PROGRAM COMPREHENSIVE REPORT

2022 - 2023

Program Review (P) - Communication Studies

Program Planning

2022 - 2023

General Information

Briefly describe your program.
Communication Studies is an active department on the VC campus. We currently have 3 full time faculty members and approximately 8-9 adjuncts. The major itself is growing, however we have been affected by COVID as has every other department on campus. We offer a comprehensive major including classes such a public speaking, interpersonal comm, small group comm, argumentation & debate, intercultural comm, mass comm, oral interpretation, etc. Our classes cover many GE requirements that meet the needs of UC, CSU and private universities.

How does your program support VC's mission?
The Communication Studies department actively follows VC's mission in placing students at the center of their learning experience, supporting them in achieving their personal, academic, and career goals in an anti-racist, liberating, and inclusive environment. We teach and support our diverse community on campus and do our best to lead students in achieving degrees, certificates, transfer.

Which disciplines are included in your program?
Our program offers a transfer degree in Communication Studies. It is a comprehensive degree that can be applies to many work force disciplines. Our course curriculum covers major areas of the discipline such public speaking, interpersonal comm, small group comm, argumentation & debate, intercultural comm, mass comm, oral interpretation, etc.

SWOT Analysis: What are the strengths of your program?
The strengths of the program is that we offer solid curriculum that meets many university transfer requirements. The faculty are experienced with our school population and our course offerings are consistent allowing for students to plan accordingly with their schedules. The course sections we offer are normally filled to capacity and we have consistent success rates. Before COVID, we have continuously grown year after year and we hope to see that again once things normalize after the pandemic.

SWOT Analysis: What are the weaknesses of your program?
It is very difficult to find quality faculty members to teach our courses due to low salary offerings. We have had to cancel classes occasionally with the drop in enrollment due to the pandemic.

SWOT Analysis: What are some opportunities for your program?
We are hoping that once things normalize from the pandemic, we will again be able to grow our department. Communication Studies is a newer major and it is growing in popularity across the country. This might allow us to grow if we have more demand.

SWOT Analysis: What are some threats to your program?
AB 928 was being considered at the state level in 2021,and was suggesting removing the Oral Comm requirement for CSU general education requirements. Luckily, the change was averted. We are constantly having trouble hiring quality faculty due to our salary rates being lower than most other campuses in the state.

Enrollment & Demographics

Enrollment & Demographics: General Observations
The general observations of the Comm studies department over the last 3 years is that it has remained steady for the most part. We have decreased in enrollment slightly and lost around 80 students, however it is very similar to the college overall.

Program Planning

Over the past five years, what was the trend in your program's enrollment?
Decreased

Has there been a substantial decrease in any of your program's disciplines?
No

Are student gender demographics similar between your program and the college?
Yes

Are student ethnic demographics similar between your program and the college?
Yes

Please describe any areas where your program's demographics vary from the college.
Overall, the Comm department and VC have similar demographics when it comes to ethnicity. The one area where there is a significant different is with Hispanics. The data shows that our program enrollment by Hispanics is 7% higher than VC overall.

Course Success Rate

Course Success Rate: General Observations
The general observations for the Comm Studies department's success rate is that we have plummeted during the pandemic, and our success rates are much lower than they used to be.

Was the most recent year's course success rate higher than the college standard of 66.7%?
No

Was the most recent year's course success rate higher than the overall college average?
No

Has your course success rate increased, decreased, or remained constant over the past 5 years?
Decreased

Click the "Disciplines" tab - Describe any differences between the disciplines in your program.
There is only one discipline in Comm Studies.

Click the "Ethnicity" Report on the right - Are there gaps in your course success rate by ethnicity?
Yes

Ethnicity: How have these gaps changed over the past five years?
Increased

Click the "Gender" Report on the right - Are there gaps in your course success rate by gender?
Yes

Gender: How have these gaps changed over the past five years?
Decreased

Describe what your program has done over the past 3 years to close equity gaps in course success.
The data is difficult to analyze in this situation. The gap between females and males has decreased, however the data indicates that the unknown gender success rates have increased significantly. In terms of ethnicity, the success rates among different ethnicities has changed over the last 5 years with different ethnicities at different levels depending on the year. Between our two biggest ethnicities, whites and Hispanics, in that last 2 years, the gap has increased significantly going from a 5% gap, to a 10% gap, to a 13% gap.

Student Completion

Does your program offer a degree or certificate of achievement?
Yes

How does your program contribute to VC's goal of increasing our degree/certificate/transfer rate?
The department makes sure to keep our courses and our degree up to date to ensure continuity and growth on campus. Comm studies was increasing each year reaching a top number of degrees awarded of 34 in 2018-2019. When the pandemic hit in spring 2020, the numbers decreased to 29. Since then, it has continued to decline. In looking at the other programs, it is consistent with the college's trends.

