**Unit Strategic Plan**

**2021- 2023**

**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.

Department 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**

Courses offered through the Communications Department support general education core and developmental education needs. The department offers courses in composition, integrated reading and writing, literature, speech, and mass communication, as well as forensics workshops for the Speech and Debate Team. We have even staffed several sections of ORI 101: Orientation to College. Most of the courses meet Area I and Area II requirements for the Alabama General Studies Committee and STARS Guide; others are approved for Areas IV and V. The developmental integrated reading and writing course, ENR 098, and the developmental support course, ENG 099, are institutional credit courses. 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 enrolled at the college, excluding Fast Track/Workforce Education. Our department also serves students enrolled in the accelerated and dual enrollment programs as well as transient students from a variety of universities in the state. Students take Jefferson State courses from the Communications Department at area high schools, online, and on campus. The majority of students are ages 18-29, but the department does see both younger and older students. Due to increases in dual enrollment and accelerated high school programs, the college saw an increase of students under age 18: 25.47% of student enrollment was under age 18 in Fall 2020. 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/Speech, English, English Language Arts Education Middle/High School, Journalism, Public Relations, and Speech Pathology. Jefferson State currently has approximately 85 students enrolled in these majors. The department has been successful in meeting the demands for course offerings and adjusting offerings to meet preferences for more online sections, fewer on-campus sections, and fewer evening sections. Retention and success rates are consistent with that of the general JSCC college community; however, the graduation rate is not the best measure of success in Transfer/General Studies core classes. Although transfer advisors encourage students to follow university parallel degree plans to earn associate degrees prior to transfer when possible, some students transfer early to take advantage of scholarship opportunities. These students are encouraged to transfer credits back and earn the degree from Jefferson State. The new Pioneer Pathways Quality Enhancement Plan is expected to aid students in decision making and help with student success, retention, and graduation rates. Course evaluations tend to be positive, and writing coaches are available to assist students with written assignments in all courses. Enrollment remains stable. During the pandemic, all campuses worked together to coordinate course offerings and staff classes, so some classes have recently been offered through different campuses than in previous semesters.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
| **2019-2020 Enrollment**  **Shelby-Hoover Campus** | | | | **2020-2021 Enrollment**  **Shelby-Hoover Campus** | | | |
|  | F | SP | SU |  | F | SP | SU |
| ENR 098 | 113 | 64 | 37 | ENR 098 | 163 | 105 | 53 |
| ENG 099 | 56 | 28 | 6 | ENG 099 | 23 | 21 | 8 |
| ENG 101 | 729 | 347 | 185 | ENG 101 | 723 | 291 | 138 |
| ENG 102 | 210 | 396 | 130 | ENG 102 | 117 | 445 | 151 |
| ENG 251 | 179 | 165 | 149 | ENG 251 | 138 | 180 | 153 |
| ENG 252 | 79 | 95 | 56 | ENG 252 | 32 | 33 | 48 |
| ENG 261 | 25 | 0 | 0 | ENG 261 | 63 | 51 | 9 |
| ENG 262 | 13 | 12 | 0 | ENG 262 | 20 | 12 | 0 |
| ENG 271 | 59 | 35 | 55 | ENG 271 | 65 | 32 | 32 |
| ENG 272 | 15 | 17 | 17 | ENG 272 | 25 | 33 | 16 |
| MCM 100 | 0 | 27 | 0 | MCM 100 | 26 | 25 | 0 |
| MCM 102 | 0 | 10 | 0 | MCM 102 | 10 | 15 | 0 |
| SPH 106 | 347 | 332 | 150 | SPH 106 | 401 | 385 | 169 |
| SPH 107 | 336 | 192 | 103 | SPH 107 | 298 | 192 | 99 |
| SPH 116 | 19 | 21 | 14 | SPH 116 | 23 | 18 | 5 |
| SPH 123 | 3 | 3 | 3 | SPH 123 | 6 | 2 | 3 |
| SPH 124 | 4 | 3 | 2 | SPH 124 | 1 | 3 | 2 |
| SPH 125 | 0 | 3 | 1 | SPH 125 | 2 | 2 | 2 |
| **Total** | 2187 | 1750 | 908 | **Total** | 2136 | 1845 | 888 |

**Internal Conditions:**

1. **Technology**

The department utilizes the Blackboard LMS for online and hybrid course instruction and for supplemental course materials in traditional sections. This was incredibly helpful during the Spring 2020 lockdown when everything was thrust online. Instructors have utilized Collaborate and Knowmia within Blackboard for real-time instruction and recording of videos for class. The department has utilized Teams and Zoom for conducting department meetings and student group events. Keeping instructional technology current for faculty, classrooms, and labs is an ongoing need. Classrooms in the General Studies Building where English, speech, and mass communication 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, was recently converted to a Zoom room. Computers that have been retired from labs are placed in classrooms for instructional use according to a rotation schedule developed by the Technology Plan Committee and IT Department. The Dell 7010 model computers were acquired in late 2013 and are out of warranty but are still functional. The LCD projectors in the classrooms were recently replaced with newer models (see chart).

