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| jscc logo | | | **Goal Progress Report** | |
| **Program:** | **Communications, Shelby-Hoover Campus** | **Report period:** | | **2022-2023** | |

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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.** | Continued training and professional development related to developments in the areas of study, instructional technology, and pedagogy remain a priority. This goal is the Communications Division Outcome #1, and it is associated with the college’s vision to be responsive and innovative.    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.   * $7,800 ($600 per x 13) 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.   * $250 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: $11,050.00** | To continue to provide a quality education for JSCC students, participation in professional development activities was encouraged, and faculty took advantage of a variety of professional development opportunities on campus, off campus, and online.   1. Professional development activities were provided by the department, college, and textbook publishers.    1. The Communications Division hosted its annual UWRITE one-day conference for full-time, part-time, and dual enrollment instructors, on June 9, 2023. This conference included feature presentations on state initiatives, concurrent sessions on a variety of topics, and a keynote address on AI.    2. The Communications Department hosted a GIFTS (Great Ideas for Teaching Speech/Students) professional development sharing session via Zoom on Friday, April 14, 2023. Speech instructors shared assignments and discussed pedagogy during this session.    3. JSCC partnered with UAB to facilitate an MLA Summer Institute for Reading and Writing Pedagogy in July 2023. Participants from JSCC, UAB, and other regional institutions met for five days (two days via Zoom, two days on campus at UAB, and one day on campus at Jefferson State) of workshops on a variety of reading and writing topics.    4. Ongoing, continual training/mentoring and syllabus peer reviews were conducted each semester.    5. Individual training for Connect, MindTap, & Norton technologies provided by publishers on various dates    6. Individual and group Blackboard Training sessions by DE Dept. via Zoom on various dates, recorded for later viewing    7. Group course template and syllabus training provided by the college via Zoom various dates, also available online    8. PD Training for YuJa (webinar, video)    9. Faculty/staff attended Mental Health Training Sessions sponsored by the members of PTK.    10. Faculty attended accessibility training workshops provided by DE Dept., various dates    11. Some faculty members completed OLC self-paced workshops as part of the IAP.    12. Instructors from the department participated in the ACCS Institutional Leadership Academy and applied for the JSCC Leadership Academy.    13. One faculty member completed doctoral study in Instructional Technology from the University of Alabama.    14. Faculty members attended training and assisted with AP evaluations.    15. Instructors/groups participated in the JSCC Virtual Museum. 2. Faculty members were encouraged to attend conferences. Conference attendance:    1. Faculty members attended the ACETA Conference at the Clanton Campus.    2. Faculty/staff attended ACCSHRMA Diversity Conference.    3. One faculty member attended the Savannah Book Festival.    4. The director of the Debate Team attended the Gulf Coast Debate Workshop in Baytown, TX.    5. The department chair attended the MLA Convention in San Francisco.    6. One faculty member attended the SCOLT/ AWLA /SEALLT conference. 3. Faculty presentations:    1. Faculty members presented sessions at the UWRITE conference on campus.    2. Faculty members participated in a panel presentation at the ACETA Conference.    3. One faculty member presented at the SEASECS Conference in Georgia.    4. In partnership with UAB and the Modern Language Association, the Shelby Campus Communications Department Chair served as co-facilitator to provide an intensive MLA Summer Institute for Reading and Writing Pedagogy at Access Oriented Institutions, leading and assisting with several workshops during the institute. (The MLA institute was a grant-funded initiative.)    5. Faculty members presented during the GIFTS session for speech instructors.    6. Faculty members prepared presentations & facilitated sessions for Pioneer Con.    7. Faculty members participated in online collaboration forums. 4. Professional organizations and subscriptions:    1. Alabama College English Teachers Association, institutional membership    2. Modern Language Association, individual faculty memberships    3. National Communication Association, individual faculty memberships    4. Alabama Communication Association, individual faculty memberships    5. Chronicle of Higher Education, college subscription    6. Alabama Education Association, individual faculty memberships    7. National Education Association, individual faculty memberships | Faculty were encouraged to utilize IAP funds to attend conferences and workshops. A variety of professional development opportunities were provided by the college in person and online. Instructors attended a variety of conferences, webinars, and workshops. To ensure ongoing quality instruction, professional development for full-time and part-time instructors will continue to be a priority. The department and college continue to support faculty presentations at local, in-state, and out-of-state conferences and workshops. The department will continue to budget for professional development, increasing funds where needed, and instructors will be encouraged to participate in on-campus, off-campus, and online professional development activities. The department will continue to disseminate information from organizations such as ACETA, CET, NCTE, CCCC, MLA, NCA, ACA, SSCA, SWCA, and others and explore institutional memberships in professional organizations as well as encouraging individual memberships and participation.   * Objective 1   + Survey faculty to determine areas of interest in order to plan on-campus sessions   + Following each session, survey participants to assess effectiveness * Objective 2:   + Continue to encourage conference participation and 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:   + Solicit faculty presentations for UWRITE, GIFTS, ACETA, etc.   + 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. |
