

Santa Rosa Junior College

Program Resource Planning Process

Communication Studies 2018

1.1a Mission

Mission of the Communication Studies Department:

To provide a quality education in the areas of Communication Studies, Speech (including Forensics), Media (Film, Video and Television), and Journalism (including *The Oak Leaf* student news media). In addition, we attempt to respond to the academic, professional and business needs of our community as our department can meet them.

The CSD is committed to:

- Meeting the needs of transfer and non-transfer students
- Maintaining high standards of academic excellence
- Maintaining a faculty and staff who are current and knowledgeable
- Preparing students to participate as citizens in an ever-changing world
- Contributing to the cultural life of the community
- Practicing participatory governance
- Being aware of and sensitive to ethnic, cultural and gender diversity within our student body
- Promoting a safe work and learning environment.

1.1b Mission Alignment

The CSD Mission Statement clearly aligns with the District's Mission Statement and its institutional goals/initiatives. The CSD recognizes the need to serve both students and the community.

The CSD responds to economic, demographic, intellectual and technological changes. We have moved many courses online (SPCH 1A, 60, 9, MEDIA 4) to help students who are geographically

isolated, have mobility issues, or have jobs that hinder their ability to take traditional classroom courses. We offer evening and weekend classes to accommodate students who cannot attend classes during the day and/or on weekends. We routinely offer classes as part of the Weekend College program.

We have integrated technology into our classes. For example, we offer specific sections of SPEECH 1A geared exclusively toward PowerPoint presentations. We offer a SPEECH 9 class online that allows students to engage in video conferencing debates.

The CSD presents one of the most diverse course offerings at the college. We offer theoretical (COMM 7, 10, 6, MEDIA 4, 10, 14, 15,) as well as applied courses (COMM 5, MEDIA 20, 22, JOUR 1, 2, 54, SPCH 1A, 2, 3A, 9). We serve both transfer and non-transfer students. We offer courses both in the classroom and online.

The CSD offers introductory skills classes (SPCH 1A, 2, 3A, 9, JOUR 1, 2, MEDIA 20) and also offers courses to challenge advanced students (SPCH 57/ 107L [now combined into Speech 52], JOUR 52, MEDIA 20).

We also serve students by offering a variety of courses that fulfill many requirements of the AA degree, the CSU G.E. Program and IGETC.

Communication Studies Courses for fulfillment of the AA Degree

Area B: Communication and Analytical thinking (SPCH 1A, 3A, 9, 60)

Area D: Social & Behavioral Sciences (COMM 7)

Area E: Humanities (SPCH 2)

Area G: American Cultures/Ethnic Studies (COMM 7)

Communication Studies Courses for fulfillment of the CSU G.E. Program

Area A1: Oral Communication (SPCH 1A, 60)

Area A3: Critical Thinking (SPCH 3A, 9)

Area C1: Arts (MEDIA 4, 14, 15)

Area C2: Humanities (SPCH 2)

Area D: Social, Political & Economic Institution and Behavior (COMM 7, 10)

Area E: Lifelong Understanding & Self Development (COMM 5, 6)

Communication Studies Courses for fulfillment of IGETC

Area 1 Group B: Critical Thinking-English Composition (SPCH 9)

Area 1 Group C: Oral Communication (SPCH 1A)

Area 3 Arts & Humanities: (MEDIA 4, 10, 14, 15)

Area 4 Social & Behavioral Sciences (COMM 7, 10)

The CSD provides outreach to the community on many levels. First, the SRJC Forensics Team hosts an annual speech & debate tournament that brings to the campus some of the top two-year and four-year programs in the state (and sometimes *outside* the state). This tournament is open to the public and many community members take the opportunity to watch some of the competitions. The Forensics Program also partakes in outreach to local high school programs. We help new programs develop and assist traditional programs by offering coaching, judges and leadership. We visit high schools and demonstrate debates and speeches. We offer seminars that teach new high school students how to debate (theory and procedure), teach

new high school coaches how to coach debate and inform parents how to judge debates. We attend local high school tournaments and volunteer time to help direct tournaments as well as judge events.

The Forensics Team also puts on a biannual (Fall and Spring semester) *Speech Night* where award-winning performances are showcased. Students from the Speech and Communication classes are encouraged to attend and most instructors offer students extra credit for their attendance. This is a great way to expose students in our basic Speech classes to top-level performances. *Speech Night* is also open to the community. Many local high school forensics programs attend, allowing their college bound students a chance to view the SRJC Forensics Team. This event also allows parents of current team members an opportunity to see what their children have accomplished over the semester. This is a fun night and great way to end a long semester.

Second, the CSD houses the student newspaper, *The Oak Leaf* and theOakleafnews.com. *The Oak Leaf* allows students as well as community members an opportunity to have their voices heard on campus, local and state issues. *The Oak Leaf* staff has tripled over the past five years.

The Journalism Program, under the CSD, offers a vocational AA major and a transfer major. The Journalism Program is in the process of offering a new Digital Journalism certificate and major as part of SRJC's Digital Media Program. The program recently introduced a new course, Journalism 55: Multimedia Reporting, in Spring 2013.

The Digital Journalism program received the approval from BACCC in 2014.

The CSD has developed a film festival -- The Petaluma Film Fest -- that attracts filmmakers from around the state, the nation and the world. Community members have an opportunity to attend the festival, view the films and take part in discussions.

Michael Traina has made significant progress in building a strong community support base for the Petaluma Film Alliance. Over 7000 people attended around 42 public events over the past year. Twenty-seven (27) community organizations partnered with us to produce programming for the Petaluma community including Whole Foods Petaluma, Cinnabar Theater, Kaiser Permanente, and Associated Student Programs. Other committees have been created, including an advisory committee and a screening committee for the festival comprised of students, faculty, and leaders from throughout the community. Michael has also developed a strong volunteer staff to assist with planning, marketing and fund development.

In addition, thanks to Michael Traina's hard work, both the SRJC Student Film Festival and the downtown Petaluma Film Fest have been expanded to offer increased opportunities to showcase student work. With the development of the new Media 20 (Introduction to Digital Filmmaking) course, along with the hiring of a new full-time instructor to oversee the filmmaking program, we expect to see another significant bump in student production and increased interest in Film & Media Studies.

The CSD attempts to practice participatory department governance. We discuss issues at department meetings and through email exchanges. During curriculum review we have meetings where both full time and adjunct instructors are invited to attend and provide input.

We have policy meetings where both full time and adjunct instructors are invited to offer input into the development of new and/or revisions to existing policies. For example, in Fall 2013 full time and regular adjunct were invited to discuss the proposed changes in the Hourly Assignment Policy and all voted on the changes.

1.1c Description

The CSD houses four (4) disciplines: Communication Studies, Journalism, Media Studies and Speech. The department serves primarily transfer students; however it also serves re-entry students seeking to upgrade their work skills. Further, the department serves students who seek technical training in video production and digital filmmaking. The CSD is home to the college's student news media, *The Oak Leaf* newspaper, Rosa Roots Magazine (<https://medium.com/rosa-roots-magazine>) and theoakleafnews.com, the Petaluma Cinema Series, Film Fest Petaluma, as well as the Forensics Program.

1.1d Hours of Office Operation and Service by Location

The Communication Studies Department Office is located in room 256 Burbank on the Santa Rosa Campus. This office is staffed 25 hours a week. Normally, the office is open 10:00 am to 4:15 pm Monday – Thursday. It is closed on Fridays. The CSD does not currently have a department office on the Petaluma campus.

1.2 Program/Unit Context and Environmental Scan

Degree Programs, Transfer Majors, General Education and Basic Skills

- **Have there been any changes in the transfer requirements for this major, particularly at CSU or UC campuses or at other common transfer destinations in this discipline? If so, describe those.**

Transfer requirements in the works:

The CSD now has a new Transfer Model Curriculum (TMC). This new major was approved during Fall 2011. As far as individual courses go, there have not been any changes that would affect their transferability to the CSU or UC systems.

