

OVERALL PROGRAM STRENGTH AND VIABILITY ASSESSMENT

Program: Communication Studies Planning Year: 2019-2020

Last Year CPPR Completed: 2013-2014

Unit/Division: Languages and Communications

Cluster: AHSS

The purpose of this assessment is to review the program elements and identify areas that need attention in order to maintain or improve the program's strength and ongoing viability.

This review and assessment should be done collaboratively between the dean, division chair, and faculty in the program and should be based on the data provided in the program's APPW and CPPR.

In addition to the program elements listed below, other pertinent elements can be reviewed and assessed in the "Additional Program Elements" section. For all program elements assessed, please indicate whether they are improving, remain stable, or are declining. Then explain the indicator and outline the steps needed (if any) to maintain or improve the program's strength and ongoing viability. A program sustainability plan should be developed in those areas, where program elements are declining. The program sustainability plan should identify the specific needs, strategies, or actions needed to maintain or improve the program's strength and ongoing viability.

Degrees and Certificates Awarded: Review and assess this element and check indicator. If the number of degrees and certificates awarded has been declining since the program's last comprehensive program review, explain why, and if necessary, identify any specific needs, strategies, or actions, that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability. Note: declines in degrees and certificates should be interpreted relative to college-wide trends in degrees and certificates awarded.

Improving Stable Declining

Explain indicator:

This indicator remains stable for the Communication Studies program, with the highest number of degrees awarded (47) in the 2015-2016 academic year. Thirty-five degrees were awarded in the 2017-2018 year. The slight decrease mirrors decreases in college-wide degrees awarded.

Enrollment: Review and assess this element and check indicator. If there is a decline in enrollment throughout the program in four consecutive semesters, explain why, and if necessary, identify any specific needs, strategies, or actions, that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability. Note: declines in enrollment should be interpreted relative to college-wide trends in enrollment.

Improving Stable Declining

Explain indicator:

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For four consecutive years since the 2013-2014 academic year, enrollments in the Communication Studies program increased, and in the 2017-2018 year, enrollments appear to have stabilized. The growth in the program may be attributable to the fact that some of the Communication Studies courses are requirements of the Associate Degrees for Transfer (ADTs), which guarantee transfer to one of the CSUs. The ADTs are promoted in counseling, and as such, a greater number of students are likely being directed to the Communication Studies courses that will help them fulfill their transfer requirements.

Student Demand (fill rates): Review and assess this element and check indicator. If there is a consistently low program enrollment of 50% below the enrollment maximum over four semesters, explain why, and if necessary, identify any specific needs, strategies, or actions, that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability.

Improving Stable Declining

Explain indicator:

Student demand/fill rates in the Communication Studies Program are stable in the mid- to high 80s, and they have remained consistently above the college's overall fill rates for the past five years. The Communication Studies faculty have continuously worked to develop a good schedule that meets student demand but also still meets the college's goals for high fill rates and efficiency.

Efficiency (FTES/FTEF): Review and assess this element and check indicator. If there is a consistently low FTES/FTEF of 50% below the program's FTES/FTEF maximum over four semesters, explain why, and if necessary, identify any specific needs, strategies, or actions, that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability.

Improving Stable Declining

Explain indicator:

Communication Studies efficiency has remained relatively stable, showing slight improvement, over the past five years, and reaching nearly 13 in the 2017-2018 year. In this year, the Communication Studies Program efficiency is very close to the overall college efficiency of 12.88. While fill rates in Communication Studies are high, because the course caps for most of the Communication Studies sections, including those for 201 and 210, are set at 28, it will be challenging for the program to improve in efficiency even if fill rates in these courses remain high.

Student Success (Successful Course Completion): Review and assess this element and check indicator. If there is a decline over four semesters, or a consistently low rate of student success in course completion, explain why, and if necessary, identify any specific needs, strategies, or actions, that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability. Note: declines in student success should be interpreted relative to college-wide trends in student success.

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Improving Stable Declining

Explain indicator:

Successful course completion in the Communication Studies face-to-face courses remain relatively high, in the mid-80s, over this five-year period. Success rates are also about 10% higher than the college's overall success course completion rates. Good job here Comm Studies Team!

Student Success (Program Modality): Review and assess this element and check indicator. If there is a decline over four semesters, or a consistently low rate of student success in course modality (i.e. face-to-face, distance education, hybrid), explain why, and if necessary, identify any specific needs, strategies, or actions that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability. Note: declines in student success should be interpreted relative to college-wide trends in student success.

Improving Stable Declining

Explain indicator:

Successful course completion rates in online courses are stable with a relatively significant increase of over 6% in the 2017-2018 year, which was at 80.8%, and which is significantly higher than the overall college's success rates in online courses. Prior to this year, online course success rates were stable in the low to mid-70s.

Additional Program Elements Reviewed and Assessed: List any other program elements that were reviewed and assessed and check indicator. If the element is declining, explain why, and if necessary, identify any specific needs, strategies, or actions, that could be implemented to address the issue in order to maintain or improve the program's strength and ongoing viability.

Improving Stable Declining

Explain indicator:

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Commendations: List those areas where the program is performing well.

The Communication Studies Program is to be commended for a number of things, including their efforts to continually develop and improve student outcomes. Student success rates in the program consistently remain well above the college's success rates and the Institution Set Standards of Achievement, which is just above 75%. Further, disaggregated student success data in the Communication Studies Program are also consistently higher than for the college as a whole. This includes outcomes for students from economically disadvantaged backgrounds and minoritized groups. This type of success may be attributed to the close curricular work and collaboration of the Communication Studies "Team" faculty.

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Communication Studies faculty are also commended for their work in developing an efficient schedule that consistently provides for high course fill rates. They are further commended for establishing successful online courses for Public Speaking, Intercultural Communications, Interpersonal Communications, and Fundamentals of Communication, and for encouraging all faculty teaching in the program to become certified to teach online courses. Currently, all full-time faculty are certified.

Additionally, Communication Studies faculty are commended for providing service-learning projects in many of their Communication Studies 210 courses. These projects serve as a model for Guided Pathways efforts and desired outcomes. The college would benefit from learning how these projects are developed and implemented and by scaling these efforts by adding similar projects to other disciplines and programs.

Considerations: List any considerations that could be addressed to maintain and/or improve the program's strength and ongoing viability. These are suggestions and implementation will not be monitored by the district.

The Communication Studies Program and faculty should consider ways in which the program may improve its overall efficiency. While stable, currently, overall efficiency in the program remains below 13. Faculty in the program attribute their high student success rates to smaller class sizes, yet a slight increase in course caps could provide a boost in program efficiency without negatively impacting success rates. Faculty believe significant efficiency gains can be made without increasing caps. Efficiency in Small Group Communication, one of the most popular Communication courses, was at 14.4 in 2017-2018 with the same course cap as Public Address. Faculty believe the same efficiency gains can be made with Public Address using the same scheduling strategy that resulted in the large efficiency boost for Small Group Communication. These strategies including eliminating courses with low enrollments and creating courses online that meet student demand.

Overall Program Assessment

- Program remains strong and viable. Sustainability Plan NOT WARRANTED
- Program Sustainability Plan RECOMMENDED (see next page to complete plan)
- Program Sustainability Plan INEFFECTIVE; revitalization process initiated

OVERALL PROGRAM STRENGTH AND VIABILITY ASSESSMENT

The above-signed individuals have reviewed and discussed this Program Strength and Ongoing Viability Assessment and agree to the specific needs, strategies, or actions specified in the program Sustainability Plan as necessary to maintain and/or improve the program's strength and ongoing viability.