans for the unit for the next two years):**

**Unit Goals for 2019-2020**

**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.

**Objectives:**

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.
2. Encourage faculty to attend local, in-state, and out-of-state conferences to maintain currency in their fields.
3. Encourage faculty to prepare presentations for local, in-state, and out-of-state workshops and conferences.
4. Maintain institutional memberships in professional organizations such as ACETA, NCTE, MLA, NCA, ACA, and SWCA and purchase institutional subscriptions to their publications.

**Methods of Assessment:**

- Objective 1
  - Survey faculty to determine areas of interest in order to plan on-campus sessions for each semester.
  - Following each session, an evaluation will be given to participants to assess effectiveness.
- Objective 2:
  - 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 faculty.
- Objective 3:
  - Track the number of faculty submitting proposals for presentation.
  - Survey attendees at local JSCC-hosted events to assess effectiveness.
- Objective 4:
  - Survey faculty for interest in specific professional organizations.

- Coordinate institutional memberships in professional organizations with the Communications Department at the Jefferson Campus.

**Funding Requests:**

- Objective 1:
  - \$1,000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors
- Objective 2:
  - \$6,000 (\$500 per x 12) for individualized professional development (IAP Funds) to include registration and travel expenses
- Objective 3:
  - \$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 3:
  - \$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**

**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.

**Objectives:**

1. Provide tutoring resources in collaboration with LSC and LRC.
2. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national/regional conventions.
3. Continue financial support for the Red Mountain Reading Series, *Wingspan*, Writer's Roundtable, and the Concert & Lecture Series.
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.
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.

### **Methods of Assessment:**

- 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.
- 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 if needed.

### **Funding Requests:**

- Objective 1:
  - \$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:
  - \$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:

- \$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:
  - \$250 for printing, advertising, and refreshments for workshops

**Total Funding Request for Goal 2: \$14,500.00**

**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."

**Objectives:**

1. Improve the student and instructor experience through updated furnishings and other aesthetics.
2. Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.
3. Enhance student learning through continued and deeper integration of technology into the curriculum.
4. Assess effectiveness and improve student learning through assessment of Student Learning Outcomes and other data.
5. Offer classes at times and locations to ensure student needs are met and staff classes with qualified instructors.

**Methods of Assessment:**

- 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.
- Update/replace older, worn, and damaged furnishings.
- Prepare requisitions as needed for failing furniture/equipment.
- 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 repair and 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 become innovative instructors.
  - Monitor the purchase and installation of software and hardware to ensure currency.
- Objective 3:
  - Survey faculty to identify those who wish to pilot new methods and technology.
  - Plan the budget accordingly for necessary purchases.
  - 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.
  - Make a suggestion to the DE Department to 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, and follow up by asking students to evaluate the instruction and training they receive through surveys at the end of the semester.
  - Purchase software for creation of multimedia presentations and video editing (Adobe Suite).
- 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 attend the state-level Curriculum Review Meeting.
  - Update/revise curriculum and course competencies/requirements 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 the current 3-year assessment cycle when we complete our program review in September.
- The course objectives and competency documents will be reviewed annually by departmental committees made up of representatives from the various campuses, and these documents will be revised as needed.
- 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.
  - The department chair will continue to review applications and conduct interviews for additional part-time instructors as needed.
  - Hire additional instructors/faculty if necessary.

#### **Funding Requests:**

- Objective 1:
  - \$400 for purchase of office chairs
  - \$400 for purchase of replacement lecterns
  - \$600 for purchase of replacement screens
- Objective 2:
  - \$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:
  - \$300 to purchase multimedia creation and video editing software

**Total Funding Requests for Goal 3: \$9,950.00**

#### **Unit Goals for 2020-2021**

**Goal 1: Provide quality instruction in developmental and transferable courses through emphasis on continued training and professional development for faculty.**

Ongoing 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.

#### **Objectives:**

1. Provide professional development activities on campus through roundtable discussions, guest speaker presentations, webinars, and workshops for faculty to maintain knowledge of current theory, trends, and technology in their fields.
2. Encourage faculty to attend local, in-state, online, and out-of-state conferences to maintain currency in their fields.
3. Encourage faculty to prepare presentations for local, in-state, and out-of-state workshops and conferences.
4. Maintain institutional memberships in professional organizations such as ACETA, NCTE, MLA, NCA, ACA, and SWCA and purchase institutional subscriptions to their publications.