· **Are there trends in industry or technology that could affect this discipline or major?**

There are a multitude of new online jobs and jobs involving use of multimedia.

The most significant trend in industry/technology -- that will continue to affect how our classes will (and arguably should) be taught -- has to do with presentation programs including PowerPoint, Keynote and Prezi. The days of using poster board and flip charts -- while certainly not extinct -- have been significantly reduced. We should be teaching students how to give presentations that meet industry expectations. More and more our students are expecting to be trained in the use of multimedia and we need to make sure our instructors have classrooms that support this technology. Presently, all three of our classrooms in Burbank are media-enhanced. However, only Burbank 254 has the ability to utilize Keynote. The college is now replacing dual platform computers with PC only computers. This will reduce our ability to teach Keynote to our students. We strongly urge that dual boot computers be used in all Burbank classrooms and have Keynote loaded onto them.

Additionally, our students rely on library research to complete their assignments. As the research technology changes in the private sector we need to make sure the library has the current technology as well.

· **Are there new trends in general education or basic skills that affect courses in this discipline or major?**

There is a need to infuse more multimedia into content and create a class in multimedia journalism. To do this, more cameras, video cameras, software, recorders, laptops, etc. will need to be purchased.

In addition, the department recently hired a digital film instructor with the goal of elevating the digital filmmaking program and making SRJC a transfer destination for high school students wishing to pursue this area of study. Unfortunately, many of the local high schools actually have superior equipment to that currently used at the college. When many high school students arrive at SRJC they are quickly disappointed to see that they will be working on lower end technology than they had used the previous year. In order for the digital media program to gain a reputation of excellence, it must begin investing in state-of-the-art technology and must further make a commitment to keep this equipment updated.

· **What partnerships or cooperative ventures exist with local employers, transfer institutions or other community colleges?**

Journalism is creating partnerships in conjunction with area news outlets -- both online and print variety-- for internships (both paid and unpaid). In Spring 2012 the Chancellor's office approved a Vocational Journalism Major at SRJC. The 21-unit major has required courses in Jour 1, Jour 2, Jour 52A, LIR 10 or 30 and Jour 55. Jour 55 is the new Multimedia Reporting course, also approved Spring 2012 and it replaces Media 4 as a required course in the major.

In Fall 2013, the Chancellor's office approved a Journalism Transfer Major. The 20-unit major requires Jour 1, Jour 52A and Media 4.

A new Journalism Digital Major and Certificate is working its way through committees before heading to the Chancellor's office. The new major will be part of SRJC's Digital Media Program

and, as journalism jobs head online, this major will offer new students education that is tied to the current job market. The new major/certificate may also attract journalism graduates and professional journalists who want a "digital" overlay to complement their print journalism skills.

In the 2012/13 school year, our F/T Journalism instructor received \$25,000 in CTEA monies to fund Jour 55 and equipment for *The Oak Leaf*, among other things. In 2013/14, Anne received an additional \$15,000, most of which went to fund Jour 55 equipment needs. To qualify for CTEA funding, a program must have an advisory board. The Journalism Advisory Board meets twice a year and is comprised of industry professionals from *The Press Democrat*, *Sonoma West*, *Patch.com*, *The Bohemian* and *The Windsor Times*, among others. The advisory board approved the new certificate program and major in Digital Journalism during the 2012-13 school year and continues to provide direction for the Journalism Program.

The Journalism Program seeks to expand its magazine article writing class into a magazine article writing and production class that produces both an online and print magazine. Students would learn how to envision, design and create content for both types of publications. This new program will help students get internships at both print and web magazines and acceptance on magazine staffs at four-year schools.

2.1a Budget Needs

The most immediate budgetary needs of the Communication Studies Department are increases to the Forensics Team and *The Oak Leaf*/Journalism student travel accounts which have either remained flat or been reduced over the past decade.

At minimum, an additional \$6,000 should be added to the Forensics travel budget. In the case of Forensics, the budget has been reduced over the years (\$30,000 to \$24,000 to \$19,000 to \$19,645 to \$18,501) while travel costs (hotel rates, van rentals, mileage rates, entry fees, etc.) have all drastically increased. This increase in costs and decrease in funds has adversely affected the number of tournaments the students can attend, as well as the *number* of students that can participate in the program. With such limited funding, it is becoming increasingly difficult -- and will soon be impossible -- to maintain a nationally competitive Forensics program. The Forensics Team has been fundraising for many years now which helps offset the district budget a little, but this sort of fundraising cannot generate the funds that have been lost over the years. Recently the Forensics program has begun to draw funds from their Foundation accounts to make up the difference in cost between the budget the District provides and the actual cost of running the program. This year, despite careful management, the funds ran out before the season was complete and, despite qualifying, the team chose not to attend Nationals due to budget and timing issues. There was an account deficit of \$2800 in this budget, now reduced to \$1800 thanks to a donation of \$1000 from the Student Government Association. While this can technically be covered by Foundation funds, that

approach is not a viable long-term strategy. Given the calibre of the team - who won the overall collegiate national championships, a first for a two-year institution in the twenty-five year history of the National Parliamentary Debate Association, and a fact noted in an LA Times Op-Ed by CCC Chancellor - greater support is merited

Journalism needs an additional \$3,500 for student travel. Journalism now has a limited travel budget of \$4020.00. While this amount was a great start, it is not adequate. *The Oak Leaf* staff has tripled in numbers over the past five years. *The Oak Leaf* advisor used to take 8-12 students to the state and Northern California journalism conferences & now more than 22 wish to go. The state conference alternates annually between Sacramento and Southern California, with greater expenses for the Southern California years. Registration for the state competition alone is \$250 *per* student. With the cost for travel, hotel and food, the current budget will only cover around 4-6 students. More students means more hotel rooms and higher food budgets. Ideally *The Oak Leaf* needs a minimal travel budget of \$7,500 that is not tied to *The Oak Leaf* advertising revenue. Journalism students also garnered a record number of journalism awards this year at the JACC conference, including a first-ever Pacesetter award and the knowledge that some students are finalists in even more prestigious state and regional competitions.

The burgeoning *Oak Leaf* population also requires more funding for equipment and supplies. Student numbers in Journalism 52A, B, C, and D combined used to be in the twenties; now each semester it is in the thirties. This semester (following a drop-off during Anne Belden's sabbatical) *The Oak Leaf* has 30 on staff and JOUR 1 and 2 are at capacity. This kind of enrollment requires more paper and other supplies, a larger production budget (as students produce larger newspapers that cost more), more equipment needs (not all students have access to computers, cameras, and recorders), and an increase in the travel budget.

This spring semester, *The Oak Leaf* will publish only one print edition, a Centennial Issue, and all other news distribution is transitioning to online delivery through social media and the *The Oak Leaf* website. While this transition saves money in printing costs, it does come with increases in technology costs to provide students with the training and equipment they need to launch a successful career in journalism today.

Given *The Oak Leaf's* 90-year history, we are exploring producing one *Oak Leaf Magazine* each semester paid for by advertising. It would contain a snapshot of the best articles from each semester. As we cut our major cost (print publishing) drastically, *The Oak Leaf* will still need a steady revenue source to cover student travel to conferences, office supplies, website and mobile app fees, association fees, contest entries and our ad manager's wages. As a 90-year institution at SRJC, *The Oak Leaf* serves a vital role in both communication and community building that warrants some base-level funding from the SRJC like virtually every other community college journalism program in California.

Proposed Oak Leaf Budget Reshaping

How it works now:

The Oak Leaf has a trust account in which the college "loans" us \$20,000 at the start of the fiscal year and we are supposed to earn that back through ad sales.