Program Planning

Within the past five years, what is the trend for your program's degree/certificates awarded?
Within the past 5 years, the numbers have both increased and decreased, ending with a slight increase from start to finish. There was a significant increase between 2017and 2019 where the number of degrees awarded went from 19 to 34. However, in 2020, there was a continual decrease due to the pandemic that started in Spring of 2020.

Are any of the degrees/certificates in your program on the program warning list?
No

Click the "Award Ethnicity" Report on the right – Are there equity gaps by ethnicity?
No

Click the "Award Gender" Report on the right – Are there equity gaps by gender?
Yes

Equity Gaps by Gender: If yes, please describe.
The data is not consistent in this area. It jumps from year to year, however, males are more likely to be have a lower number of degree completers than females in comparison to the general student population. For example, the years where the equity gap is significant for males is 2017-2018 & 2021-2022. Females show they are more likely to earn a degree over the 5 year period.

Click the "CSU/UC Transfers" Report on the right - How has the number of CSU Transfers changed over the past 5 years?
Remained Constant

Click the "CSU/UC Transfers" Report on the right - How has the number of UC Transfers changed over the past 5 years?
Decreased

Click the "Transfer Ethnicity" Report on the right – Are there equity gaps by ethnicity?
Yes

Equity Gaps by Ethnicity-Transfer: If yes, please describe.
Hispanics show a significantly lower CSU transfer number than the student number. 52.2% of Hispanics transfer to a CSU, while the student comparison number is 65.8%.

Click the "Transfer Gender" Report on the right – Are there equity gaps by gender?
Yes

Equity Gaps by Gender-Transfer: If yes, please describe.
That data is inconsistent in this instance. Overall, it appears there isn't a large equity gap for gender. However, there are a few years in which the data shows that females transfers less than the student population, as shown in the academic years 2017-2018 & 2020-2021. There is a significant difference in those two years.

Course Offerings

Course Offerings: General Observations
The Communication Studies department continually offers classes that meet the needed requirements to graduate or transfer. While two classes have the most offerings, such as Speech Communication and Interpersonal communication, we still offer the other courses that are needed for the major. Oral Interpretation hasn't been offered in recent years because we haven't had a faculty member to teach it, and it is a class that isn't as widely accepted at universities. Instead, we have chosen to offer the courses that will meet the needs of the students and assist them in transferring.

Are there any disciplines in which 30% or more of classes haven't been offered in the past 5 years?
No

Program Planning

CSLOs

Briefly summarize the results of your Course SLOs.
The data shows that students are reaching the target goals set in most cases. There are some classes that haven't been assessed due to late of instructor participation or lack of the course being offered. Comm V02 was just recently approved to be offered, and hasn't been put in the schedule yet.

Which SLO initiatives had the greatest impact on student learning in your program?
Any CSLO that asks to apply theory and knowledge and put it into practice in communication instances which can be found in almost all of our courses.

PSLOs

Briefly summarize the results of your Program SLOs.
The data shows that students are reaching the target goals set by their instructors in an overall sense. There is no explanation as to the small amount of information given in PSLO-2. However, the data shows in PSLO 1 & 3 that students are improving their communication and being able to apply theory to real life communication instances.

Which PSLO initiatives had the greatest impact on student learning in your program?
PSLO-1 has the greatest impact in both an academic and social sense in student learning.

Labor Market Data - CE Only

Objective

3-Year Objective
Communication Studies will strive to increase the success rate of our students by 5%.

What specific actions will you take to meet this objective?
Student success has decreased greatly with the pandemic in the last 3 years. As we continue to adjust to the "new norm", the department will continue to build a schedule that meets the needs of our students through continued improvement in our online courses offered, and continuing to increase our on campus course presence. With increased faculty and students on campus, we can continue to build a campus community which ultimately helps student success rates.

Which of the following Educational Master Plan Goals does this objective align with?
Goal 1: Increase the success of our students while closing equity gaps

Which of the following Student Equity Plan Goals does this objective align with?
Goal 5: Degree/Certificate Completion

Review Type
Comprehensive

Program Review Cycle
2022 - 2025

Objective Status
Active

Completion Date
09/30/2025

Resource Requests

Resource Request Status
Active

Request Year
2022-2023

Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)
COM2101

Description of Resource Request
200 Ring lights and tripods for students to check out to assist them in giving and recording their speeches on their mobile devices for online classes.

