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| jscc logo | **Goal Progress Report** |
| **Program:**  | **Communications, Shelby-Hoover Campus** | **Report period:** | **2020-2021** |

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

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

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

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

**Total Funding Request for Goal 1: $9,500.00** | In order to provide a competitive education for JSCC students, professional development was encouraged, and many instructors took advantage of a variety of professional development opportunities offered on campus and virtually.1. Professional development activities were provided by the department, college, and textbook publishers.
	1. Individual training and peer syllabus review for ENG 099 as needed
	2. Individual training for Connect, various dates
	3. Individual Blackboard Training as needed
	4. PD Videos for Knowmia by DE Dept.
	5. PD Videos for Collaborate by DE Dept.
	6. Three Online Learning Consortium Self-Paced Workshops were required for all full-time and part-time instructors in August 2020:
		1. Strategies for Increasing Interaction & Engagement
		2. ADA & Web Accessibility
		3. Fundamentals: Giving Effective Feedback
		4. Instructors attended a variety of other webinars and online workshops throughout the year.
	7. Some faculty members completed additional OLC workshops.
	8. UWRITE for composition instructors was presented virtually this year.
	9. Some instructors completed the Applying the Quality Matters Rubric (APPQMR) training; others will complete it during 2021-2022.
	10. Three more instructors from the department also completed the ACCS Institutional Leadership Academy.
2. Faculty members were encouraged to attend conferences. Conference attendance:
	1. National Communication Association Virtual Conference, November 2020
	2. ALADE/ALSSO Conference was not held this year due to COVID, but resources were made available online.
	3. 19th Annual ACCSHRMA Diversity Conference, February 2020 (Virtual)
	4. Alabama Communication Association Conference, July 2021 (Attended Virtually)
	5. Gulf Coast Debate Workshop in Baytown, TX in July 2021.
	6. Virtual Gulf Coast Debate Workshop in July 2020
3. Faculty presentations
	1. No faculty from this department reported presenting at conferences during 2020-2021.
4. Professional organizations and subscriptions
	1. Alabama Communication Association, individual memberships
	2. Chronicle of Higher Education, college subscription
	3. Spectra journal for communication scholars, subscription
	4. National Communication Association, individual faculty memberships
	5. Alabama Education Association, individual faculty memberships
	6. National Education Association, individual faculty memberships
 | Many professional development opportunities were provided through online workshops and virtual conferences. Instructors participated in numerous professional development activities, and faculty utilized IAP funds. To ensure ongoing quality instruction, professional development for full-time and part-time instructors will continue to be a priority going forward. Although the budget was not exhausted, the same amounts will be requested for 2021-2022, and instructors will be encouraged to participate in on-campus and off-campus professional development opportunities.* Objective 1
	+ Survey faculty to determine areas of interest in order to plan on-campus sessions for each semester.
	+ Following each session, survey participants to assess effectiveness.
* Objective 2:
	+ Continue to review faculty Individual Action Plans for meaningful professional development opportunities.
	+ Track the number requests submitted and monitor the number of faculty attending conferences.
	+ Ask faculty who have attended conferences to share their experiences with other instructors.
* Objective 3:
	+ Track the number of faculty submitting proposals for presentation.
* Objective 4:
	+ Survey faculty for interest in specific professional organizations.
	+ Many organizations no longer offer institutional memberships, and the College cannot reimburse for individual memberships; however, we will continue to encourage membership in professional organizations.
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| **Goal 2: Prepare students to continue their education or to enter the workforce by providing academic, developmental, and support services to assist students in achieving their academic goals, as well as fostering intellectual inquiry and creative growth.** | Goal #2 focuses on resources for enrichment and support for students. This goal is directly related to the college’s vision of putting “the learner’s needs first by being responsive and innovative,” and it is aligned with Communications Department Goal #2. It also supports the College’s Action Priority #4: “Improve the student college experience and expand student resources for success.” It also supports the college’s goals of providing academic, developmental, and support services that assist students in achieving their goals and activities that promote community, social, and civic well-being.Objective 1: Provide tutoring resources in collaboration with LSC and LRC. (This tutoring is in addition to Smarthinking tutoring services provided by the College.)* $8,250 for tutor pay ($1,650 per semester per tutor; 2 fall, 2 spring, 1 summer term)
* $250 for reference books, journals, supplies