All full-time faculty in the department have received new laptop computers since 2017. These computers are used daily for online instruction and preparation of instructional materials, creation of exams, record keeping, communication, etc. Replacement computers will be included in budget requests to replace out-of-warranty computers as needed.

The department chair office in GSB 216B is equipped with a laptop and docking station as well as a VoIP telephone. The office manager uses a new desktop computer and a VoIP telephone. All instructor offices in the GSB 214 suite have VoIP telephones with email integrated voice mail services as well.

The part-time cubicle space in GSB 216A, which is located in the GSB 214 corridor, is now equipped with 7010 computers, which are approximately the same age as computers located in some GSB classrooms; replacements will be made available using the IT Department’s schedule. A Scantron machine is located in the GSB 214 office suite. The suite also houses a new printer, an older multi-function color printer, and a large leased 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. The College has a service agreement for current equipment, and the printer was replaced a couple of years ago. 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 upgraded according to the IT Department’s schedule. There is also an open computer lab on the first floor for student use. This lab was upgraded with new computers a couple of years ago. 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 | | 2013/7010 | 2020/Epson Projector |
| GSB 204 | | 2013/7010 | 2020/Epson Projector |
| GSB 210 | | 2013/7010 | 2018/NEC Projector |
| GSB 211 | | 2013/7010 | 2018/NEC Projector |
| GSB 213 | | Converted to Zoom Room | SMARTBoard taken down |
| GSB 215 | | 2013/7010 | 2018/NEC Projector |
| GSB 217 | | 2013/7010 | 2018/NEC Projector |
| GSB 219 | | 2013/7010 | 2018/NEC Projector |
| GSB 301 | | 2013/7010 | 2018/NEC Projector |
| GSB 303 | | 2013/7010 | 2018/NEC Projector |
| GSB 214B Ginas Gallow | | 2020/HP Laptop (ProBook) 450 |  |
| GSB 214D Aldrich | | 2018/HP laptop |  |
| GSB 214F McKinney | | 2020/Laptop |  |
| GSB 214E Youngblood | | 2020/HP Laptop (ProBook) 450 |  |
| GSB 214H Lewis | | 2020/HP Laptop (ProBook) 450 |  |
| GSB 214I Ralya | | 2020/HP Laptop (ProBook) 450 |  |
| GSB 214J Rockett | | 2021/HP Laptop (ProBook) 450 |  |
| GSB 214K Cuevas | | 2017 HP Laptop |  |
| GSB 214Q Hyde | | 2020/ HP Laptop ProBook (450) |  |
| GSB 214S Burns | | 2017/HP Laptop |  |
| GSB 214P Creel | | 2020/HP Laptop ProBook (450) |  |
| GSB 216 Caskey | CHAIR  216B | 2017/HP Laptop |  |
| GSB 214C | Office Mgr | 2020 Desktop Computer |  |
| GSB 216A (Part-time Area) | | 2013 /Dell Optiplex 7010 (in the three office spaces) |  |

1. **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 so 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.

1. **Staffing**

Currently, the department has thirteen full-time instructors who teach in the department, including the department chair and associate dean. There is also a full-time instructor who chairs the Liberal Arts Department and teaches speech for the Communications Department. While fewer adjuncts were available during the height of the pandemic, we typically utilize 20 or so part-time instructors (varies by term) to staff our remaining traditional, dual enrollment, and Internet courses. Two full-time English instructors were hired in 2021 to replace an instructor who retired and to meet demand created by an increase in distance education and dual enrollment requests. One full-time speech instructor transferred from another campus to fill the position created when one of the speech instructors retired. In Fall 2019, approximately 52.8% of all English and ENR courses and 65.5% of all speech courses offered at the College were staffed through the Shelby Campus Communications Department, utilizing full-time and part-time instructors. Although FT/PT CHP ratios dipped just below 50% for English during fall 2019 for traditional on-campus classes, we presently maintain adequate ratios in the department overall. Fall is our highest enrollment semester each year. Ratios are good overall for each year, 2019-2020 and 2020-2021, when examining all courses staffed through the department, including online sections. Although most sections were online during Fall 2020, approximately 52% of all English and ENR courses and 64% of all speech courses offered by the College were staffed through the Shelby Campus. MCM has very low enrollment, so a full-time mass communications instructor is not necessary. We will continue to monitor demand, enrollment, ratios, and course offerings. There is also one full-time office manager for the division who supports faculty from a variety of disciplines housed in the GSB 214 office suite.