Estimated Cost
$35,000.00

Type
Technology

New/Replacement
New

Previously Requested in Year(s)
2021-2022

Priority
01

Primary Contact For This Resource Request
Stacy Sloan Graham 805-289-61987 or sgraham@vcccd.edu

Administrator, Faculty, or Staff Request

Equipment, Technology, or Facilities Request

Pirate's Code
albuca

Please explain how critical this request is to your program's goals.
With the increased offerings of online courses in the last 3 years, students do not have adequate technology to create quality videos for speech assignments. Lighting is a big issue, as students record videos in dark rooms and environments which makes it difficult to see the speaker, their non-verbals and their visual aids.

How many students will be impacted by this request?
750

Have you identified funding sources to cover ongoing costs?
No

How will this resource improve the current learning environment, campus services, or operating conditions on campus?
This request will help improve student's coursework and contribute to their success in the courses.

Objective

3-Year Objective
The Communication Studies department will increase our student graduation rates by 5%.

What specific actions will you take to meet this objective?
The Communication department will continue to increase its on campus course offerings and increase its communication to Comm Majors to increase student involvement, success, and transfer rates.

Which of the following Educational Master Plan Goals does this objective align with?
Goal 1: Increase the success of our students while closing equity gaps

Which of the following Student Equity Plan Goals does this objective align with?
Goal 5: Degree/Certificate Completion

Review Type
Comprehensive

Program Review Cycle
2022 - 2025

Objective Status
Active

Completion Date
09/30/2025

Objective

3-Year Objective
The Communication Studies Department will increase its enrollment by 5%.

What specific actions will you take to meet this objective?
The department would like to continue to make ourselves known on campus, possibly increasing our interactions with potential majors and solidifying our relationships with neighboring universities to attract more students to both of our institutions. We will continue to offer multiple modes of delivery for courses including in-person, hybrid, and online options to help those students who can't make it on campus, or have complicated schedules.

Which of the following Educational Master Plan Goals does this objective align with?
Goal 5: Effectively manage campus resources to meet student and community needs

Which of the following Student Equity Plan Goals does this objective align with?
Goal 1: Access and Successful Enrollment

Review Type
Comprehensive

Program Review Cycle
2022 - 2025

Objective Status
Active

Completion Date
09/30/2025

Year 2: Discuss Any Challenges You Encountered in Progressing Towards This Objective.

Resource Requests

Resource Request Status
Active

Request Year
2022-2023

Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)
Comm1903

Description of Resource Request
3 headsets and 3 ring lights for full time faculty members that are writing and teaching all online courses that are planned to be offered in current and future semesters.

Estimated Cost
$2,000.00

Type
Technology

New/Replacement
New

Previously Requested in Year(s)
2020-2021, 2021-2022

Priority
02

Primary Contact For This Resource Request
Stacy Sloan Graham

Administrator, Faculty, or Staff Request

Equipment, Technology, or Facilities Request

Pirate's Code
heliconia

Please explain how critical this request is to your program's goals.
Using personal technology opens faculty up for liability issues. Furthermore, with the increase of online course offerings, we need better technology to deliver our zoom sessions, to record lecture videos, etc. Laptops and webcams were provided last year as the entire campus got a technology refresh and moved from desktop pcs to laptops.

How many students will be impacted by this request?
600

What, if any, ongoing maintenance and licensing costs will your request require?
None

Have you identified funding sources to cover ongoing costs?
n/a

How will this resource improve the current learning environment, campus services, or operating conditions on campus?
 Headsets and ring lights are still needed to offer quality education in an online format. Easier access to education through online resources will increase enrollment. Better quality online instruction is increase student success rates.

Resource Requests

Resource Request Status
Active

Request Year
2022-2023

Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)
COM2102

Description of Resource Request
Software to improve efficiency and accuracy of course schedule planning.

Estimated Cost
$120,000 for the district, VC's share would be $40,000.

Type
Technology

New/Replacement
New

Previously Requested in Year(s)
2021-2022

Priority
03

Primary Contact For This Resource Request
Stacy Sloan Graham

Administrator, Faculty, or Staff Request

Equipment, Technology, or Facilities Request

Pirate's Code
oleander

Please explain how critical this request is to your program's goals.
VC schedules approximately 1,300 class sections each year. For each section, there are approximately 50 data fields that are entered into Banner. Currently, academic data specialists send an Excel file with all sections offered in the prior term. Dept chairs and deans make multiple revisions to these Excel files and email them back to the academic data specialists, who manually enter them into Banner. This is a very inefficient process that includes a high capacity for error and mistakes.

How many students will be impacted by this request?
12,000

How will this resource improve the current learning environment, campus services, or operating conditions on campus?
Ad Astra software includes course schedule planning algorithms and predictive analytics to improve this process, and to maximize student success and completion. It will also greatly decrease the amount of time that department chairs and deans spend developing the class schedule. It also has algorithms to maximize the use of classrooms.