The \$20,000 covers the following:

***Oak Leaf* Trust Account (10-00-72-0919-6966)**

2330 — STNC \$5035
4320 — Periodicals and Magazines: \$170.00
4330 — Off-Campus Printing: \$10,624.00
4390 — Supplies: \$510.00
4510 — Graphics: no budget
5220 — Student Travel \$462.00
5300 — Dues and Memberships: \$2119.00
5690 --- Other contracts \$630

Note: A separate Journalism account outside the Trust Account provides some additional funding for the general Journalism Program.

Journalism Account (10-00-72-0000-0602)

4510 — Graphics: \$77.00
4390 — Supplies: \$408.00
5220 — Student Travel: \$4,020.00

Why doesn't *The Oak Leaf* Trust Account work?

- **Annual deficits:** When Anne Belden became full time in 2006, she inherited a \$4000 deficit from the previous year. Every year since we typically have run a \$4000 deficit. Over the years, deans and chairs have routinely had to pull money from other sources at the end of the year to cover the deficit. This was especially true during the recession.
- **Unpredictable revenue:** Because we're billing advertisers through May each year, we cannot always predict these deficits in advance. Typically, *The Oak Leaf* has run more ads in the spring making it harder to project deficits until the fiscal year ends.
- **Surpluses not accessible:** When we do have a surplus (earn over \$20,000) we cannot access it the next year until our revenue reaches \$20,000, which doesn't happen until the very end of the fiscal year. So in effect, it's very difficult to access any surpluses for well over a year after earning them.
- **Ad revenue doesn't cover the advance:** *The Oak Leaf* earns \$800 to \$1500 in ads per issue with an average of \$1000/issue. This amount fluctuates with the economy but has held relatively steady over five STNC ad managers employed over the past eight years. Each ad manager, however, seems to need to work harder than the last to maintain the same amount of ads. Print advertising for college newspapers has dried up across the country, in part because students prefer to read news from their phones and other electronic devices. *The Oak Leaf* is selling web ads on www.theoakleafnews.com and social media ads on Facebook and Instagram. It is unclear how much revenue these will bring in as we develop new advertising models that are not print-based. This is a phenomenon that online news organizations and colleges are struggling with - monetizing web and social media.
- **Additional income:** We also receive \$300/month revenue from AdCamp (the company that provides the green kiosks on campus) and a variable amount of revenue each year from Media Mate (a national ad sales company).

Why is change needed?

- **Enrollment increases:** The current *Oak Leaf* staff is 30. More students also means more articles and higher page counts.
- **Higher printing costs:** With a staff of 30, most printed newspapers run 16-24 pages, increasing printing costs by about \$2600/year.
- **Increased dues:** Dues for organizations like the Journalism Association of Community Colleges (JACC), which hosts the two annual conferences that *Oak Leaf* students attend, have more than doubled, from \$200 to \$500 each year.
- **Additional costs:** We now have webhosting costs of \$600 a year. Currently we cannot find the money to cover this bill. Most California colleges have purchased news management systems but those costs run \$500 to \$1000/year.
- **Travel costs:** For the past two years, I've taken 18 students to the state conference. That number is limited by the number Anne Belden can legally chaperone. The combined *Oak Leaf* and Journalism travel budgets pay for hotel rooms for all, registration for those students who cannot afford it, and a food stipend for attendees. Registration is \$250 per student. Sending 18 students for three nights means paying for six hotel rooms. The conferences alternate between Southern California and Sacramento. During Southern California years, we have to figure out how to get all these students to and from Burbank, further increasing travel costs. In essence, our travel costs exceed our ability to earn more ad revenue.
- **Instructional supplies:** *The Oak Leaf* Newspaper Production (Journalism 52A/B/C/D) is a 5-unit class and should receive an instructional supplies budget as Forensics and other classes do. Other JACC advisers say that their printing costs are covered by instructional supplies.
- **Lower ad revenue:** In talking with other advisers and in survey results, many noted that ad revenues are declining rapidly.
- **Fairness:** *The Oak Leaf* is the only class on campus that must earn its entire budget to cover educational supplies and costs.

What do other schools do?

In a Survey Monkey survey of 21 California community colleges that offer journalism programs, not a single program has to earn all of its expenses. Every adviser said his or her college provides funding as follows:

Responder #	Amount of money college provides	Printing budget covered by college?	# Students in production classes	Advertising revenue earned
1	\$20,000 to \$25,000	Partial	30	\$25,000*
2	\$10,000 to \$15,000	Yes	7	\$3000
3	Over \$25,000	Yes	65	\$20,000
4	Over \$25,000	Yes	20-25	\$6000
5	\$0 to \$5000	No	12	\$4000
6	Over \$25,000	Yes	50	\$7000
7	\$20,000 to \$25,000	Partial	27-35	\$20,000* (down from \$34K)

8	\$20,000 to \$25,000	Yes	16	\$8000
9	\$5000 to \$10,000	Partial	12-21	\$5000-\$6000
10	\$10,000 to \$15,000	Yes	14-25	\$1500
11	\$0 to \$5000	No	27	\$15,000
12	\$10,000 to \$15,000	Yes	37	\$10,000* (down from \$15-\$20k)
13	Over \$25,000	Yes	21	\$30,000
14	\$5000 to \$10,000	Yes	20	\$4500
15	\$15,000 to \$20,000	Yes	35	None
16	\$20,000 to \$25,000	Partial	16	\$10,000
17	\$5000 to \$10,000	Partial	18	\$7000
18	\$5000 to \$10,000	Yes	20	\$2000 - \$5000
19	\$0 to \$5000	Partial	8	\$4000
20	\$20,000 to \$25,000	Yes	15	\$5000
21	\$5000 to \$10,000	Yes	11	\$9000

* Respondents noted drop in revenue over past few years.

NOTE: Survey results are available online at: <https://www.surveymonkey.com/results/SM-VZ9M7LYV/>

Survey conclusions

1. Only two advisers reported that their college does not pay for printing costs. More than half the colleges (13 of 21) cover all printing costs, while six colleges cover partial printing costs. SRJC does not cover any *Oak Leaf* printing costs.
2. Six schools with comparable-sized news production classes (range 20 to 37 students) receive an average of \$17,500 in college-granted funding each year. Only one of those schools receives less than \$5000, while the other five receive an average of \$20,500.
3. Those same six schools earn an average of \$12,600 in advertising revenue per year. That revenue is in addition to the money their school provides.

What would work better?

- *The Oak Leaf* needs a set amount of funds granted, not loaned, each year.
- Restructure the trust account so that money is available year-round without *The Oak Leaf* having to sell enough ads by the end of the year to get access to it.
- *The Oak Leaf* needs easier access to funds, including a petty cash fund for equipment and supplies like batteries, memory cards and other items that typically take months to order through Media Services.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	01	\$3,500.00	Additional funds needed for journalism students to travel to competitions and conferences.
0002	Santa Rosa	01	01	\$6,000.00	Additional funds needed for forensics students to travel to tournaments.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Admin Assistant II	25.00	10.00	Manages all administrative support for Dept. Assists with Budget, Scheduling, preparation of PRPP and Evaluations. Supports Dept events such as FilmFest, PFA program, Speech Night. Maintains and updates Dept website.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Department Chair	18.40	10.00	Oversees staffing needs including conducting interviews on a regular basis, holds department meetings, oversees development of SLOs, oversees curriculum and budget development, attends DCC/IM meetings, attends cluster meetings and prepares the PRPP.

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
STNC	12.00	10.00	Ad Manager for The Oak Leaf. The Oak Leaf Ad Manager sells advertising in The Oak Leaf newspaper and on the website. The Oak Leaf is self-funded; the money the ad manager raises pays for The Oak Leaf's printing budget, supplies, expenses as well as the ad manager's salary. Manager will also assist Journalism Program director with some administrative tasks.
STNC	11.50	10.00	Readers for large lecture Media courses
	0.00	0.00	
STNC	15.00	9.00	The Oak Leaf Production/lab assistant will oversee The Oak Leaf lab; act as a liaison with Information Technology; instruct students in Indesign, Photoshop, Adobe Premier, video editing, website management, podcasting and other multimedia skills; check out equipment and help supervise newspaper production. production.
	0.00	0.00	

2.2d Adequacy and Effectiveness of Staffing

Classified staffing is adequate to cover the needs of the department, keeping up with the workload in an efficient and timely manner.