**Percentage of Full Time Faculty – Shelby-Hoover Campus**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Fall 2019** | |  | **Fall 2020** | |  |
| **Total**  **Enrollment** | **Full-time Faculty Percentage** | **Part-time**  **Faculty**  **Percentage** | **Total**  **Enrollment** | **Full-time Faculty Percentage** | **Part-time**  **Faculty**  **Percentage** |
| **ENG** | 1365 | 58% | 42% | 1184 | 72% | 28% |
| **SPH** | 709 | 59.23% | 40.76% | 730 | 64% | 36% |
| **MCM** | 0 |  |  | 36 | 0% | 100% |
| **ENR** | 113 | 38% | 62% | 163 | 29% | 71% |
| **Total** | 2,187 |  |  | 2,113 |  |  |

Credit Hour Production for AY 2019-2020 – Shelby-Hoover Campus

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Full Time** | | | | **Part Time** | | | | **Total** | |
| **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **CHP** |
| **ENG** | 89 | 2052 | 6144 | 68.31% | 52 | 1006 | 2850 | 31.69% | 141 | 8994 |
| **SPH** | 62 | 1139 | 3417 | 74.15% | 18 | 397 | 1191 | 25.85% | 80 | 4608 |
| **MCM** | 0 | 0 | 0 |  | 2 | 37 | 111 | 100% | 2 | 111 |
| **ENR** | 9 | 129 | 516 | 60.28% | 5 | 85 | 340 | 39.72% | 14 | 856 |

Credit Hour Production for AY 2020-2021 – Shelby-Hoover Campus

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Department** | **Full Time** | | | | **Part Time** | | | | **Total** | |
| **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **Enrolled** | **CHP** | **CHP%** | **Sections** | **CHP** |
| **ENG** | 96 | 2140 | 6332 | 76.85% | 28 | 641 | 1907 | 23.15% | 124 | 8239 |
| **SPH** | 61 | 1170 | 3510 | 72.58% | 19 | 442 | 1326 | 27.42% | 80 | 4836 |
| **MCM** | 0 | 0 | 0 |  | 4 | 76 | 228 | 100% | 4 | 228 |
| **ENR** | 11 | 161 | 644 | 50.16% | 10 | 160 | 640 | 49.84% | 21 | 1284 |

1. **Resources**

Faculty members are encouraged to attend and present at conferences, upgrade their online teaching and technology skills, and attend workshops that help them to remain current in their fields. Jefferson State faculty are allotted up to $600 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 Communications Department partners with the Learning Resource Center and Learning Success Center to provide tutoring and support services for English/writing, including help with speech outlines and other subjects. 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 Communications Department staffs the tutoring lab with part-time instructors who serve as writing coaches to provide 12 hours of tutoring weekly during the fall and spring semesters and eight hours per week during the summer term. Additionally, the Learning Resource Center provides facilities and resources that support our courses, including a research computer lab, tutorials, online databases, course guides, 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 placement test. The tutoring, library, LSC lab, and ADA offices are all connected spaces to offer a variety of student success resources in one general location just downstairs from our department. 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 as needed.

1. **Enrollment**

Of the College student population in Fall 2020, 35.75% of students were enrolled in Transfer AS programs. Shelby Campus enrollment made up more than half of overall enrollment at the college for Fall Semester 2019, with 52.51% of students being enrolled only at the Shelby Campus and 6.13% being enrolled at multiple sites. 35.12% of students were enrolled in transfer AS programs. In Fall Semester 2020, Internet classes were treated as a separate campus in Banner; therefore, much of the data in the charts included here is based on manual calculations of classes visible in SSB Banner that are staffed by Shelby Campus instructors. Not all dual enrollment classes ae visible in Banner SSB; however, few separate dual enrollment courses were offered at high school campuses in Fall 2020 due to the pandemic. Many dual enrollment students were enrolled in online sections. The college offered few classes on campus during Fall 2020. During this time, 72.9% of students were enrolled only in internet courses, and 8.5% were enrolled in multiple methods. Only 14.68% of students were enrolled only at the Shelby Campus, while 75.71% were enrolled at multiple sites (including online). Most courses were taught online, and many were staffed through the Shelby Campus Communications Department. Although Banner campus reporting methods have changed, enrollment in the Communications Department staffed through the Shelby-Hoover 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 were adjusted according to enrollment trends. We have added dual enrollment and internet sections based on demand. We began offering MCM courses in an online format since we currently only offer those at one campus due to low enrollment in these courses. Since these courses are required for some degree plans and are optional for others, this has proven to be a good option to serve students at all campuses as well as transient students. We are currently discussing the option to make MCM courses available during the summer term to better accommodate transient students from the universities.