| **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.** | Student support and enrichment continues to be a department priority. This goal is aligned with Communications Department Goal #2 and is directly related to the college’s philosophy and purpose of making collegiate education accessible to all who seek it as well as the college’s vision of putting the learner’s needs first by being responsive and innovative. 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 providing 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.)   * $9,000 for tutor pay ($1,800 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 Sigma Chi Eta’s publication of The Pioneer student newspaper.   * $1800 for limited printing of The Pioneer Student Newspaper to have available in various areas around campus   Objective 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.   * $250 for printing, advertising, and refreshments for workshops   Objective 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.  **Total Funding Request for Goal 2: $17,050.00** | 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 and the virtual writing center    2. Tutoring was provided on campus four days a week by qualified part-time JSCC English instructors during fall and spring semesters.    3. Reference materials were provided by the department and library. 2. Student organizations    1. Department faculty members served as advisors for a variety of student groups.    2. SKD English Honor Society members participated in a variety of events at the different campuses. Funds were utilized for campus events such as Pioneer Con and Red Mountain Reading Series.    3. Sigma Chi Eta Communication Honor Society hosted a hygiene drive, visited Jones Valley Teaching farm’s education site for cleanup and community, & volunteered for both Pioneer Con and the Spring Formal at Jefferson State. SCH was unable to attend the NCA and ACA Conferences this year.    4. The Debate Team is ending the season ranked as the 3rd community college in the nation in IPDA Debate.  The team competed in both virtual and in-person tournaments hosted by Union University, Middle Tennessee State, University of Jamestown, University of Arkansas, Bossier Parish Community College, Oregon State University and University of Central Arkansas.  The team competed in novice, junior varsity, and varsity divisions and made it to elimination rounds at each tournament. 3. Intellectual Opportunities & Enrichment    1. Communications Department faculty assisted with Pioneer Con. Pioneer Con 2022 was held on Thursday, October 27th from 9:30 a.m. - 4:30 p.m. at the Shelby-Hoover Campus of Jefferson State. Pioneer Con is an opportunity for the JSCC community to express themselves through discussions and events centered around science fiction, fantasy, and popular culture.    2. The department provided financial assistance for Red Mountain Reading Series Events, and faculty members encouraged student participation. This year, the reading series hosted events on the various campuses, providing Zoom options to accommodate student and faculty schedules.    3. The department continued to provide financial assistance for the publication of *Wingspan,* and faculty members encouraged student submissions.    4. Writer’s Roundtable was in conjunction with *Wingspan* and Red Mountain Reading events.    5. The Department supported activities of the Concert & Lecture Series and Black History Committee; faculty in the department assisted with events. 4. Sigma Chi Eta focused on other projects this year, so *The Pioneer Student Newspaper* was not published. 5. Student Skills Seminars    1. Other college entities provided Zoom seminars on various topics throughout the year, so the Communications Department did not offer soft skills workshops this year.    2. PTK provided sessions related to mental health and inclusion. 6. Student Common Area Environment    1. Furniture was donated by the library for the common area on GSB 2nd floor.    2. Faculty/staff submitted work orders for general maintenance and painting.    3. SKD maintained the Little Free Library in the common area.    4. Bulletin boards in the area were maintained by various groups.    5. Faculty/staff donated plants for the area. | Support and enrichment opportunities for students continued online and on campus this year. The department coordinated with various groups and departments to provide support services such as tutoring as well as a variety of opportunities for enrichment, service, and student involvement. Tutors kept a log, and tutoring services were utilized frequently. Although convention participation remained lower for student organizations this year, student organizations were active in several campus events. 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 the 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. The department will continue to support student groups through funding, collaboration, and promotion. The department will continue to gauge interest and to seek opportunities for student skill development and communication. The department continues to seek ways to improve aesthetics in the student common areas as well.   * 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 SCH advisors and officers for interest/feasibility of continuing publication of the student newspaper and/or alternative projects * 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:   + Solicit assistance from student organizations for updating department bulletin boards periodically   + Assist Sigma Kappa Delta as stewards of the Little Free Library to rotate books and continue to maintain the appearance of the library   + Continue to submit maintenance work orders as needed   + Solicit donations of items to improve aesthetics and decorate area   + Shop/plan future purchases as needed |