The Oak Leaf needs to expand its ad manager role hours to include some Journalism Program administrative time. The manager could then serve as a liaison with the printer and web hosting service as well as help order supplies.

The Oak Leaf also needs to hire a second person (or one person for both positions) to take on the role of *The Oak Leaf* Production/Lab Assistant. who will oversee the lab; act as a liaison with Information Technology; instruct students in Indesign, Photoshop, Adobe Premier, video editing, website management, podcasting and other multimedia skills; check out equipment and help supervise newspaper production.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	01	02	Ad Manager	Ad Manager - request a one year increase to 25 hr/	Student
0002	ALL	01	01		The Oak Leaf Production/Lab Assistant	Classified

2.3a Current Contract Faculty Positions

Position	Description
Comm/Speech	Teaches primarily Speech and Communication courses.
Comm/Speech	Teaches primarily Speech and Communication courses.
Comm/Speech	Teaches Comm 5, Speech 1A and Speech 9 courses. Offers many online and hybrid courses.
Comm/Speech	Teaches primarily Speech and Communication courses. 50% reduced load - only teaches spring semester
Comm/Speech/Forensics	Teaches Speech 52 and other Speech/Comm courses.
Journalism	Faculty Advisor to The Oak Leaf and teaches Journalism courses.
Film/Media	Petaluma anchor. Teaches Film & Media Studies and directs the programs of the Petaluma Film Alliance.
Film/Media	Santa Rosa anchor. Primarily teaches digital media production and screenwriting.
Comm/Speech	Petaluma anchor. Teaches Speech and Communication courses.
Comm/Speech	Petaluma anchor. Teaches Speech and Communication courses.

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
District Communication classes	1.2100	45.0000	1.2700	55.0000	
District Communication Studies All Dept. Classes	7.9400	38.0000	10.5200	62.0000	We have between 16-18 speech/Comm faculty, 5 media/film adjuncts and 1 journalism adjunct who can teach media and journalism. In Petaluma we have two speech contract faculty (though one will go on maternity leave in 2018) who teach as well as 1-2 adjuncts. In Media, we typically have one adjunct assigned to Petaluma. The rest are all assigned to Santa Rosa.
District Journalism	1.1000	80.0000	0.8000	20.0000	Up until this year, Anne as the sole full time journalism instructor, has taught 100% of the journalism classes. We hired two adjuncts to cover Anne's classes during her sabbatical and only one is interested in remaining on staff and will teach one journalism class in Fall 18.
District Media Studies	1.0300	24.0000	2.1300	76.0000	We have two fulltime media/film instructors and two film/media adjunct instructors. We lost a new adjunct instructor at the end of Fall semester and don't have any replacement candidates. A search for additional Media adjuncts in Summer 2018 failed due to the low quality of candidates.
District Speech	4.6000	37.0000	5.6500	63.0000	Virtually all Speech classes are currently taught by contract faculty at Petaluma (though both instructors do teach an overload class). However one of the contract faculty will be taking leave in 2018/19 and those classes will be covered by adjunct faculty.
PET Comm Studies All PET Classes	2.6200	58.0000	0.6100	42.0000	
PET Comm Studies classes	0.6100	75.0000	0.2000	24.0000	
PET Journalism	0.2700	49.0000	0.0000	50.0000	
PET Media Studies	0.3400	30.0000	0.2000	70.0000	
PET Speech	1.4000	69.0000	0.2100	30.0000	

2.3c Faculty Within Retirement Range

Department	50+	55+	Under 50	Grand Total
Communication Studies	1	5	1	7
Petaluma/Communication Studies			3	3

At least one Comm faculty will retire in the next three years. One faculty has recently reduced their workload to one semester per year.

When a retirement occurs these positions must be replaced immediately or a significant number of Communication classes will need to be cancelled. Even after opening all our hiring pools in 2017 we are experiencing a staffing crisis in both Communication Studies and Media. Faculty are leaving at rates quicker than we can replace them.

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

Media/Film Instructor for the Santa Rosa Campus

The priority staffing need for the Communication Studies Department is a Media & Film Studies anchor faculty for the Santa Rosa campus. The Santa Rosa campus has lacked a full-time Media & Film Studies position since Ed LaFrance retired in 2010 (and was never replaced). Over this same period of time, demand for MEDIA courses has only grown. In the fall of 2017, approximately 450 students enrolled in 14 MEDIA courses on the Santa Rosa campus and only the two media production courses (40 total students) were taught by full-time faculty. All 10 sections of MEDIA 4: Introduction to Mass Communication, as well as all Santa Rosa sections of MEDIA 10: Film Appreciation, MEDIA 14: Early Film History, and MEDIA 15: Modern Film History were taught by adjuncts. This position would teach only fully transferable GE credit classes.

There are 2 contract faculty in media (10 faculty in the entire Comm Studies Dept.). Mike Traina is full-time in Petaluma (and currently acting as chair). He receives 40% reassignment for managing the programs of the Petaluma Film Alliance. He also currently receives 51% reassignment time as chair. Brian Antonson teaches media production and spends two days in Santa Rosa and two days in Petaluma. He receives 5% reassignment for coordinating the Digital Media Certificate and Advisory Committee. We have had no contract vacancies in the past six years. We have had three new contract speech hires (2 Petaluma, 1 Santa Rosa) and one media production hire (1/2 Santa Rosa & Petaluma) in the last six years.

Despite opening the hiring pool every year for the past three years, the Department has had an extremely difficult time finding and retaining qualified adjuncts. During the 2016 hiring cycle, four candidates were selected for interviews and all four withdrew from consideration. In 2017

we re-opened the media pool and hired one adjunct who resigned after his first semester of teaching during the fall of 2017. The pool was opened again in Summer 2018 and no qualified candidates were found. We are losing another media instructor in the summer of 2018 who is moving out of the region. In summary, we are simply unable to meet student demand with our two full-time faculty and five adjuncts.

Media & Film Studies courses are required in multiple degrees and certificates including the Communication Studies TMC, the Journalism AA-T, the certificate in Digital Filmmaking, and the new AA in Film Studies. Media and film classes also fulfill a number of GE requirements including the Humanities requirement (Area E) for the A.A./A.S degree and the Arts & Humanities requirements for both the CSU and UC IGETC transfer programs. MEDIA 4 is a required lower core at Sonoma State University and in the new statewide TMC for Radio, Television, & Film. MEDIA 10, 14, 15, & 20 are required lower core at San Francisco State University. These courses also have strong potential for online delivery and extended lecture formats.

Speech/Communication Studies Instructor for the Santa Rosa Campus

The need for a new Speech & Comm Studies hire in Santa Rosa is also critical. Although there are 10 contract faculty in Communication Studies, only 4 of those positions teach Speech 1A on the Santa Rosa Campus. Only 5 of the positions in our Department teach any Speech or Comm Studies courses in Santa Rosa (2 positions are in Petaluma, 2 are in Film & Media, and 1 is in Journalism). Of the 5 remaining Santa Rosa faculty 80% contract load is reassigned to coach the Forensics team. We also anticipate one Santa Rosa retirement in the next three years and one position is at 50% reduced load. As a historical point of comparison, in Fall 1991 at the Santa Rosa campus there were 5 full-time Speech instructors and the total number of Speech classes offered was 26. Presently, there are 4 full-time Speech instructors at the Santa Rosa campus and 46 COMM 1 classes are offered. Thus, since 1991, the number of COMM 1: Public Speaking classes has almost doubled while the full-time instructors have decreased from 5 to 4. Our current full-time to part-time ratio in transferable Speech and Communication Studies offered in Santa Rosa is approaching 1:10. (By contrast, English is around 1:5 and Math around 1:3.) Currently only 7 sections of COMM 1: Public Speaking out of 35 offered in Santa Rosa are taught by full-time faculty (20%).