**Shelby-Hoover Communications Department Enrollment 2019-2020**

|  |  |  |  |
| --- | --- | --- | --- |
| **Department** | **Fall 2019** | **Spring 2020** | **Summer 2020** |
| **ENG** | 1365 | 1085 | 598 |
| **SPH** | 709 | 554 | 273 |
| **MCM** | 0 | 37 | 0 |
| **ENR** | 113 | 64 | 37 |
| **Total** | 2187 | 1740 | 908 |

**Shelby-Hoover Communications Department Enrollment 2020-2021**

|  |  |  |  |
| --- | --- | --- | --- |
| **Department** | **Fall 2020** | **Spring 2021** | **Summer 2021** |
| **ENG** | 1184 | 1098 | 555 |
| **SPH** | 730 | 602 | 280 |
| **MCM** | 36 | 40 | 0 |
| **ENR** | 163 | 105 | 53 |
| **Total** | 2113 | 1845 | 888 |

**Annual Credit Trend by Department Fall 2019 and Fall 2020**  
**College Wide**  
**(IE Query Data)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Fall 2019** | | **Fall 2020** | |
| **Total** | **Credit** | **Total** | **Credit** |
| **Registrations** | **Hour** | **Registrations** | **Hour** |
|  | **Production** |  | **Production** |
| **ENG** | 3329 | 9769 | 3193 | 9441 |
| **SPH** | 1154 | 3540 | 1159 | 3477 |
| **MCM** | 0 | 0 | 36 | 108 |
| **ENR** | 191 | 764 | 198 | 792 |

**Shelby-Hoover Campus**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Fall 2019** | | **Fall 2020** | |
| **Total** | **Credit** | **Total** | **Credit** |
| **Registrations** | **Hour** | **Registrations** | **Hour** |
|  | **Production** |  | **Production** |
| **ENG** | 1365 | 3983 | 1184 | 3506 |
| **SPH** | 709 | 2127 | 730 | 2190 |
| **MCM** | 0 | 0 | 36 | 108 |
| **ENR** | 113 | 452 | 163 | 652 |

1. **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. The department has worked to redistribute the course offerings to better house classes within the building for instructors who have offices in GSB. 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 utilize space in the library for tutoring; this is a shared space, as 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, Debate Team research materials, and storage. The remaining offices are used for faculty from various 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 Debate Team. The Department Office in 216 houses the Department Chair and is used for storage of supplies, textbooks, and files. 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.

1. **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 was converted to a Zoom classroom. Projector screens are beginning to show signs of wear and tear and are being replaced as needed.

**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 2018-2019. The College is completed its fifth-year self-study and impact report and is currently preparing for its reaffirmation visit.

The Transfer/General Studies Division is impacted by ACCS and Post-Secondary policy changes when applicable. The Communications Department uses the STARS articulation guide to inform its curriculum and course offerings. Degree Works is also utilized as an advising tool. During 2018-2019, ACCS held system-wide meetings to update course outlines/plans of study for higher enrollment courses, including English composition, literature, and speech courses, adopting updated system-wide course outlines. Since then, plans of study for some of the lower enrollment courses have been reviewed and updated as well, and the updated plans of study have been implemented.

**2019-2020 Departmental Accomplishments:**

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.

* Professional development activities on campus
  + Roundtable discussion for ENG 099, 8/12/19
  + Group training for Connect, 8/14/19
  + Bb Ally Training, 9/6/19
  + Smartboard Training, 10/4/19
  + Great Ideas for Teaching Speech Session, 11/15/19
  + Blackboard Basics Workshop, 12/6/19
  + Blackboard for Beginners, 2/6/20
  + PD Videos for Relay by DE Dept., March 2020
  + PD Videos for Collaborate by DE Dept., March 2020
  + JSCC Tech Talk, April 2020
  + UWRITE for composition instructors is usually held each June; It will be postponed/rescheduled this year.
* Conference attendance
  + BITW for composition instructors hosted by UAB, 8/16/19
  + ALADE Conference, 9/11/19
  + 18th Annual ACCSHRMA Diversity Conference, 2/20/2020
  + Southeastern Writing Center Association Conference, 2/20/2020-2/22/2020
  + Teaching the Basic Comm Course Symposium, 10/2020
* Faculty presentations
  + Janice Ralya and Connie Caskey submitted a proposal for a presentation on student organizations at ACCA, but the proposal was not accepted this year.
  + Sarah Johnson and Connie Caskey were scheduled to present at the College English Association Conference in March. (Conference was canceled due to COVID-19)
* Professional organizations and subscriptions
  + The Association of College English Teachers of Alabama
  + Alabama Communication Association
  + College English Association
  + Chronicle of Higher Education
  + Spectra journal for communication scholars

To meet a variety of student needs, academic support services and opportunities for intellectual enrichment and involvement were provided.

