

2023 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

CURRENT YEAR: 2023 PROGRAM: COMMUNICATION STUDIES
CLUSTER: LANGUAGE AND COMMUNICATION LAST YEAR CPPR COMPLETED: 2019
NEXT SCHEDULED CPPR: 2024 CURRENT DATE: 2/15/2023

The Annual Program Planning Worksheet (APPW) is the process for:

- reviewing, analyzing and assessing programs on an annual basis
- documenting relevant program changes, trends, and plans for the upcoming year
- identifying program needs, if any, that will become part of the program's [resource plan](#)
- highlighting specific program accomplishments and updates since last year's APPW
- tracking progress on a Program Sustainability Plan if established previously

Note: Degrees and/or certificates for the *same* program *may be consolidated* into one APPW.

This APPW encompasses the following degrees and/or certificates:

AA-T Communication Studies

GENERAL PROGRAM UPDATE

Describe significant changes, if any, to program mission, purpose or direction. *If there are not any, indicate: NONE.*

[Click here to enter text.](#)

PROGRAM SUSTAINABILITY PLAN UPDATE

Was a Program Sustainability Plan established in your program's most recent Comprehensive Program Plan and Review?

Yes If yes, please complete the Program Sustainability Plan Progress Report below.

No If no, you do not need to complete a Progress Report.

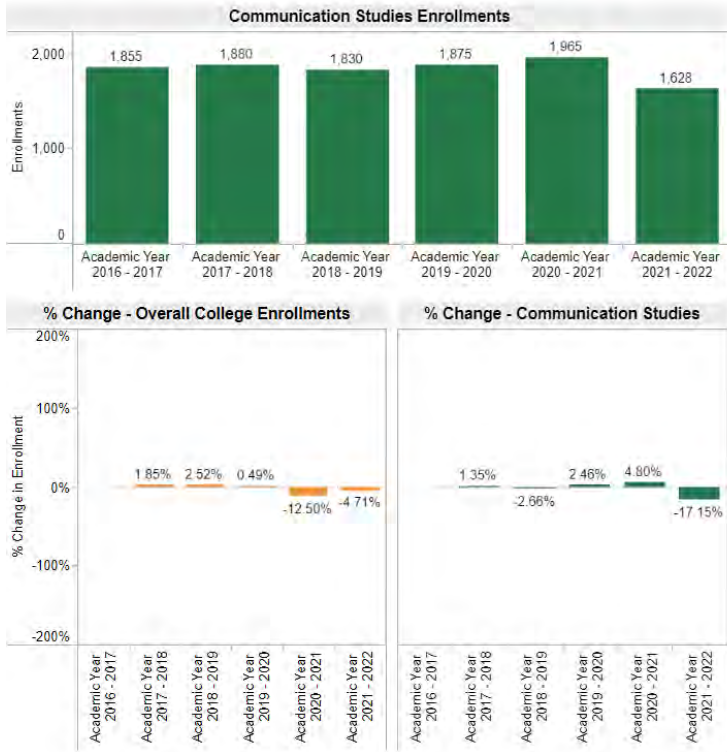
If you selected yes, please complete the Program Sustainability Plan Progress Report below after you complete the Data Analysis section. That data collection and analysis will help you to update, if necessary, your Program Sustainability Plan.

DATA ANALYSIS AND PROGRAM-SPECIFIC MEASUREMENTS

Your responses to the prompts for the data elements below should be for the entire program. If this APPW is for multiple degrees and/or certificates, then you MAY want to comment on each degree and/or certificate or discuss them holistically for the entire program being sure to highlight relevant trends for particular degrees and/or certificates if necessary. Responses in this document need only reference the most recent year’s available data.

General Enrollment (Insert Aggregated Data Chart)

Insert the data chart and explain observed differences between the program and the college.