COMM 1: Public Speaking is required for the AA degree and for CSU transfer for all students. It is also a core requirement in the Communication Studies TMC. Despite repeatedly opening the hiring pool, finding adjunct faculty has been an ongoing challenge and most of our adjuncts are at 60% load (3 full-timers are also at 40% overload). COMM 1 is a course that remains around 100% enrollment efficiency and student demand only continues to grow.

Speech/Forensics at the Santa Rosa Campus

Though in recent years we have hired a full-time Speech/Forensics instructor, we are still in need of another such hire. The Forensics Program is set up so that two instructors share the responsibilities of the class, we have half of that staff. However, another Forensics coach is desperately needed. For a while we were able to backfill with an adjunct instructor. However that adjunct has decided not to coach any longer. As a result, two full-timers agreed to each have 20% of their teaching load directed to Forensics. This is simply a stop-gap solution. In addition, neither of these instructors travel with the team. This means that the Director of Forensics (DOF) is the sole traveling coach attending tournaments and during illness this year we had to make emergency substitution requests. As a result, most of the students who travel

are not covered by a coach. This leads to major financial judging penalties being assessed. In order to mitigate these harms, the DOF has been able to convince a few SRJC Forensics alumni to volunteer their time at tournaments. This situation is not stable or reliable and needs to be rectified. We need to hire a Forensics coach who would teach 40% of the Forensics class (Speech 52 A,B,C,D) as well as teach 60% COMM 1 classes. Speech 52 is part of the Communication Studies TMC and is the only academic intercollegiate competition offered at SRJC that is open to all students regardless of sex, age, or physical abilities.

Journalism/Media Instructor

The Journalism program consists of one full time faculty who serves as *The Oak Leaf* advisor as well as the instructor for most of the journalism courses. The Department would benefit from a second full-time Journalism/Media hire who could support both the Journalism and Digital Media programs as well as teach MEDIA 4: Introduction to Mass Communication.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	Santa Rosa	02	01	Mass Media/Film	This position would teach Media 4, 10, 14, 15 and several new MEDIA courses as well as be the Film & Media Studies anchor on the Santa Rosa campus.
0002	Santa Rosa	02	01	Speech/Communication Studies	This position would teach Communication courses on the Santa Rosa campus such as COMM 1, 3, 5, 6, 7, 9, and 52A-D.
0003	Santa Rosa	02	01	Speech/Forensics Instructor	This position would teach Communication courses on the Santa Rosa campus such as COMM 1, 2, 3, 9, and 52A-D as well as coach and travel with the SRJC Forensics team.
0004	ALL	02	01	Journalism/Media	This position would teach Journalism 1, 2, 54, 55 and Media 4.

2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

Justification for *The Oak Leaf* laptops:

The Oak Leaf attends two conferences each year that offer on-the-spot contests where students receive reporting assignments. Each college is supposed to bring two laptops for use in the contests. Instructional Computing very generously loaned us an additional laptop for a recent conference. This year we brought 15 students to the annual conference but only had 3 laptops available. While some students do have their own laptops, many do not. In addition to the conferences, the laptops would enable students to report, edit, and post stories from the field if they do not have their own laptops. We would like at least one of the laptops to be a MacBookAir that could run both reporting and video editing software necessary for production.

Justification for office chairs for *The Oak Leaf*:

As noted above, *The Oak Leaf's* student population has grown significantly. The Spring 2018 staff is 30 students. *The Oak Leaf* offices should be furnished to a similar standard as other instructional rooms. As enrollment grows, we must add chairs. We usually "go shopping" at the Warehouse, where other offices leave their broken chairs. As a result, more than half of *The Oak Leaf's* chairs are worn, mismatched, and/or broken. When they represent a danger to students we return them to the Warehouse and get more used, slightly broken chairs. We need to make *The Oak Leaf* look and feel more professional with a minimum of newer, working office chairs.

Justification for Camera Accessories: (These accessories include: Battery Chargers, Filter Kits, Jib extender and Prime Lenses)

The camera kits we purchased during the Fall 2012 semester are excellent and affordable large-sensor cameras. But we couldn't afford many of the accessories that normally come with these cameras, accessories that really make the camera an effective digital filmmaking tool. These accessories include battery chargers. Filter kits and prime lenses allow creation of different visual styles. A jib extender gives greater flexibility in shooting angles. With the acquisition of these camera technologies, students would get crucial access to these real-world production tools. As a technology-driven industry, the importance of these experiences cannot be understated. Classes that would benefit from this experience are: Journalism 55, Media 19, Media 20, Media 21 and CS 50.32.

Justification for DSLR cameras

The DSLRs that are used to train students in basic electronic newsgathering are reaching the end of their life spans and will soon require replacement. The Journalism program/Oak Leaf also needs some new DSLRs to replace older models. Students in Journalism 1 and 2 often need to check out equipment as well to complete assignments, so three newer DSLR cameras with an array of lenses would help ensure we have enough working "go-bags."

Computer Lab Updates (for Santa Rosa and Petaluma):

The computers in our labs are 6 or 7 years old, which is a very long time for this industry. Fortunately when they were purchased, they were top of the line, so they are aging

relatively well. Within 2-4 years these computers will become unable to perform in the way classes need. RAM, processing speed and memory will make them too slow to do any of the editing or programming that we currently do on them. In Digital Media the industry is moving toward 4K acquisition (high resolution video). We have a few 4K cameras on the campus that are in use. That is where in the industry is clearly going. You can buy a 4K GoPro camera for under \$500. Phones are being released with the capability of shooting in 4K. Our labs cannot handle this processing. We estimate that in 2-4 years we will be in situation where our labs aren't able to sustain the basic activities our classes demand.

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0002	Santa Rosa	01	01	Laptop computers for The Oak Leaf	2	\$1,000.00	\$2,000.00	Anne Belden	643 Analy Village	Anne Belden
0003	Santa Rosa	01	01	Battery Chargers for lights & cameras	3	\$700.00	\$2,100.00	Brian Antonson		
0004	Santa Rosa	01	01	Filter kit for Red Camera	1	\$300.00	\$300.00	Brian Antonson	Maggini Project Room 2901	
0005	Santa Rosa	04	07	Chairs Office Star™ ProGrid® for The Oak Leaf	15	\$205.00	\$3,075.00	Anne Belden	643 Analy Village	Anne Belden
0006	Santa Rosa	01	01	Jib extender for camera jib	1	\$700.00	\$700.00	Brian Antonson		
0007	Santa Rosa	01	01	Camera Accessory: Prime Lens kits	3	\$6,250.00	\$18,750.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson
0008	Petaluma	01	01	Camera Accessory: Prime Lens Kits	4	\$6,250.00	\$25,000.00	Brian Antonson	Doyle Media Lab	Brian Antonson
0009	Santa Rosa	01	01	Cameras	5	\$2,000.00	\$10,000.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	00	00	Urgent	Analy Temps	681T	\$175.00	install thermostat to provide independent room temperature control

2.5b Analysis of Existing Facilities

ANALY VILLAGE & THE "NEW" BARNETT

Communications Studies are now headquartered in temporary facilities in Analy Village. These facilities can only support instructional spaces for a small percentage of the classes offered so our Department's classes are scattered throughout the two campuses. While the four instructional rooms in Analy Village are adequate we have spent a lot of faculty and administrative time dealing with heating and lighting issues and these are not entirely resolved. In addition a motorcycle parking lot immediately outside the building was a source of pollution and noise that interfered with Speech classes in adjacent rooms and was health hazard to the AA. This situation has been remedied.

The Department is very concerned that the "New Barnett" building offer a complete range of instructional spaces to bring our Department together. This facility needs instructional rooms for Speech and Communication Studies courses, Journalism and Media labs, a practice room for Forensics, and large scale screening room for Film Studies classes.

