

Program Efficacy Report  
Spring 2011

Name of Department: Speech

Efficacy Team: Sandra Waters, David Smith, Rocio Delgado

Overall Recommendation (include rationale): Continuation

The Speech Program has a clear description of the program and has analyzed data to demonstrate that it has met institutional strategic initiative. The department is mindful of providing access for students and has addressed hours of operation, student satisfaction, retention rate and success rate.

Speech Program is currently meeting the needs of the institution as demonstrated by the responses to the question and the document's evidence of critical self-study.

Strategic Initiative	Institutional Expectations	
	Does Not Meet	Meets
<b>Part I: Access</b>		
<b>Demographics</b>	<i>The program does not provide an appropriate analysis regarding identified differences in the program's population compared to that of the general population</i>	<i>The program provides an <u>analysis</u> of the demographic data and provides an interpretation in response to any identified variance.  If indicated, plans or activities are in place to recruit and retain underserved populations.</i>
<p><b>Efficacy Team Analysis and Feedback: MEETS:</b> Program has provided analysis of demographic data. Program has higher percentage of female students which is reflective of the campus population. Ethnicity of students is also reflective of campus trends (Hispanic is 42 %, Blacks 19.4 % and Whites 14.2 %).</p>		
<b>Pattern of Service</b>	<i>The program's pattern of service is not related to the needs of students.</i>	<i>The program provides <u>evidence</u> that the pattern of service or instruction meets student needs.  If indicated, plans or activities are in place to meet a broader range of needs.</i>

**Efficacy Team Analysis and Feedback: MEETS**

Program provides an array of course options to meet the needs of students. Program awareness of student's need for nontraditional hours has broadened its scheduling patterns and learning environments. Speech offers classes in a variety of forms: time, days, and online/hybrid. They provide late-start schedules (8, 9, 13 weeks).

**Part II: Student Success**

<b>Data demonstrating achievement of instructional or service success</b>	<i>Program does not provide an adequate analysis of the data provided with respect to relevant program data.</i>	<i>Program provides an <u>analysis</u> of the data which indicates progress on departmental goals.  If applicable, supplemental data is analyzed.</i>
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**Efficacy Team Analysis and Feedback: MEETS:**

All markers are up FTES's from 228 to 284. SWCH from 389 to 479. Online from 7% to 12%. Retention from 74% to 80%. Analysis is given to the fact that verbal communication skills are the #1 quality looked for by employers; curriculum is focused on honing those abilities.

<b>Student Learning Outcomes</b>	<i>Program has not submitted student learning outcomes for all courses certificates or degrees. Does not have a three-year plan on file. Program has not analyzed assessment results and implemented changes where appropriate.</i>	<i>Program has submitted student learning outcomes for all courses certificates or degrees. Program has a three-year plan on file. Program has analyzed assessment results and implemented changes where appropriate</i>
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**Efficacy Team Analysis and Feedback: MEETS**

SLOs have been developed for all courses offered. Program in process of evaluating the last two classes. Three-year cycle is on track to be completed this year as planned.

**Part III: Institutional Effectiveness**

<b>Mission and Purpose</b>	<i>The program does not have a mission, or it does not clearly link with the institutional mission.</i>	<i>The program has a mission and it links clearly with the institutional mission.</i>
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**Efficacy Team Analysis and Feedback: MEETS**

Purpose of program is to foster practical communication skills. Emphasis is on development of skills and techniques essential for effective oral communication skills. Program supports the campus mission through preparation of students for occupational and personal success. Department offers a variety of Speech 100 classes that meet GE requirements. It also meets one of CSU "Golden Four" requirements. The curriculum meets CSU and UC transfer requirements.

<b>Productivity</b>	<i>The data does not show an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.</i>	<i>The data shows the program is productive at an acceptable level.</i>
<p><b>Efficacy Team Analysis and Feedback: MEETS</b></p> <p>Program provided data to</p>		
<b>Relevance, Currency, Articulation</b>	<i>The program does not provide evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate.</i>	<i>The program provides evidence that curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses have been articulated with UC/CSU or plans are in place to articulate appropriate courses.</i>
<p><b>Efficacy Team Analysis and Feedback: MEETS</b></p> <p>All courses offered are articulated with CSU &amp; CU. Program provided listing of courses that are no longer offered (910 Preparation for public speaking, 100 Beginning voice and diction, 120 oral interpretation and 130 Introduction to communication.</p> <p>Department is changing from Speech to Communication Studies, which results in a revamping of the entire curriculum titling. This is explained in the report.</p>		
<b>Part IV: Planning</b>		
<b>Trends</b>	<i>The program does not identify major trends, or the plans are not supported by the data and information provided.</i>	<i>The program identifies and describes major trends in the field. Program addresses how trends will affect enrollment and planning. Provides data from internal research or research from the field for support.</i>
<p><b>Efficacy Team Analysis and Feedback: MEETS</b></p> <p>The main external trend/issue is that of California State budget constraints. The Speech department hopes to react quickly, semester by semester, to respond to students' current needs in light of the financial picture. Also they are planning to stay on top of the need for more online instruction (despite budget constraints).</p>		
<b>Accomplishments</b>	<i>The program does not incorporate accomplishments and strengths into planning.</i>	<i>The program incorporates substantial accomplishments and strengths into planning.</i>
<p><b>Efficacy Team Analysis and Feedback: MEETS</b></p> <p>Change of department name to Communication Studies acknowledges the reality that for the most departments, "Speech" is a narrow and misunderstood focus strictly on public speaking. ABOVE could be included in previous section (Planning/external trends).</p>		
<b>Weaknesses/challenges</b>	<i>The program does not incorporate weaknesses and challenges into planning.</i>	<i>The program incorporates weaknesses and challenges into planning.</i>

**Efficacy Team Analysis and Feedback: MEETS**

Program has experienced a 24% growth in enrollment in last 6 years; however, the EMP has demonstrated a slight dip in course offering between 08-09 to 09-10. Budget restraints challenge the programs' ability to continue the growth pattern.

Program is focused on what would serve the needs of the students best.

They are focusing on wise cutting of classes in a era of budget constraints.

**Part V: Technology, Partnerships & Campus Climate**

	<p><i>Program does not demonstrate that it incorporates the strategic initiatives of Technology, Partnerships or Campus Climate.</i></p> <p><i>Program does not have plans to implement the strategic initiatives of Technology, Partnerships or Campus Climate</i></p>	<p><i>Program demonstrates that it incorporates the strategic initiatives of Technology, Partnerships and/or Campus Climate.</i></p> <p><i>Program has plans to further implement the strategic initiatives of Technology, Partnerships and/or Campus Climate.</i></p>
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**Efficacy Team Analysis and Feedback: MEETS**

Department has gone from 7% to 12% online offerings, with three of four FT faculty teaching online. Two major events are co-hosted with Crafton Hills. Speech department arranges for student speakers at graduation year.