Objective 2: Support student organizations (Sigma Kappa Delta, Sigma Chi Eta, and the Speech Team) with financial assistance for attendance at national/regional conventions.* $1000 from the Shelby Campus Department to support Sigma Kappa Delta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support Sigma Chi Eta’s attendance at their convention. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support the Speech Team’s attendance at their convention. (Jefferson will also be requesting this same amount; Funding for tournaments provided by the Foundation)

Objective 3: Continue financial support for the Red Mountain Reading Series, *Wingspan*, Writer’s Roundtable, and the Concert & Lecture Series.* $1000 from the Shelby Campus Department to support The Red Mountain Reading Series. (Jefferson will also be requesting this same amount.)
* $1000 from the Shelby Campus Department to support printing and publication expenses for *Wingspan*. (Jefferson will also be requesting this same amount.)
* $250 for printing, advertising, and refreshments for the Writer’s Roundtable workshops.
* $500 from the Shelby Campus Department to support the lecture portion of the Concert and Lecture Series. (Jefferson will also be requesting this same amount. Liberal Arts will fund the concert portion.)

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

Objective 5: Offer a welcoming environment for students in the department equipped with seating and study space as well as attractive informational bulletin boards and reading materials. **Total Funding Request for Goal 2: $14,500.00** | To meet a variety of student needs, academic support services and opportunities for intellectual enrichment and involvement were provided.1. Tutoring
	1. Continued use of Smarthinking online tutoring.
	2. Converted on-campus tutoring to a virtual writing center during the pandemic with online tutoring through chat and email as well as additional resources available online
	3. Tutors kept a log. Tutoring services were utilized frequently, and tutors were kept busy.
2. Student organizations
	1. Department faculty served as advisors for student organizations: SGA-Brian Rockett; SCH-Connie Caskey; Debate Team-Janice Ralya; SKD-Dianna Hyde (co-sponsor).
	2. Sigma Chi Eta advisor and officer attended the Alabama Communication Association Conference in July 2021 virtually.
	3. Sigma Chi Eta officers continued publishing Jefferson State’s student newspaper, *The Pioneer*, online each semester.
	4. During the 2020-2021 competition season, the Jefferson State Debate Team excelled.  While many teams struggled to stay afloat due to the challenges of COVID, the Jefferson State Team did the best they have ever done. They are currently ranked as the 3rd community college in the nation. In addition to nationals, the team competed in virtual tournaments hosted by Lee College, The University of Arkansas at Monticello, LSU-Shreveport, Abilene Christian University, Bossier Parish Community College and The Southern Forensics Championship. They also participated in the Welcome Video for the college in Fall 2020, Constitution Day, and An Evening of Performance and the Clanton Campus virtual museum.
3. Red Mountain Reading Series, *Wingspan*, Writer’s Roundtable, and the Concert & Lecture Series
	1. Red Mountain Reading Series Events 2020-2021: The Red Mountain Reading Series hosted a fully virtual reading series that explored the theme “Crossing Genres” and focused on writers who have been successful in more than one form of literary expression. Presenters included poet and educator William Miller; poet, humorist, and professor Juliana Gray; and poet, playwright, and fiction writer Angela Jackson-Brown. Total attendance for all sessions was approximately 130.
	2. The Red Mountain Reading Series hosted a table read of Angela Jackson-Brown’s unpublished play Trailer Park Love Stories. The table read was directed by Drama Instructor Lesley Warren, and students and faculty performed the roles.
	3. Wingspan published 94 works of visual and written art by 52 students, faculty, and members of the community. The magazine was 114 pages in length. Those published included the winners of the inaugural Pioneer Con writing contest.