MEDIA PRODUCTION IN MAGGINI:

The media facilities need major upgrading. Maggini houses the media production classes. Unfortunately the rooms are not designed for production classes. The rooms -- specifically 2920 and 2921 -- lack the following important elements to teach digital media:

- * the rooms are too small. Production classes require room for demonstration of equipment and for students to break off into production groups for production workshops.
- * the equipment space which houses all the equipment for the class is not accessible from the classroom itself.
- * the edit lab 2920 is overbooked. This year we had to downgrade Media 20's access to the lab by 50% to accommodate all of the Computer Science classes that also need access to those computers. Rather than meet in the lab two days a week like last year, Media 20 is in the lab now just one day a week.
- * the projectors are outdated. HD images require HD projectors to assess proper exposure.
- * the projectors are poorly placed. In 2920 and 2921 one can use either the projector or the dry erase board, but not both. This situation makes it challenging to teach multimedia where lessons require frequent reference to both images *and* notes.

The short term solution is to teach the digital production classes in the Digital Media Lab (PC246) in Petaluma. That room was designed for digital media. It is a large room with ample space to work in production groups; it has the necessary computers for editing; it has two separate breakout rooms to store gear and for voice-over work; it has blackout shades and two projectors, along with ample dry erase board space. The Digital Media Lab in Petaluma satisfies the facility needs for a digital media class and can serve as a model for future facilities on the Santa Rosa campus.

MEDIA/FILM STUDIES

With the loss of Burbank 260, we needed to locate another room that can seat 55 plus students and is configured for showing films on a large screen. This is currently taking place in 4246. The Department has received conflicting information about the availability of the new Black Box Theatre in Burbank.

JOURNALISM

While the current *The Oak Leaf* newsroom is adequate spacewise, its location is still not ideal, though having it, albeit temporarily, close to some of the other Dept. offices and instructional rooms is welcome. *The Oak Leaf* is located on the far edge of campus. In a perfect world, student news media should be located in the heart of campus, near Bertolini, Doyle Library, the Bookstore and student government. Pioneer Hall remains a dream spot/perfect location for a vibrant college campus newsroom that would attract and build the community feeling that SRJC needs. Another possibility is Garcia if Fashion moves to a new facility.

The only possible Analy Village issue on the horizon is if Facilities tries to reclaim the back room at *The Oak Leaf*, which is where *The Oak Leaf* Advisor's office is located. Facilities originally wanted to build an office within the main room of *The Oak Leaf*. But with 30 staff, *The Oak Leaf* needs every inch of space. This room has proved invaluable for the following reasons:

- * an office that can lock.
- * equipment storage room for \$30,000 in cameras.
- * editorial board meeting room with a closeable door.
- * private/quiet room for students to conduct interviews and work.

3.1 Develop Financial Resources

The Journalism Program has been awarded three CTEA grants: \$25,000 in 2012/13, \$15,000 in 2013/14 and \$20,000 in 2015/16. Before these grants, *The Oak Leaf* had a couple of tape recorders and one camera for about 25 students. The lack of equipment prohibited students from learning valuable multimedia skills in all journalism classes and at *The Oak Leaf*. It also delayed the launch of Journalism 55, the new Multimedia Journalism class. With the first grant, the Journalism Program ordered six new cameras with lenses and accessories, two camcorders, one shoulder-mount camera (to share with Journalism 55), microphones, audio recorders and other accessories. We also ordered video editing software for *The Oak Leaf* offices. We ordered 10 iPad tablets for Journalism 2, along with other equipment and software.

With the 2013/14 CTEA grant, more than \$12,000 of the \$15,000 went to fund three new shoulder-mount cameras for Journalism 55 and one shoulder-mount camera for *The Oak Leaf*. The rest of the money was spent on *The Oak Leaf*, and included more recorders, a green screen kit and accessories for existing *Oak Leaf* equipment.

With the 2015/16 CTEA grant, about \$18,000 went for updated camera equipment (cameras that shoot both photos and video), microphones and audio equipment, audio recorders, headsets and accessories.

As a result of receiving these grants, Journalism 55 students can practice the video skills they need to learn on cutting edge equipment. Students who took Journalism 55 in Spring 2013 won *The Oak Leaf's* first-ever multimedia awards in broadcast news writing and video story at a state journalism convention, and 1st place awards at a Northern California conference in Fall 2013. *Oak Leaf* and Journalism 55 students are creating and posting videos on theoakleafnews.com. Most importantly, journalism students across the board are gaining access to the equipment they need to learn to create video news and feature stories, skills they need to get jobs in the ever-changing journalism job market.

3.2 Serve our Diverse Communities

The CSD is committed to hiring instructors who are sensitive to the diversity offered at SRJC. The job announcement brochure specifically states that, *"All areas require a sensitivity to, and understanding of, the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students."*

Additionally, Human Resources has a statement included on the hiring brochure that reads, *"Santa Rosa Junior College is an equal opportunity employer. The policy of the College is to encourage applications from ethnic/racial minorities, women, and persons with disabilities. No person shall be denied employment because of race, national origin, religion, color, age, mental or physical disability, gender, or sexual orientation or because of the perception that the person has one or more of those characteristics."*

Finally, in all interviews, the CSD always includes at least one question about the candidate's ability to deal with a diverse student population. The department also strives to discover how the candidate will present class material to students with different learning styles.

3.3 Cultivate a Healthy Organization

The CSD encourages and provides the necessary time for its classified employee to attend campus workshops/PDA programs.

Continued training on new software programs is necessary and most helpful.

3.4 Safety and Emergency Preparedness

Anne Belden will be a co-building leader at Analy Village, sharing the job with Elizabeth Roberts. She is going through the training this Spring.

3.5 Establish a Culture of Sustainability

Over the last several years, the CSD has reduced by over 50% the amount of copying it does at the Copy Center. We encourage our instructors to send out documents to students via email/File Depot or to place documents on their class websites. Also, we try to have some meetings via video conferencing so instructors don't have to drive from one campus to another. Many of our instructors now use moodle, File Depot, email or other online delivery systems to send documents to students.

Further, the department has active recycling, with bins in the department office, the chairperson's office, the lobby of Burbank and classroom 260.

4.1a Course Student Learning Outcomes Assessment

Communication: All communication classes have had at least one SLO evaluated and continued evaluations are in progress. They are posted on the Share Point site.

Journalism: All journalism classes have had at least one SLO evaluated. Anne Belden has assessed virtually all SLO's for all Journalism classes during the last few years. They are posted on the Share Point site.

Media: All media classes have had at least one SLO evaluated and continued evaluations are in progress. They are posted on the Share Point site

Speech: All speech classes have had at least one SLO evaluated and continued evaluations are in progress. They are posted on the Share Point site.

4.1b Program Student Learning Outcomes Assessment

All courses required for the major have been assessed. As a result, the Communication Studies Transfer Major was assessed in 2013-2014. That assessment can be found on the college's SLO Sharepoint site. The assessment indicates that students are being exposed to and mastering the Learning Objectives outlined in the major.

The Journalism Transfer Major began to be assessed in the 2015-2016 academic year and is on going. There are six Learning Outcomes. SLO's 1, 2, 3, and 5 were assessed during the 2015-16 year. The remaining two SLO's will be assessed over the next two years.

The Journalism Major began to be assessed in the 2015-2016 academic year and is on going. There are six Learning Outcomes. SLO's 1, 2, 3, and 5 were assessed during the 2015-16 year. The remaining two SLO's will be assessed over the next two years.

In Spring 2016 the Academic Affairs Council and the Academic Senate Subcommittee both reviewed our Communication Major. Both the AAC and the Senate were, in their words "unanimous in praising the vitality" of the program as well as praising us for the work we have done to "ensure student completion and subject matter relevance."