* Tutoring
  + Continued use of Smarthinking online tutoring.
  + Continued on-campus tutoring, 2 tutors @ 6 hours per week each.
  + Utilized live chat tutoring when we moved off campus.
  + Tutoring services were utilized frequently, and tutors were kept busy.
* Student organizations
  + Department faculty served as advisors for student organizations: SGA-Brian Rockett; SCE-Connie Caskey; Speech Team-Janice Ralya; SKD-Dianna Hyde (co-sponsor).
  + Sigma Chi Eta officers attended the Alabama Communication Association Conference in July 2019; 2020 conference has been canceled.
  + The Jefferson State Speech & Debate Team has had a successful transition into the world of IPDA (International Public Debate Association) Debate and is currently ranked 4th in the nation among community colleges.
  + In its second year competing in this impromptu-style of debate, Speech Team members have brought home many awards at tournament across the country.
    - Lee College tournament in September 2019
    - Middle Tennessee State University Tournament in November 2019
    - Gateway Community and Technical College in December 2019
    - Southern Forensics Championship at Mississippi State University in January 2020
    - Eddy Shell Invitational Debate Tournament, hosted by Bossier Parish Community College on February 15-16, 2020
    - Tournament of Roses IPDA Debate Tournament at The University of Texas at Tyler February 28-March 2, 2020
    - The team wrote and prepared a readers theatre on the subject of digital shaming and worked for weeks on a performance for the Technology event on the Clanton Campus. Unfortunately, they were not able to perform it due to the campus shutdown.
    - The debate team competed in its first online IPDA debate tournament on April 26, 2020.
* Red Mountain Reading Series, *Wingspan*, Writer’s Roundtable, and the Concert & Lecture Series
  + World of Wordsmiths at the Jefferson campus, 11/7/19
  + Pioneer Con, 10/17/19
  + An Evening of Performance, 2/3/20
  + *Wingspan*, JSCC’s Literary and Arts Publication, submission deadline Oct. 1; print copies available each spring
  + Blog & Memoir Author Heather Wyatt, 2/18/20
  + Poets Ashley M. Jones, the new poet laureate of Alabama and the first African American to hold this post, and poet Tina Mozelle Braziel, 3/10/20
  + Black History Trivia Events, 2/26/20 & 2/27/20
  + April 9 event canceled
* Skills Workshops
  + Outlining Workshop, 10/10/19
  + Freelance Writing Seminar, 2/25/20
  + Newswriting   
    Workshop, 3/4/20
  + Editing Workshop, 9/23/19 & 12/11/19
* Educational environment
  + Cleaned & organized student common area
  + Submitted work orders for general maintenance and painting

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.

* Student and instructor experience/ learning environment
  + Updated department bulletin board to advertise courses.
  + Updated SCE bulletin board to promote student newspaper, advertise mascot contest, and highlight mental health as service project.
  + Updated Speech & Debate team bulletin boards to highlight events and opportunities.
  + Updated SKD bulletin board to advertise events.
  + Updated the SGA bulletin board in the Math-Science Building to inform students about their SGA representatives and student activities.
  + The SGA helped establish a welcoming on-campus environment by hosting Pioneer Day on the Jefferson Campus in September and the Winter Formal on the Shelby Campus in February.
  + The Little Free Library was dusted & restocked.
  + Cleaned & organized existing seating area for students.
  + Utilized donations as available.
  + Hallways in GSB were painted.
  + Out of Order toilets were repaired.
  + One faculty office was painted.
  + Cleaned & organized shared storage closet.
  + Shredded old materials (using RDA approval system) to eliminate unnecessary clutter.
* Equipment and technology
  + Utilized Smartboard for instruction and workshops.
  + Utilized Relay for instructional video recording.
  + Utilized Collaborate for virtual office hours.
  + Used alternate video conferencing to meet student needs.
  + Utilized Zoom, Google Hangout, and Microsoft Teams for meetings.
  + Utilized Library and OER resources, such as streaming media and e-texts, in online classes.
  + Utilized the ElmoCam in some developmental and literature classes.
  + One instructor laptop was replaced when it ceased functioning correctly.
  + (add other new technology that was used for instruction)
* Integration of technology
  + Utilized Connect interactive instructional technology for speech and English classes.
  + Students used technology such as Connect, Collaborate, PowerPoint, Google Slides, Tegrity, Relay, Zoom, and Hangout for virtual presentations.
  + Students used PowerPoint, Google Slides, Screencast-O-Matic, Camtasia, Prezi, and other software programs to prepare presentational aids and create video essays.
* Student Learning Outcomes
  + Identified weak areas and developed resources accordingly.
  + Utilized library resources for instruction on research and documentation.
  + Utilized online discussion boards and other platforms for peer revision and best practices in composition.
  + Embedded library guides into many online courses.
  + Department faculty attended state-wide ACCS meetings to discuss revisions to course descriptions and course objectives to be applied system wide.
* Availability/Schedule of Classes
  + Continued to staff dual enrollment courses off campus.
  + Continued to offer online and hybrid classes.
  + Continued to offer a variety of morning, afternoon, and evening classes to meet student demand.
  + Developed an online mini term staffed by instructors who are experienced teaching online.
  + Developed an online summer term staffed with experienced instructors.