	4. Wingspan’s submission process moved online, to a form hosted by Jeff State Libraries.
4. JSCC’s Pioneer Con event took place Thursday, October 15, with an online mix of real-time and pre-recorded events. Highlights included an 11:30 am talk by 2020 Keynote T. K. Thorne titled "Putting Magic in Your Mystery," plus trivia, roleplay games, and a virtual parade.
	1. Pioneer Con was held virtually, through a mix of 6 live Zoom presentations and 4 pre-recorded videos. The keynote speaker was T. K. Thorne, author of House of Rose. Attendance at each session was 12-15, but the website received over 300 unique site visits.
	2. Pioneer Con also held its first writing contest, with prizes offered in three categories: Essay on Core Text, Essay on Visual Media, and Short Fiction.
5. Student/Skills Workshops
	1. Sigma Chi Eta hosted a virtual Newswriting Seminar featuring Michael Seale, Editor for *Patch*, in October 2020.
	2. Sigma Chi Eta hosted a virtual night of discussion featuring Dr. Sherry Ford from University of Montevallo to discuss both the major and career opportunities in April 2021.
	3. Sigma Chi Eta hosted a webinar on Using AP Style in Journalistic Writing featuring experience journalism professor Allen Phillips in June 2021.
	4. Other workshops, such as study skills, were hosted outside of the department via Zoom throughout the year.
6. Educational environment
	1. Cleaned & organized student common area
	2. Spaced chairs in common area 6 feet apart
	3. Submitted work orders for general maintenance and painting
 | The college provided sanitation supplies for instructors/classrooms to help deal with the pandemic upon returning to campus. The maintenance department also provided clear plastic screens to use for face-to-face tutoring. Student organizations went virtual, but enrichment opportunities and skills workshops continued. The department coordinated with various groups and departments to provide support services such as tutoring and workshops as well as a variety of opportunities for enrichment, service, and student involvement. To promote student success and retention, student support and enrichment will continue to be a priority. Although the budget was not exhausted in all areas, much of it was utilized, and the department and its student groups will continue to look for opportunities for academic support and enrichment. Some groups, such as Speech & Debate Team, have additional sources of funding, and honors organizations, such as Sigma Chi Eta and Sigma Kappa Delta, received funding for many activities through membership dues but still need assistance with attending conferences. Some faculty members did receive new office chairs, but most other furniture requests were put on hold, so they will be included in the strategic plan for 2021-2023. * Objective 1:
	+ Survey faculty and students regarding tutoring services and utilize results to tailor future plans.
	+ Evaluate existing resources and assess needs for additional resources.
	+ Monitor use of services, and, if needed, request additional tutors/hours.
	+ Prepare data reports based on use to determine additional needs.
* Objective 2:
	+ Monitor requests by organizations for attendance at their national conventions.
	+ Monitor number of student members and activities.
* Objective 3:
	+ Monitor submissions and distribution of *Wingspan.*
	+ Monitor attendance at events.
	+ Survey attendees for effectiveness of events.
* Objective 4:
	+ Survey students for topics of interest and needs.
	+ Distribute a call for presenters among faculty and student group advisors.
	+ Enlist the assistance of student organizations in these efforts and encourage students to prepare presentations.
	+ Monitor attendance at workshops
	+ Survey participants to assess effectiveness.
* Objective 5:
	+ Assist Sigma Kappa Delta as stewards of the Little Free Library to rotate books and continue to maintain the appearance of the library.
	+ Solicit donations of items to improve aesthetics and decorate area.
	+ Shop/plan future purchases as needed.