(For samples and forms for six-year plan, go to link below)

SLO.www.santarosa.edu (new Drupal address)

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	Comm 5	Spring 2013	Spring 2013	Fall 2014
Course	Comm 6	Fall 2013	Fall 2013	Spring 2014
Course	Comm 7	Fall 2015	Fall 2015	N/A
Course	Comm 10	Fall 2013	Fall 2013	Spring 2014
Course	Journalism 1	Fall 2012	Fall 2012	N/A
Course	Journalism 2	Spring 2014	Spring 2014	N/A
Course	Journalism 52A	Spring 2015	Spring 2015	N/A
Course	Journalism 52B	Spring 2015	Spring 2015	N/A
Course	Journalism 52C	Spring 2015	Spring 2015	N/A
Course	Journalism 52D	Spring 2015	Spring 2015	N/A
Course	Journalism 54	Fall 2015	Fall 2015	N/A
Course	Journalism 55	Spring 2014	Fall 2014	N/A
Course	Media 4	Fall 2013	Fall 2013	N/A
Course	Media 10	Fall 2013	Fall 2013	N/A
Course	Media 14	Fall 2013	Fall 2013	N/A
Course	Media 15	Spring 2013	Spring 2013	N/A
Course	Media 19	N/A	N/A	N/A
Course	Media 20	Fall 2013	Fall 2013	N/A
Course	Media 21	N/A	N/A	N/A
Course	Media 22	Spring 2014	Spring 2014	N/A
Course	Media 123	N/A	N/A	N/A
Course	Spch 1A	Fall 2014	Fall 2014	Spring 2015
Course	Spch 2	Fall 2014	Fall 2014	Fall 2015
Course	Spch 3A	Fall 2011	Spring 2012	Fall 2012
Course	Spch 9	Fall 2013	Fall 2013	N/A
Course	Spch 52A	Fall 2010	Fall 2010	N/A
Course	Spch 52B	Spring 2011	Spring 2011	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	Spch 52C	Fall 2011	Fall 2011	N/A
Course	Spch 52D	Spring 2012	Spring 2012	N/A
Course	Spch 60	Spring 2014	Spring 2014	N/A
Certificate/Major	Communication Transfer Major	Spring 2013	N/A	N/A
Certificate/Major	Journalism Transfer Major	Spring 2015	N/A	N/A
Certificate/Major	Journalism Major	Spring 2015	N/A	N/A

4.2a Key Courses or Services that address Institutional Outcomes

4.2b Narrative (Optional)

Student Learning Outcomes

SLOs for all courses have been identified and assessment has been ongoing. Presently, all courses have been assessed.

All courses required by the major have been assessed.

The Communication Studies Transfer Major was assessed in Spring 2014.

The Journalism Transfer Major and the Journalism Major began being assessed this year. Those two majors will be completely assessed by the 2017-18 year. They would be completed sooner but Anne Belden will be on a one year sabbatical during the 2016-17 year.

After an assessment of a course has been completed, the report is placed on the SRJC Sharepoint website. All instructors are then informed and encouraged to read the report. Instructors are free to begin an email discussion about the assessment and to ask questions as well as provide their observations.

In addition, at department meetings we have a normal segment where SLO assessments are shared and discussed.

Instructors are also encouraged to discuss the SLA informally with one another.

5.0 Performance Measures

Not applicable.

5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)

The CSD has worked hard to meet the instructional needs of a diverse student population by offering a wide variety of instructional delivery modes.

DAY PROGRAM: Most of the CSD day classes are offered on either MW or TTh. We also have a few sections that are taught on Fridays and sometimes on Saturday (though due to class reductions, the Saturday classes are much more rare).

NIGHT PROGRAM: The department has a robust evening program. We offer both Speech and Media night sections. Every evening, Monday through Thursday, there is a CSD class being offered.

HOURS: From Monday through Thursday between the hours of 7:30 am and 10:00 pm there is always a CSD class being offered. We strive to ensure that, regardless of what days or times a student may have available, there is a class being offered that he/she can take.

ONLINE: We offer a few of our classes completely online.

HYBRID: Some of our Speech classes are offered in a hybrid format. Students learn the theory of the class online but come to the classroom to deliver presentations in person.

CAMPUS VARIETY: A wide variety of CSD classes are offered on both the Santa Rosa and Petaluma campuses. We offer Speech (Speech 1A, 3A, 60), Media (Media 4, 10, 15, 20), and Communication (Comm 5, 6, 7, 10) courses on both campuses. We are continuing to try to expand the curriculum at Petaluma, so Journalism 1 is scheduled to be offered for the first time there in Fall 2014.

COMMUNICATION STUDIES MAJOR FOR TRANSFER: Students who desire to complete the Communication Studies Transfer Major can do so exclusively on either the Santa Rosa or Petaluma campuses.

JOURNALISM MAJOR FOR TRANSFER: The Journalism major is offered at the Santa Rosa Campus. Journalism 1 is offered in the Fall at Petaluma.

DEMAND: Speech classes, particularly Speech 1A, are in very high demand. Presently we are offering over thirty (30) sections of Speech 1A at the Santa Rosa campus and nine (9) sections at Petaluma. Due to hard economic times that necessitated class reductions, we have downsized the number of classes we offer. Predictably, such reductions have had an impact on students; however, we have worked to minimize these impacts. We still offer a wide variety of courses and we still offer Speech 1A courses in great numbers, both critical strategies for allowing students to meet the public speaking requirement for the AA degree and/or meet transfer requirements.

5.2a Enrollment Efficiency

Enrollment efficiency for all courses offered by the CSD continues to be very strong. When all four disciplines are combined (Communication, Journalism, Media and Speech) for all locations, the enrollment efficiency percentage has been in the mid 90s for Fall and Spring semesters, dating back to Fall 2011. In Fall 2012 and Spring 2013 the efficiency was over 100%. In Fall 2013 the efficiency rate reached 99%.

For Summer, the efficiency rate has been in the mid 90s since Summer 2011. In Summer 2014 that number dropped to 72%, mostly due to a large lecture film class not filling.

A table analysis for each of the four disciplines (Communication, Journalism, Media and Speech) is provided below.

Santa Rosa Junior College - Program Unit Review

Communication Studies - FY 2013-14 (plus current FY Summer and Fall)

5.2a Enrollment Efficiency The percentage of seats filled in each Discipline at first census based on class limit (not room size).

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	100.0%	96.3%	110.0%	104.0%	113.3%	100.8%	0.0%	101.2%	109.6%
Journalism	0.0%	87.8%	74.4%	0.0%	98.9%	97.4%	0.0%	88.9%	102.6%
Media Studies	0.0%	104.6%	104.2%	92.2%	104.7%	99.6%	100.0%	95.5%	98.5%
Speech	92.3%	98.0%	96.3%	96.1%	102.3%	102.9%	94.6%	99.8%	98.2%
ALL Disciplines	92.9%	98.7%	97.7%	95.8%	103.6%	101.6%	95.4%	98.4%	99.5%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0%	98.5%	100.0%	0.0%	96.9%	101.8%	0.0%	87.6%	106.7%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	23.3%	71.8%	74.2%	0.0%	75.4%	78.1%	0.0%	75.5%	70.2%
Speech	88.8%	97.1%	102.9%	92.0%	99.7%	104.7%	76.8%	96.0%	95.9%
ALL Disciplines	61.4%	85.8%	89.5%	92.0%	88.8%	92.3%	76.8%	85.9%	85.5%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	85.6%	92.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	106.2%
Speech	80.0%	105.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	82.5%	98.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	106.2%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	100.0%	97.0%	106.5%	104.0%	108.0%	101.1%	0.0%	96.0%	108.5%
Journalism	0.0%	87.8%	74.4%	0.0%	98.9%	97.4%	0.0%	88.9%	102.6%
Media Studies	54.4%	90.5%	91.0%	92.2%	91.9%	89.0%	100.0%	87.1%	87.0%
Speech	89.0%	98.5%	97.6%	95.0%	101.7%	103.3%	90.2%	99.0%	97.7%
ALL Disciplines	80.9%	95.5%	95.5%	95.0%	99.3%	98.8%	91.2%	94.8%	95.7%

A) Communication Studies Courses:

At the Santa Rosa campus, Communication courses have an extremely high enrollment efficiency. Every semester from Spring 2012 to Fall 2013 the efficiency rates have exceeded 100%. This is also true for eight (8) of the last ten (10) semesters. It seems obvious that the data support adding back more Communication classes as student demand is clearly

present. Not surprisingly, Fall semester enrolls at a slightly higher level of efficiency compared to Spring.

