Program Efficacy Team Report (Instruction)

2018 – 2019

Name of Department: Communications studies

Efficacy Team: Michael Mayne,   Kenny Melancon,   Keynasia K. Buffong

Overall Recommendation:

☒Continuation   ☐Conditional   ☐Probation

Rationale for Overall Recommendation:

Communication Studies presented a detailed report chronicling a department whose mission and purpose stand perfectly aligned with that of the college. Of note, the department has found ways to maximize the quality of its classes by lowing class size (to facilitate student interactions necessary) and offering classes in a wide array of modalities. They address their discrepancies in demographics and outline solid rationales while maintaining steady success and retention rates. They host two major outreach programs for our campus and community: that of the Speech Tournament in the Fall and the Debate Tournament in the Spring. Communication Studies however is in need of faculty operating with 4FTF where the FTEF is 9.

 The student success and retention rates are notable and indicate the program is meeting its goals. The SLOs, Productivity and Curriculum are monitored and there are no out of date courses in the curriculum.

Part I: Questions Related to Strategic Initiative: **Increase Access**

Goal: SBVC will improve the application, registration, and enrollment procedures for all students.

SBVC Strategic Initiatives: Strategic Directions + Goals

	Does Not Meet	**Meets**	**Exceeds**
Demographics	The program **does not provide** an appropriate analysis regarding identified differences in the program's population compared to that of the general population.	The program **provides an analysis** of the demographic data and provides an interpretation in response to any identified variance. The program **discusses the plans or activities** that are in place to recruit and retain underserved populations as appropriate.	In addition to the meets criteria, the program's analysis and plan **demonstrates a need** for increased resources.
Pattern of Service	The program's pattern of service is **not related to the needs of students**.	The **program provides** evidence that the pattern of service or instruction meets student needs. The program **discusses the plans or activities** that are in place to meet a broad range of needs.	In addition to the meets criteria, the program **demonstrates that the pattern of service needs to be extended**.

☐ **Does Not Meet**   ☒ **Meets**   ☐ **Exceeds**

Efficacy Team Analysis and Feedback:

Demographic variances mostly relate to the male/female population between the 20 – 30 age group. The department has recognized the need to address the older generation and provides action plans to meet the identified variances. The department does mention the interest in closing the gap of males to females, but makes no plans on addressing the age gap from 30 to 50.

The department does have a meets in this area, but the committee suggestion would be to see strategies in the department planning to cover higher age groups underrepresented.

Pattern of service

The pattern of service is diverse. As stated in the document, "the department is aware that all of our students are not able to attend traditional time blocks on campus."   Classes are offered at a variety of times including morning, mid-day, evenings and nights, along with late-start and online classes.

The department does have a meets on course offerings available to students and the community, which provides many options and therefore serves the needs of our campus population very well**.**

Part II: Questions Related to Strategic Initiative: **Promote Student Success**

Goal: SBVC will increase course success, program success, access to employment, and transfer rates by enhancing student learning.

SBVC Strategic Initiatives: Strategic Directions + Goals

	Does Not Meet	Meets	Exceeds
Data/Analysis demonstrating achievement of instructional or service success	Program **does not provide an adequate analysis** of the data provided with respect to relevant program data.	Program **provides an analysis** of the data which indicates progress on departmental goals.	In addition to the meets criteria, the program **uses the achievement data** in concrete planning and **demonstrates** that it is prepared for growth.
Service Area Outcomes and/or Student Learning Outcomes and/or Program Level Outcomes	Program **has not demonstrated** that it is continuously assessing Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) and/or Program Level Outcomes (PLOs) based on the plans of the program since their last program efficacy. Evidence of data collection, evaluation, and reflection/feedback, and/or connection to area services is **missing or incomplete**.	Program **has demonstrated** that it has fully evaluated within a four-year cycle and is continuously assessing all Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) and/or Program Level Outcomes (PLOs).	In addition to the meets criteria, the program **demonstrates that it has fully incorporated Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) and/or Program Level Outcomes (PLOs) into its planning, made appropriate adjustments, and is prepared for growth**.

☐ **Does Not Meet** ☒ **Meets** ☐ **Exceeds**

Efficacy Team Analysis and Feedback:

An analysis of the data is provided and focuses on Student Success and Retention. The department does mention the difficult balance of productivity rate by stating, "It will never reach the general campus goal because of class caps." The department monitors the online enrollment and has increased its offerings to help achieve expansion and the data does reflect progress in online teaching. The department, from past evaluations, has concluded the cap of 30 students is the limit for the class due to time for presentations.

The department does demonstrate that it evaluates SLOs and is continuously assessing them by identifying specific assessment methods and criteria as a standard of success for the students.

Part III: Questions Related to Strategic Initiative: Improve Communication, Culture & Climate

Goal: SBVC will promote a collegial campus culture with open line of communication between all stakeholder groups on and off-campus.

SBVC Strategic Initiatives: Strategic Directions + Goals

	Does Not Meet	**Meets**	**Exceeds**
Communication	The program **does not identify** data that demonstrates communication with college and community.	The program **identifies** data that demonstrates communication with college and community.	In addition to the meets criteria, the program **demonstrates** the ability to communicate more widely and effectively, **describes** plans for extending communication, and provides data or research that **demonstrates** the need for additional resources.
Culture & Climate	The program **does not identify** its impact on culture and climate or the plans are not supported by the data and information provided.	The program **identifies and describes** its impact on culture and climate. Program **addresses** how this impacts planning.	In addition to the meets criteria, the program provides data or research that **demonstrates** the need for additional resources.