**2019-2020 Individual Faculty Accomplishments:**

* Mark Youngblood was nominated for Outstanding Faculty Member for 2019-2020.
* Dianna Hyde was nominated for Outstanding Faculty Member for 2019-2020.
* Eugene Cuevas served as chair for the English Composition Committee and Communications Department representative for the Dual Enrollment Committee.
* Eugene Cuevas earned 100% completion for the ACCS Instructional Leadership Academy in 2019/2020.
* Cuevas also served as a presenter for the Jefferson State Pioneer Con for fall 2019 and as an advisor during New Student Orientation.
* At the end of spring 2020, Eugene Cuevas earned tenure status.
* Cuevas attended the 2020 Savannah Book Festival and also served as a grader for the 2020 AP:  English and Composition Exam.
* Faculty member Brian Rockett served as SGA advisor. He and his SGA students hosted their second winter formal in February, making it an annual event. They also served at several other successful events, including Pioneer Day, New Student Orientations, Preview Days, Find Your Place Days, Health Fairs, Transfer College Fairs, Pioneer Con, Pioneer Pantry, the Clean Home Alabama initiative, Student Appreciation Day at the Clanton Campus, Shelby Youth Leadership, and the new mascot initiative. They also regularly contributed articles to the student newspaper, *The Pioneer*.
* As SGA advisor, Brian Rockett proposed an additional “Senator at Large” for the SGA Executive Council. The proposal was approved by the Vice President for Student Affairs and grew the Executive Council to 13 scholarship positions in the Fall of 2020.
* Brian Rockett served on the Faculty Senate Council to represent Communications /Liberal Arts. The Council made recommendations to administration to institute lower class caps and other measures so that all faculty who wanted full loads during the Summer 2020 term could do so.
* Faculty member Brian Rockett chaired the Honors Convocation committee. Several department members also assisted with preparations for the event. The ceremony was canceled a couple of weeks prior to the event, and was moved to a quick online format.
* Brian Rockett and several other faculty members attended the Birmingham Institute for Teaching Writing held at UAB in August 2019.
* Brian Rockett also attended several WebEx webinars on teaching composition in online formats. He also attended Blackboard Ally training and completed training for the Prevention of Sexual Harassment, Sexual Assault, and Discrimination.
* Brian Rockett advised students during Preview Days and New Student Orientations.
* Department Chair Connie Caskey continued to serve as the faculty advisor for Sigma Chi Eta. This organization hosted workshops and published *The Pioneer* student newspaper.
* Connie Caskey continued to serve on the Distance Education Committee.
* Dianna Hyde was elected to the Sick Leave Bank.
* Dianna Hyde also served as the Shelby Faculty Liaison of Sigma Kappa Delta, the English honor society for two-year college students.
* David McKinney completed the Alabama Community College Instructional Leadership Academy.
* Alex Lewis was awarded tenure instructor status in May 2020.
* Janice Ralya continued to serve as the Director for the Speech & Debate Team. In its second year competing in IPDA impromptu-style debate, team members brought home many awards.  At the Lee College tournament in September, the team was ranked Top Community College and all team members made it into elimination rounds.   At the Middle Tennessee State University Tournament, all team members made it into elimination rounds for the second time.  The team also won the prestigious "Bennett Strange Power Award" for having the greatest percentage of preliminary wins at the tournament.  The team won this award with a 70% win ratio against 17 colleges and universities.

**2020-2021 Departmental Accomplishments:**

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.

* Professional development activities were provided by the department, college, and textbook publishers.
  + Individual training and peer syllabus review for ENG 099 as needed
  + Individual training for Connect, various dates
  + Individual Blackboard Training as needed
  + PD Videos for Knowmia by DE Dept.
  + PD Videos for Collaborate by DE Dept.
  + Three Online Learning Consortium Self-Paced Workshops were required for all full-time and part-time instructors in August 2020:
    - Strategies for Increasing Interaction & Engagement
    - ADA & Web Accessibility
    - Fundamentals: Giving Effective Feedback
    - Instructors attended a variety of other webinars and online workshops throughout the year.
  + Some faculty members completed additional OLC workshops.
  + UWRITE for composition instructors was presented virtually this year.
  + Some instructors completed the Applying the Quality Matters Rubric (APPQMR) training; others will complete it during 2021-2022.
  + Three more instructors from the department also completed the ACCS Institutional Leadership Academy.
* Faculty members were encouraged to attend conferences. Conference attendance:
  + National Communication Association Virtual Conference, November 2020
  + ALADE/ALSSO Conference was not held this year due to COVID, but resources were made available online.
  + 19th Annual ACCSHRMA Diversity Conference, February 2020 (Virtual)
  + Alabama Communication Association Conference, July 2021 (Attended Virtually)
  + Gulf Coast Debate Workshop in Baytown, TX in July 2021.
  + Virtual Gulf Coast Debate Workshop in July 2020
* Faculty presentations
  + No faculty from this department reported presenting at conferences during 2020-2021.
* Professional organizations and subscriptions
  + Alabama Communication Association, individual memberships
  + Chronicle of Higher Education, college subscription
  + Spectra journal for communication scholars, subscription
  + National Communication Association, individual faculty memberships
  + Alabama Education Association, individual faculty memberships
  + National Education Association, individual faculty memberships

To meet a variety of student needs, academic support services and opportunities for intellectual enrichment and involvement were provided.