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| **Goal 3: Offer quality courses that allow students to develop communication skills and knowledge for personal enrichment or job advancement through improved learning environment, instructional technology, and curriculum development/revision.** | Goal #3 focuses on learning environment and quality of instruction. This goal is aligned with the Communications Division Outcome #3, and it directly relates to the Transfer/General Studies Division outcomes of providing transferable general education courses that fulfill requirements for associate degrees and prepare students to succeed in upper level programs of study as well as developmental courses that prepare students to succeed in freshmen-level courses. It also supports the college’s goal of providing “an environment that is conducive to learning.”Objective 1: Improve the student and instructor experience through updated furnishings and other aesthetics and offer a welcoming environment for students in the department equipped with seating and study space as well as attractive informational bulletin boards and reading materials. * $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 2nd floor student lobby seating for studying

Objective 2: Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.* $850 for annual Scantron supplies per lease contract
* $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: Enhance student learning through continued and deeper integration of technology into the curriculum.* $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

Objective 4: Assess effectiveness and improved student learning through assessment of Student Learning Outcomes and other data.Objective 5: Offered classes at times and locations to ensure student needs are met and staff classes with qualified instructors.**Total Funding Requests for Goal 3: $$41,250 technology and furnishings; plus potentially $55,000-$105,000 for additional full-time faculty member** | To enhance the student experience and improve student learning, efforts were made to improve the overall learning environment using assessment of learning outcomes and technological resources as well as improvements to furnishings and aesthetics.1. Student and instructor experience/ learning environment
	1. Updated SCE bulletin board to focus on mental health
	2. In the fall of 2020, SGA students hosted the first ever JSCC SGA Virtual Talent Show, and gained sponsorship for the event from a local Walmart, who supplied gift cards as prizes. They also assisted other student groups with events that survived the pandemic, such as the Pioneer Pantry.
	3. The Little Free Library & restocked and new signage was posted.
	4. Hallways in GSB were painted.
	5. Shredded old materials (using RDA approval system) to eliminate unnecessary clutter.
2. Equipment and technology
	1. Utilized Knowmia for instructional video recording
	2. Utilized Collaborate for virtual office hours and online instruction
	3. Used alternate video conferencing to meet student needs
	4. Utilized Zoom and Microsoft Teams for meetings
	5. Utilized Library and OER resources, such as streaming media and e-texts for online instruction
	6. Updated instructor desktop computers with laptops
	7. Acquired new webcams and microphones for recording videos and conducting online instructions/meetings/seminars
3. Integration of technology
	1. Utilized Connect interactive instructional technology for SPH and ENR classes
	2. Students used technology such as Connect, Collaborate, PowerPoint, Google Slides, Tegrity, Knowmia, and Zoom, for virtual presentations.
4. Student Learning Outcomes
	1. Identified weak areas and developed resources accordingly
	2. Utilized library resources for instruction on research and documentation
	3. Utilized online discussion boards and other platforms for peer revision and best practices in composition and speech classes
	4. Embedded library guides into many online courses
	5. Department faculty attended state-wide ACCS meetings to discuss revisions to course descriptions and course objectives to be applied system wide.
5. Availability/Schedule of Classes
	1. One English faculty member retired and two new full-time English instructors were hired.
	2. One speech instructor retired, and a full-time speech instructor transferred from another campus to fill the position.
	3. Several part-time instructors found full-time employment elsewhere and/or retired from teaching, and four new part-time instructors were hired for the department.
	4. Continued to staff dual enrollment courses off campus and online
	5. Offered fewer classes on campus during the pandemic
	6. Coordinated college-wide schedules with others department chairs and deans
	7. Added more online and hybrid classes to meet student demand
	8. Offered an online mini term
	9. Offered online short session courses