#### **Methods of Assessment:**

- Objective 1
  - Survey faculty to determine areas of interest in order to plan on campus sessions for each semester.
  - Following each session, an evaluation will be given to participants to assess effectiveness.
- Objective 2:
  - 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 faculty.
- Objective 3:
  - Track the number of faculty submitting proposals for presentation.
  - Survey attendees at local JSCC-hosted events to assess effectiveness.
- Objective 4:
  - Survey faculty for interest in specific professional organizations.
  - Coordinate institutional memberships in professional organizations with the department at the Jefferson Campus.

#### **Funding Requests:**

- Objective 1:
  - \$1000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors.
- Objective 2:
  - \$6000 IAP Funds: \$500 per x 12 for individualized professional development
- Objective 3:
  - Additional \$2000 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 3:
  - \$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**

**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.**

Focus on student support and enrichment. 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.

**Objectives:**

1. Provide tutoring resources in collaboration with LSC and LRC.
2. Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national/regional conventions.
3. Continue financial support for the Red Mountain Reading Series, *Wingspan*, Writer's Roundtable, and the Concert & Lecture Series.
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.
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.

**Methods of Assessment:**

- Objective 1:
  - Recommend tutoring resources.
  - 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.
- 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.

**Funding Requests:**

- Objective 1:
  - \$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:
  - \$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:
  - \$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:
  - \$250 for printing, advertising, and refreshments for workshops.

**Total Funding Request for Goal 2: \$14,500.00**

**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.**

Focus on curriculum, instruction, and learning environment. 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."

**Objectives:**

1. Improve the student and instructor experience through updated furnishings and other aesthetics.
2. Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.
3. Enhance student learning through continued and deeper integration of technology into the curriculum.
4. Assess effectiveness and improve student learning through assessment of Student Learning Outcomes and other data.
5. Offer classes at times and locations to ensure student needs are met and staff classes with qualified instructors.

**Methods of Assessment:**

- 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.
  - Update/replace older, worn, and damaged furnishings.
  - Prepare requisitions as needed for failing furniture/equipment.
  - Create a collaborative "flipped" classroom.
- 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 repair and 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 become innovative instructors.
  - Monitor the purchase and installation of software and hardware to ensure currency.
- Objective 3:
  - Survey faculty to identify those who wish to pilot new methods and technology
  - Plan the budget accordingly for necessary purchases.
  - Survey faculty for technology training needs/interests.

- Offer 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.
- Request additional technology.
- Assess effectiveness of technology through surveys and reflection.
- Objective 4:
  - Review of 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 attend the state-level Curriculum Review Meeting.
  - Update/revise curriculum and course competencies/requirements 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 the current 3-year assessment cycle, when we complete our program review in September.
  - Review course objectives and competency documents and revise as needed.
- 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.
  - The Chair will continue to review applications and conduct interviews for additional part-time instructors as needed.
  - Hire additional instructors/faculty as necessary.

#### **Funding Requests:**

- Objective 1:
  - \$4,500 to purchase 25 trapezoid collaborative desks
  - \$2,200 to purchase 25 student chairs
  - \$1,500 to purchase instructor media station
  - \$500 media tower and table
  - \$600 portable white board
  - \$500 2<sup>nd</sup> floor student lobby seating for studying
- Objective 2:
  - \$850 for annual Scantron supplies per lease contract

- \$14,400 (\$1200 each) to replace 12 older classroom desktop computers that were purchased between 2011 and 2013 that are in need of replacement.
- \$8,400 (\$1400 each) to purchase 6 laptop computers with docking stations for fulltime faculty members. Their current computers were purchased in 2013 and are out of warranty.
- \$1,200 to replace the desktop computers for the office manager. The current computer were purchased in 2013 and is out of warranty.
- \$3,600 (\$1200 each) to replace 3 desktop computers shared by approximately 25 part-time instructors who teach for the department during the year as well the work-study student. These computers are 780s from 2010.
- \$1,500 Elmo document camera
- Objective 3:
  - \$500 software for creation of multimedia presentations and video editing
  - \$1000 video camera to record student and instructor presentations
  - \$55,000-\$105,000 for additional faculty as warranted based on enrollment

**Total Funding Requests for Goal 3: \$41,250 technology and furnishings; plus potentially \$55,000-\$105,000 for additional full-time faculty member**