* Tutoring
  + Continued use of Smarthinking online tutoring.
  + 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
  + Tutors kept a log. Tutoring services were utilized frequently, and tutors were kept busy.
* Student organizations
  + Department faculty served as advisors for student organizations: SGA-Brian Rockett; SCH-Connie Caskey; Debate Team-Janice Ralya; SKD-Dianna Hyde (co-sponsor).
  + Sigma Chi Eta advisor and officer attended the Alabama Communication Association Conference in July 2021 virtually.
  + Sigma Chi Eta officers continued publishing Jefferson State’s student newspaper, *The Pioneer*, online each semester.
  + 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.
* Red Mountain Reading Series, *Wingspan*, Writer’s Roundtable, and the Concert & Lecture Series
  + 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.
  + 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.
  + 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.
  + Wingspan’s submission process moved online, to a form hosted by Jeff State Libraries.
* 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, role-play games, and a virtual parade.
  + 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.
  + 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.
* Student/Skills Workshops
  + Sigma Chi Eta hosted a virtual Newswriting Seminar featuring Michael Seale, Editor for *Patch*, in October 2020.
  + 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.
  + Sigma Chi Eta hosted a webinar on Using AP Style in Journalistic Writing featuring experienced journalism professor Allen Phillips in June 2021.
  + Other workshops, such as study skills, were hosted outside of the department via Zoom throughout the year.
* Educational environment
  + Cleaned & organized student common area
  + Spaced chairs in common area 6 feet apart
  + Submitted work orders for general maintenance and painting

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.

* Student and instructor experience/ learning environment
  + Updated SCE bulletin board to focus on mental health
  + 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.
  + The Little Free Library & restocked and new signage was posted.
  + Hallways in GSB were painted.
  + Shredded old materials (using RDA approval system) to eliminate unnecessary clutter.
* Equipment and technology
  + Utilized Knowmia for instructional video recording
  + Utilized Collaborate for virtual office hours and online instruction
  + Used alternate video conferencing to meet student needs
  + Utilized Zoom and Microsoft Teams for meetings
  + Utilized Library and OER resources, such as streaming media and e-texts for online instruction
  + Updated instructor desktop computers with laptops
  + Acquired new webcams and microphones for recording videos and conducting online instructions/meetings/seminars
* Integration of technology
  + Utilized Connect interactive instructional technology for SPH and ENR classes
  + Students used technology such as Connect, Collaborate, PowerPoint, Google Slides, Tegrity, Knowmia, and Zoom, for virtual presentations.
* Student Learning Outcomes
  + Identified weak areas and developed resources accordingly
  + Utilized library resources for instruction on research and documentation
  + Utilized online discussion boards and other platforms for peer revision and best practices in composition and speech classes
  + Embedded library guides into many online courses
  + Department faculty attended state-wide ACCS meetings to discuss revisions to course descriptions and course objectives to be applied system wide.
* Availability/Schedule of Classes
  + One English faculty member retired and two new full-time English instructors were hired.
  + One speech instructor retired, and a full-time speech instructor transferred from another campus to fill the position.
  + 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.
  + Continued to staff dual enrollment courses off campus and online
  + Offered fewer classes on campus during the pandemic
  + Coordinated college-wide schedules with others department chairs and deans
  + Added more online and hybrid classes to meet student demand
  + Offered an online mini term
  + Offered online short session courses

**2020-2021 Individual Faculty Accomplishments:**

* 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 and one of our students is the 3rd ranked novice debater in the nation among all university and community college debaters.  At our national tournament in April 2021, Jefferson State placed second in Community College Sweepstakes and two team members made it into elimination rounds.   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. The team also was a part of the Welcome Video for the college in Fall 2020, participated in Constitution Day, An Evening of Performance and the Clanton Campus virtual museum.
* The National Communication Association presented Connie Caskey with the Sigma Chi Eta Lynn M. Disbrow Advisor of the Year Award in recognition of outstanding service to the Zeta chapter and exemplary dedication to the goals of Sigma Chi Eta in November 2020.
* Mary Kaiser retired, and two new full-time English faculty joined the department following retirements and growth in the area of dual enrollment. One of the new instructors, Sarah Creel, took a semester-long Quality Matters training course in the Spring of 2018 at Kennesaw State University. In this course, she learned to apply the Quality Matters rubric to an online course. The other new instructor, Elizabeth Ginas Gallow, has TESOL certification in Teaching English as a Second Language (TESOL) focusing on ELL (English Language Learners) at the college level both in the USA and abroad.
* David Mckinney has been appointed to serve on the Joint Legislative Interim Study Commission on Community College Tenure Policies as enacted by Act 2021-231.
* Mark Youngblood was nominated for Outstanding Faculty Member for 2020-2021.
* Mark Youngblood received “Creating Effective Assessments” certificate from OLC 2021.
* Dianna Hyde was nominated for Outstanding Faculty Member for 2020-2021.
* Dianna Hyde also served as the Shelby Faculty Liaison of Sigma Kappa Delta, the English honor society for two-year college students.
* Faculty member Brian Rockett served as SGA advisor. In the fall of 2020, he and his 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.
* Brian Rockett served on the Faculty Senate Council to represent Communications /Liberal Arts through the 2020-2021 academic year.
* Faculty member Brian Rockett chaired the Honors Convocation committee and served as Executive Producer for the ceremony’s virtual video that went live in April, 2021. In doing so, he coordinated assistance and directed efforts that involved multiple disciplines and departments college-wide. The event also featured a video contest version of The President’s Cup challenge.
* Brian Rockett also attended additional WebEx webinars on teaching in online formats. Sessions included creating engaging discussions and improving assessments.
* Brian Rockett advised students during Preview Days and New Student Orientations.
* Faculty member Alex Lewis was granted tenure status in May 2020 and served on the English Instructor hiring committee for two instructor positions in Summer 2021.
* Eugene Cuevas served as chair for the English Composition Committee and Communications Department representative for the Dual Enrollment Committee. Cuevas served as a presenter for Pioneer Con fall 2020 and as an advisor for New Student Orientation.
* Connie Caskey completed BSA’s Wood Badge leadership training in fall of 2020 and received her beads (graduated) in the spring of 2021. Topics in this intensive training course included project planning, leading change, decision making and problem solving, managing conflict, listening, communication, diversity and inclusiveness, team development, and the EDGE method, among others.
* Connie Caskey completed Applying the Quality Matters Rubric (APPQMR) training in April 2021.
* Faculty member Alex Lewis completed OneACCS's year-long program, Instructional Leadership Academy in Spring 2021.