☐ **Does Not Meet**   ☒ **Meets**   ☐ **Exceeds**

Efficacy Team Analysis and Feedback:

The committee agrees this department has well documented information about the Communication, Culture & Climate.

Communication Studies (Speech) communicates its program goals and achievements by using the Campus Catalog, the Campus Website and department brochures. The department visits local high schools and conferences. They host two major outreach programs for our campus and community: that of the Speech Tournament in the Fall and the Debate Tournament in the Spring. Communication Studies, however is in need of faculty operating with 4FTF where the FTEF is 9.

The department does have statements that reflect on its mission statement to the community. "Our campus mission statement mentions improving the quality of life in the Inland Empire and beyond." The department also talks about how to enhance the culture and climate of the college within the community.

IV: Questions Related to Strategic Initiative: Maintain Leadership & Promote Professional Development

Goal: SBVC will maintain capable leadership and provide professional development to a staff that will need skills to function effectively in an evolving educational environment.

SBVC Strategic Initiatives: Strategic Directions + Goals

	Does Not Meet	**Meets**	**Exceeds**
Professional Development	The program **does not identify** currency in professional development activities.	Program **identifies current avenues** for professional development.	In addition to the meets criteria, the program shows that professional development has **impacted/expanded** the program and **demonstrates** that the program is positioning itself for growth.

☐ **Does Not Meet**   ☐ **Meets**   ☒ **Exceeds**

Efficacy Team Analysis and Feedback:

The Communication Studies program maintains currency by subscribing to journals and sharing current research with its students and faculty. The faculty attend many meetings that impact the classroom teachings like: AB 705 Presentation by ASCCC Curriculum Chair hosted at SBVC, attending workshops for online classes, CANVAS workshops and the Great Teachers Retreat. The department identifies collaborations with professional organizations and conducts surveys to assist in evaluating courses to determine relevance and any need for modification. The department has also been involved in providing recommendations to other programs like OEI on the implementation of the OEI Grant for the California Community Colleges. The faculty and staff also assist in producing communication workshops for faculty during Flex Days. The department has also included future opportunities that are planned by faculty and staff.

The department does have an exceeds on professional development.

V: Questions Related to Strategic Initiative: Effective Evaluation & Accountability

Goal: SBVC will improve institutional effectiveness through a process of evaluation and continuous improvement.

SBVC Strategic Initiatives: Strategic Directions + Goals

	Does Not Meet	Meets	Exceeds
Mission/ Statement of Purpose	The program **does not have** a mission/ statement of purpose, or it **does not clearly link** with the institutional mission.	The program **has** a mission/statement of purpose, and it **links** clearly with the institutional mission.	
Productivity	The data **does not show** an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.	The data **shows** the program is productive at an acceptable level.	The program functions at a highly productive level and has planned for growth as appropriate.
Relevance, Currency, Articulation	The program **does not provide** evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate. Out of date course(s) that were not launched into Curricunet by Oct. 1, 2017 may result in an overall recommendation no higher than Conditional.	The program **provides** evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses **have been articulated** or transfer with UC/CSU, or **plans are in place** to articulate appropriate courses.	In addition to the meets criteria, the program **discusses plans** to enhance current course offerings that link to student/community needs and positions the program for improved student outcomes.
Challenges	The program **does not incorporate** weaknesses and challenges into planning.	The program **incorporates** weaknesses and challenges into planning.	The program **incorporates** weaknesses and challenges into planning that demonstrate the need for expansion.

☐ **Does Not Meet**   ☒ **Meets**   ☐ **Exceeds**

Efficacy Team Analysis and Feedback:

The department does have a mission statement that clearly relates to the Strategic Initiative; "Promote Student Success."
The data the department provided shows degrees awarded to be at an acceptable level and duplicate enrollment increasing.
The department does show the curriculum is up to date and current until 2022.

The department does recognize the need for more FTF and continues to look forward to expansion of its program.
The department is working short staffed and is adjusting schedules to meet the needs of the students. The biggest challenge mentioned is about being able to maintain student success with only 4 FTF while having load for 9.

Goal: SBVC will support the construction and maintenance of safe, efficient, and functional facilities and infrastructure to meet the needs of students, employees, and the community.

SBVC Strategic Initiatives: Strategic Directions + Goals

	Does Not Meet	Meets	Exceeds
Facilities	The program **does not provide an evaluation** that addresses the sustainability of the physical environment for its programs.	Program **provides an evaluation** of the physical environment for its programs and **presents evidence** to support the evaluation.	In addition to the meets criteria, the program has **developed a plan** for obtaining or utilizing additional facilities for program growth.

☐ **Does Not Meet**   ☒ **Meets**   ☐ **Exceeds**

Efficacy Team Analysis and Feedback:

The department does document that the facility and instructors have access to technology needed for instructional purposes. The department does mention the importance of student interaction and practice speaking which does necessitate the need for smaller class size, which adversely affects the student count.

VII: Previous Does Not Meet Categories

☐ **Does Not Meet**   ☒ **Meets**   ☐ **Exceeds**

Efficacy Team Analysis and Feedback:

The department did address the DOES NOT MEET from Spring 2015. In part 2 of this document, the department explains how the current needs of the students are meet by reducing the sections and explains why the FTES were reduced.