| **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.** | The learning environment and instructional quality are always a priority. 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 preparing students to succeed in upper-level programs of study as well as offering 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 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: Enhance the quality of instruction offered to students through the use of up-to-date, appropriate equipment and technology.   * $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: 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: Offer classes at times and locations to ensure student needs are met and staff classes with qualified instructors.  **Total Funding Requests for Goal 3: $40,850 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. The College Maintenance Department continued to supply sanitation & cleaning supplies for classrooms.    2. Classroom equipment was replaced as needed.    3. Classroom supplies were maintained.    4. Common area maintenance 2. Equipment and technology    1. Replacement projector screens have been requested.    2. Instructors utilized YuJa for instructional video recording.    3. To accommodate student schedules, faculty have continued to utilize technology such as Collaborate & Zoom for advising, virtual office hours, and online instruction.    4. Faculty have utilized a variety of library and OER resources, such as streaming media, library guides, and e-texts for supplemental & online instruction.    5. The department has ordered video equipment to make professional recordings for online instruction. 3. Integration of technology    1. Instructors used editing features available within YuJa.    2. Instructors utilized Connect, Norton, and MindTap interactive instructional technology in a variety of online, hybrid, and traditional classes.    3. Students used technology such as Connect, Collaborate, PowerPoint, Sway, Google Slides, YuJa, and Zoom, for virtual presentations. 4. Student Learning Outcomes    1. Instructors assessed student learning outcomes in all courses taught.    2. Departmental committees analyzed data and developed plans of instruction to address student needs.    3. Instructors utilized library resources for supplemental instruction related to context, research, and documentation.    4. Instructors utilized online discussion boards and other platforms for peer review.    5. Instructors embedded library guides into Blackboard course sites.    6. Department faculty attended virtual ACCS meetings to discuss revisions to course descriptions and course objectives to be applied system wide.    7. A session at UWRITE was devoted to reviewing SLO data and developing strategies for improved student outcomes. 5. Availability/Schedule of Classes    1. Full-time and part-time instructors taught additional dual enrollment sections at area high schools upon request.    2. The department has added more online sections to accommodate additional dual enrollment students upon request.    3. The department has offered more classes on campus following the pandemic due to student enrollment demand.    4. Department chairs coordinated college-wide schedules with other department chairs, deans, and dual enrollment.    5. The department has added more online and hybrid classes to meet student demand.    6. The department coordinated and offered an online summer (May) mini term.    7. The department offered online short session courses: 5W1, 5W2, 5W3; 8W1, 8W2.    8. The department included evening and weekend classes in the class schedule; however, student demand has shifted and not all classes had adequate enrollment to “make.” | Maintenance and IT staff kept things repaired and running. The college continued to provide sanitation supplies, and the office manager maintained office and instructional supplies. The collaborative classroom furniture requested has not yet been approved, but instructors are still interested in having a collaborative classroom with enough desks to accommodate an entire class, so this furniture will be requested again. Although we were offered collaborative desks from another campus, there were not enough desks to meet our needs for a full composition or speech class. Lobby area seating was donated by the library, so we will not request new furniture for this area; however, we will continue to work on the arrangement of the area.  We will poll faculty to see if the Scantron equipment can be relocated to another department. We have requested the possibility of increasing the rotation frequency for upgrading classroom computers as part of an institutional plan. Video equipment has been ordered for the department, and we plan to record more videos in the coming year using the new equipment.  Instructional plans were improved through assessment and analysis of SLO data in the Annual Summary. Departmental committees have worked well in analysis of the data, development of instructional plans, and implementation. College-wide efforts for syllabus and course templates are also underway.  Enrollment trends informed class schedules, especially regarding the demand for more dual enrollment and on-campus classes following the pandemic and the continued 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.   * 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   + Submit budget requests for updated/replacement equipment and furnishings   + 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   + Request 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   + Departmental committees will develop pedagogical plans and propose 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 |
| **Submission date: 08/18/2023** | | **Submitted by: Connie Caskey, Shelby-Hoover Campus Communications Department** | |