 | Full-time faculty who previously only had desktop computers were provided with laptop computers, which was essential to working off-campus during the height of the pandemic. Instructors also received webcams and microphones as needed to use for virtual meetings and recording videos for online instruction. The office manager’s computer was also upgraded. While most classrooms were equipped with newer projectors prior to the pandemic, the remaining classrooms received new projectors prior to our full return to campus. A couple of worn/stained projector screens were also replaced. Work orders were submitted for maintenance/repairs as needed. Use of available equipment and technology was encouraged through sharing and professional development. Instruction was improved through assessment of SLO data in the Annual Summary. Some instructors began QM training, and others have plans to participate. Enrollment trends informed class schedules, especially regarding the need for additional online sections. To provide competitive education for JSCC students, the instructional experience will continue to be improved through SLO assessment, curriculum evaluation, updated equipment, use of technology, and focus on the whole educational experience, including furnishings, cleanliness, and aesthetics. With the ongoing pandemic, cleanliness and sanitation is being addressed. The department will develop a two-year plan to improve aesthetics. * Objective 1:
	+ Survey faculty/staff for equipment and furniture needs/requests.
	+ Assess quality of existing furnishings and availability of replacements.
	+ Assess condition of classroom projection screens and other instructional equipment.
	+ Assess condition of lecterns, chairs, and other classroom furniture.
	+ Prepare requisitions as needed for failing furniture/equipment.
	+ Update/replace older, worn, and damaged furnishings.
* Objective 2:
	+ Survey faculty to determine their needs and monitor the purchase and installation of software and hardware to ensure currency.
	+ Utilize the ITS/ticket system for troubleshooting, repair, and replacement recommendations, and submit requests to replace equipment to administration for approval.
	+ Request updated computers to replace those that are out of warranty and instructional equipment necessary for the improvement of quality of instruction.
	+ Request replacement/updated office and classroom computers and other technologic equipment as needed to ensure faculty continue to provide innovative instruction.
	+ Monitor the purchase and installation of software and hardware to ensure currency.
	+ Purchase software and equipment for creation of multimedia presentations and video editing.
* Objective 3:
	+ Survey faculty to identify those who wish to pilot new instructional methods and technology.
	+ Request necessary purchases through the Strategic Plan budget planning process as well as through the IT Department.
	+ Survey faculty for technology training needs/interests.
	+ Request/provide training on campus or online for faculty relating to using technology to improve instruction.
	+ Ask faculty to evaluate the training they receive through surveys and reflection.
	+ Submit suggestions to appropriate administrators regarding student surveys to identify their needs for learning to use the technology required for their courses and implement training through workshops, videos, handouts, and in-class tutorials, and follow up by asking students to evaluate the instruction and training they receive through surveys at the end of the semester.
	+ Request data from IE to inform decisions as appropriate.
* Objective 4:
	+ Review annual assessment results and adapt instructional plans and learning assessments accordingly
	+ Study data derived from assessment to determine how to best modify instruction to encourage mastery of each SLO
	+ Assess data related to pass rates, retention, and subsequent student success
	+ Representatives from the department will participate in Curriculum Review meetings.
	+ Update/revise curriculum and course competencies/requirements using ACCS guidelines to ensure current and appropriate course content and experiences.
	+ Assess data related to pass rates, retention, and subsequent student success.
	+ Communication Department Chairs will collaborate concerning the development and revision or changes to SLOs and assessments for the next 3-year assessment cycle.
	+ Student Learning Outcomes will be reviewed at the end of each 3-year assessment cycle when we complete our program review.
	+ The course objectives and competency documents are now reviewed at the state level by ACCS committees. Representatives from JSCC will participate in the review process and make recommendations.
* Objective 5:
	+ Enrollment trends will be evaluated in order to determine the need for hiring additional faculty.
	+ Ratios will continue to be monitored, and requests for additional personnel will be submitted as appropriate.
	+ Submit personnel requests if needed based on enrollment data, retirements, and/or transfers
	+ Review applications and conduct interviews for additional part-time instructors as needed.
	+ Hire additional instructors/faculty if necessary.
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| **Submission date: 08/27/2021** | **Submitted by: Connie Caskey** |