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

**Unit Goals for 2021-2022**

**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:
  + $7,800 ($600 per x 13) for individualized professional development (IAP Funds) to include conference 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:
  + $250 institutional membership dues and subscriptions for professional academic organizations (Additional memberships and publications will be paid through Jefferson Campus)

**Total Funding Request for Goal 1: $11,050.00**

**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 Sigma Chi Eta’s publication of *The Pioneer Student Newspaper*.
5. 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.
6. 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:
  + Monitor publication of *The Pioneer*.
  + Monitor readership of *The Pioneer*.
* Objective 5:
  + 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 6:
  + 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:
  + $9000 for tutor pay ($1,800 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:
  + $1800 for limited printing of The Pioneer Student Newspaper to have available in Enrollment Services areas, campus libraries, and the Communications Department ($600 per issue, 3 issues per year).
* Objective 5:
  + $250 for printing, advertising, and refreshments for workshops

**Total Funding Request for Goal 2: $17,050.00**

**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:
  + $3,345 faculty office furniture (5 x $229 = $1,145 for office chairs; 22 x $100 = $2,200 for 2 guest chairs per office)
  + $979.60 for sanitizer and wipes for classrooms & common areas
* Objective 2:
  + $850 for annual Scantron supplies per lease contract
  + $5,250 for one traditional screen replacement & 1 projector/screen unit replacement
  + $7,500 for 5 computers ($1,500 x 5) for replacement laptops as needed
  + $200 Adobe Suite for creation and editing of multimedia presentations and video editing
* Objective 3:
  + $350 to purchase multimedia creation and video editing software

**Total Funding Requests for Goal 3: $18, 474.60**

**Unit Goals for 2022-2023**

**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:
  + $1,000 to purchase licenses/registration for online seminars as well as to pay honorariums for workshops provided by guest lecturers/professors
* Objective 2:
  + $7,800 ($600 per x 13) for individualized professional development (IAP Funds) to include conference 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:
  + $250 institutional membership dues and subscriptions for professional academic organizations (Additional memberships and publications will be paid through Jefferson Campus)

**Total Funding Request for Goal 1: $11,050.00**

**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 Sigma Chi Eta’s publication of *The Pioneer* student newspaper.
5. 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.
6. 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:
  + Monitor publication of *The Pioneer*.
  + Monitor readership of *The Pioneer*.
* Objective 5:
  + 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 6:
  + 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:
  + $9000 for tutor pay ($1,800 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:
  + $1800 for limited printing of The Pioneer Student Newspaper to have available in Enrollment Services areas, campus libraries, and the Communications Department ($600 per issue, 3 issues per year).
* Objective 5:
  + $250 for printing, advertising, and refreshments for workshops

**Total Funding Request for Goal 2: $17,050.00**

**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 technological 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 to purchase media tower and table
  + $600 to purchase portable white board
  + $1000 to purchase 2nd floor student lobby seating for studying
  + $1200 (12 x $100) to purchase replacement guest chairs for instructor offices
* Objective 2:
  + $850 to purchase annual Scantron supplies per lease contract
  + $14,400 ($1200 each) to replace 12 older classroom desktop computers that are in need of replacement.
  + $7,500 ($1,500 x 5) for 5 replacement faculty laptops
  + $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.
  + $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: $40,850 technology and furnishings; plus potentially $55,000-$105,000 for additional full-time faculty member**