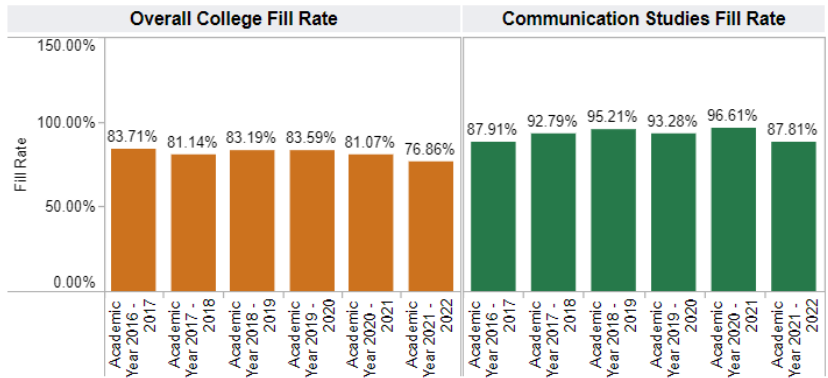
The Communication Studies program, along with the College as a whole saw decline in enrollment between the 2021 and 2022. This decline is mirrored in statewide and national trends. US News reports that 662,000 fewer students enrolled in undergraduate programs in spring 2022 than the previous spring. It is impossible to know why there’s a 13% difference in the decline between the college as a whole and Comm. Studies, the drop in other liberal arts programs is alignment with what is observed in Comm. Studies. For example, Philosophy and Political Science are down nearly 20%, and Anthropology down more than 21%.

[General Student Demand \(Fill Rate\) \(Insert Aggregated Data Chart\)](#)

Insert the data chart and explain observed differences between the program and the college.

SLOCCCD Program Review Data - Student Demand (Fill Rate)

Department: Course: Dual Enrollment: Prison:



Fill Rate: The ratio of enrollments to class limits. Cross listed class limits are adjusted appropriately. Also, courses with zero class limits are excluded from this measure.

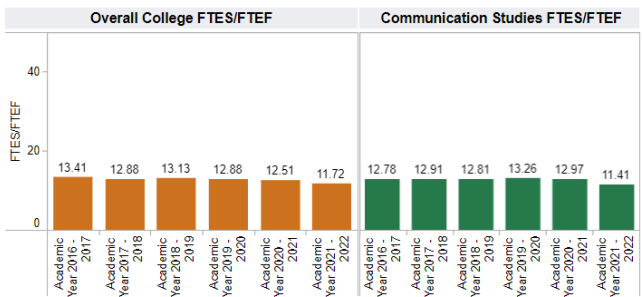
The Communication Studies faculty is proud to observe that the program’s fill rate 7% better than the college’s. Comm. Studies has consistently out performed the college in terms of fill rate for the last six years.

[General Efficiency \(FTES/FTEF\) \(Insert Aggregated Data Chart\)](#)

Insert the data chart and explain observed differences between the program and the college.

SLOCCCD Program Review Data - Efficiency (FTES/FTEF)

Department: Course: Dual Enrollment: Prison:



FTES/FTEF: The ratio of total FTES to Full-Time Equivalent Faculty (SXD4 Total-Hours/17.5)/XE03 FACULTY-ASSIGNMENT-FTE)

The Communication Studies faculty is proud to observe that the program’s FTES/FTEF rate is statistically similar to the college’s.

Student Success—Course Completion by Modality (Insert Data Chart)

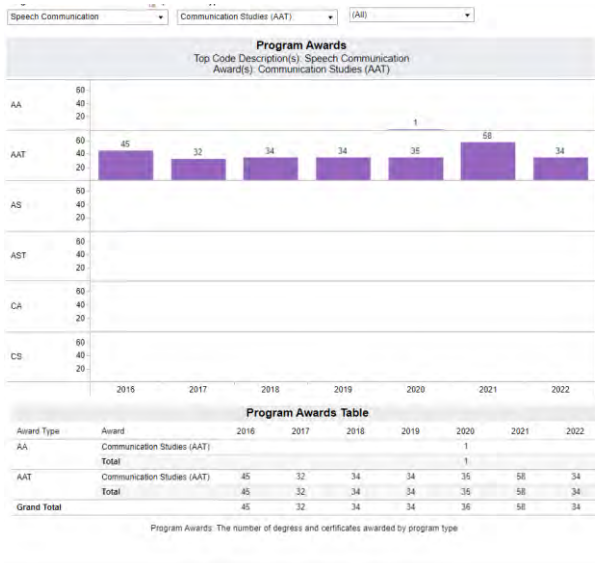


Insert the data chart and explain observed differences between the program and the college.

Modality	College	Comm Studies
College vs Comm Studies		
F2F	79.29%	79.35%
Online	71.93%	79.41%

The Communication Studies faculty is proud to observe that the program’s course completion rate in F2F and statistically similar the college’s. Meanwhile, in online education Comm. Studies outperformed the college in completion rate by nearly 8%.

Degrees and Certificates Awarded (Insert Data Chart)



Insert the data chart and explain observed differences between the program and the college.

The college provided charts did not demonstrate the total number of degrees awarded. Nor did they show the percentage change year over year. The number of degrees awarded last year did decline. However, the decline can be attributed to the overall decline in enrollment.

General Student Success – Course Completion (Insert Aggregated Data Chart)

Review the Disaggregated Student Success charts; include any charts that you will reference. Describe any departmental or pedagogical outcomes that have occurred as a result of programmatic discussion regarding the data presented.



The Communication Studies faculty is proud to observe that the program’s completion rate has been consistently better (6.87%) than colleges over the period that data was available. For year 21/22 Communication studies completion rate was 7.1% better than the colleges.

The Communication Studies faculty is proud to observe that the program’s completion rate for in each of the 7 categories measured exceeded the college’s. The Black/African American completion rate in communication studies courses was nearly 10% higher than the college’s. The Hispanic/Latino completion rate in communication studies courses was also nearly 10% higher than the college’s.

OTHER RELEVANT PROGRAM DATA (OPTIONAL)

Provide and comment on any other data that is relevant to your program such as state or national certification/licensure exam results, employment data, etc. If necessary, describe origin and/or data collection methods used.

Based on a review of the data the Communication Studies faculty is proud to conclude that on nearly every measure the program is doing better than the college.

PROGRAM OUTCOMES ASSESSMENT CHECKLIST AND NARRATIVE

CHECKLIST:

- SLO assessment cycle calendar is up to date.
- All courses scheduled for assessment have been assessed in eLumen.
- Program Sustainability Plan progress report completed (if applicable).

NARRATIVE:

Briefly describe program changes, if any, which have been implemented in the previous year as a direct result of the Program or Student Services Learning Outcomes Assessment. *If no program changes have been made as results of Program or Student Services Learning Outcomes Assessment, indicate: NONE.*

None

PROGRAM PLANNING / FORECASTING FOR THE NEXT ACADEMIC YEAR

Briefly describe any program plans for the upcoming academic year. These may include but are not limited to the following: *(Note: you do not need to respond to each of the items below). If there are no forecasted plans for the program, for the upcoming year, indicate: NONE.*

- A. New or modified plans for achieving program-learning outcomes - None
- B. Anticipated changes in curriculum, scheduling, or delivery modality – We will continue to monitor student demand as the community and campus emerge from the Covid pandemic.
- C. Levels, delivery or types of services - None
- D. Facilities changes - None
- E. Staffing projections – We will continue to advocate for 1 more full-time faculty member.
- F. Other

AB928's mandated single GE Cal-GETC pathway will include an oral communication requirement. Currently this is a requirement for transfer to Cal states, but not to UCs. This change will certainly increase demand. We are already short staffed in Comm. Studies and have had to cancel in-person courses because we could not find faculty to teach them. Our latest part-time poll resulted in one hire who has decided not to teach at Cuesta. We could be offering and filling more sections if we had the faculty we need. We will be seeking a full-time Comm. Studies position.

Program Sustainability Plan Progress Report

This section only needs to be completed if a program has an existing Program Sustainability Plan. Indicate whether objectives established in your Program Sustainability Plan have been addressed or not, and if improvement targets have been met. **NA**

Area of Decline or Challenge	Identified Objective (Paste from PSP)	Planning Steps (Check all that apply)	Has the Improvement Target Been Met?
Enrollment		<input type="checkbox"/> Identified <input type="checkbox"/> Resources Allocated <input type="checkbox"/> Implemented	Select one
Student Demand (Fill Rate)		<input type="checkbox"/> Identified <input type="checkbox"/> Resources Allocated <input type="checkbox"/> Implemented	Select one
Efficiency (FTES/FTEF)		<input type="checkbox"/> Identified <input type="checkbox"/> Resources Allocated <input type="checkbox"/> Implemented	Select one
Student Success – Course Completion		<input type="checkbox"/> Identified <input type="checkbox"/> Resources Allocated <input type="checkbox"/> Implemented	Select one
Student Success – Course Modality		<input type="checkbox"/> Identified <input type="checkbox"/> Resources Allocated <input type="checkbox"/> Implemented	Select one
Degrees and Certificates Awarded		<input type="checkbox"/> Identified <input type="checkbox"/> Resources Allocated <input type="checkbox"/> Implemented	Select one

If Program Sustainability Plan is still necessary, provide a brief description of how you plan to continue your PSP and update your PSP to remove any objectives that have been addressed and include any new objectives that are needed.