Summer sessions are now in the 90 to 100+ percent range.

At Petaluma, Communication courses are now approaching the enrollment efficiency rate seen at the SR campus as, during the past two semesters, the efficiency rate has gone from the mid-90s to the 100% range. Again, the numbers now indicate that adding more Communication classes at Petaluma is warranted.

B) Journalism Courses:

Journalism courses at Santa Rosa have shown vast increases. At one time the efficiency rates hovered around 75% but, since Fall 2012, they are now in the 90s.

In Fall 2014 we offered Journalism 1 at Petaluma for the first time. The efficiency rate of nearly 77% was encouraging. We will be offering sections of this course every Fall semester assuming qualified instructors are available.

No summer Journalism classes are offered.

C) Media Courses:

Media courses at Santa Rosa consistently exceed 100% enrollment efficiency and, at worst, are in the 90s. All Media 4 classes fill each semester. Media classes are in high demand and more could be added.

Summer classes have risen to over 95%, in fact surpassing 100% in Summer 2013 and support the demand for these classes.

At Petaluma the Media courses are slightly below the enrollment efficiency seen at the Santa Rosa campus. This is likely because, at Petaluma, we are offering large lecture film classes which can distort the specific efficiency rates taking place in most typical-sized classes.

D) Speech Courses:

At the Santa Rosa campus, Speech classes have surpassed the 90% efficiency level since before Fall 2010. In Fall 2012 it went above 102%. The online classes have lower efficiency levels and, if removed from the equation, the FTEF classes would be even higher. We need to add more Speech classes to meet student demand.

Speech classes at Petaluma have also shown a consistently strong enrollment efficiency rate, ranging from the mid 80s to low 100s. Again, this high percentage suggests that more Speech classes can be added to Petaluma.

For summer, both at Santa Rosa and Petaluma, Speech classes have enrollment efficiencies in the 90s dating back to the Summer 2011 semester.

5.2b Average Class Size

I. Student Enrollment Cap Overview

The CSD is made up of four different disciplines: Communication, Journalism, Media, and Speech. Most of these courses have caps of 30 or less as described below:

Speech 1A & 60: 25 student cap
Speech 3A and 9: 20 student cap
Journalism 1A, 2, 54, 55: 30 student cap
Media 4: 30 student cap
Comm 5, 6, 7: 25-30 student cap

In addition, the vast majority of sections we offer are these limited cap classes. For example, during Fall 2014 our department offered eighty-six (86) total sections of different classes. Of those eighty-six, sixty-six (66) [77%] were Speech courses, ten (10) were Media 4 (12%), three (3) were Journalism sections (.5%) and six (6) were Communication classes--excluding Communication 10 (1%). As a result, given that these classes make up approximately 90% of our department's course offerings, it stands to reason that our overall class size is going to be below the college goal of thirty-five (35). And this is the case. The average class size for all Communication Studies classes (all locations combined) has been consistently around twenty-seven (27) per class. In Fall 2014 the average class size was 26.8. Also, when looking at our enrollment efficiency rating for all classes (mid 90s to low 100s% range), the numbers strongly suggest that our department is doing a very good job of attracting and retaining students. All four disciplines have high enrollments given the nature of their courses. It is probably best to examine each discipline independently.

Rational For Caps

As noted above, most of our classes have caps of less than thirty (30). These caps are necessary due to the performance nature of the classes. Students are required to deliver approximately five speeches per semester or write numerous articles for Journalism classes. The caps are necessary to ensure that the required class material can effectively be taught so as to achieve each course's SLOs. More discussion of caps is contained in the analysis sections for each of the four disciplines.

Communication Studies - FY 2013-14 (plus current FY Summer and Fall)

5.2b Average Class Size The average class size in each Discipline at first census (excludes cancelled classes).

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	25.0	32.5	36.7	26.0	38.3	31.5	0.0	34.4	34.0
Journalism	0.0	26.3	22.3	0.0	29.7	28.0	0.0	26.7	29.0
Media Studies	0.0	40.2	37.2	27.7	34.7	35.4	30.0	31.2	33.0
Speech	23.0	24.5	22.9	24.6	25.0	25.0	23.5	24.4	24.0
ALL Disciplines	23.2	27.6	25.8	25.2	27.9	27.3	24.3	26.6	26.0

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0	32.0	27.5	0.0	31.5	28.0	0.0	30.7	26.0
Journalism	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Media Studies	21.0	50.3	51.8	0.0	52.8	54.5	0.0	46.8	42.0
Speech	22.2	24.3	25.7	23.0	24.9	26.2	19.2	24.0	23.0
ALL Disciplines	22.0	31.3	32.1	23.0	31.8	33.1	19.2	30.7	28.0

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Journalism	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Media Studies	25.7	32.4	0.0	0.0	0.0	0.0	0.0	0.0	34.0
Speech	22.0	24.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	23.6	28.1	0.0	0.0	0.0	0.0	0.0	0.0	34.0

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	25.0	32.3	33.0	26.0	36.0	30.3	0.0	33.0	31.0
Journalism	0.0	26.3	22.3	0.0	29.7	28.0	0.0	26.7	29.0
Media Studies	24.5	40.3	41.4	27.7	39.5	41.8	30.0	35.6	36.0
Speech	22.6	24.5	23.4	24.2	24.9	25.3	22.5	24.3	23.0
ALL Disciplines	23.0	28.4	27.1	24.7	28.8	28.7	23.1	27.6	27.0

II. Discipline

A. Communication Courses (COMM 5, 6, 7, 10, 98)

The Communication courses have enrollment caps of 30-35 students. As can be seen by the table above, enrollments for all Communication classes at all campuses combined have been in the low 30s. During Fall 2013 the average class size was 31. The Santa Rosa campus class size was in excess of 35 students for the Spring 2012 (36.7) and Fall 2012 (38.3) semesters. Petaluma class size for these courses, while lower, is still very solid. Overall, the Communication classes are filling to near or in excess of the cap.

B. Journalism Courses (JOUR 1, 2 52, 54, 55)

All Journalism courses have caps of 30 students. The average class size for Journalism classes was 25.5 in Fall 2014. It is worth noting that in Fall 2014 Journalism 1 had 40 students while, during Spring 2014, Journalism 2 has 33 students and Journalism 52 (*The Oak Leaf*) had more than 30.

C. Media Courses (MEDIA 4, 10, 14, 15, 20, 22)

The Media 4 classes also have caps of 30. The Media (film) 10, 14, and 15 classes have caps of 55 at the Santa Rosa Campus while having caps ranging from 75 to 150 at Petaluma, where they are offered in the medium and large lecture format. Media 20 and 22 (Filmmaking and Screenwriting), due to the production nature of the courses, are capped at 25.

Overall, the Media courses have hovered around 35-40 students per section. Not surprisingly, given that two of the film classes at Petaluma are offered in the medium and large lecture format, the average enrollment size at Petaluma exceeds that of Santa Rosa by about fifteen (15). However, in terms of the Media 4, 20, and 22 courses the enrollment levels are very similar.

D. Speech Courses (SPCH 1A, 2, 3A, 9, 52, 60)

The Speech classes have enrollment caps ranging from 20 (SPCH 2, 3A, 9) to 25 (SPCH 1A, 52, 60). These lower limits are required due to the performance nature of the courses, as students must each deliver 3-5 speeches in these classes, including student speaking time and time spent on oral critiques. One additional student consumes up to 50 minutes of class time over the course of the semester, which directly limits the instructor's lecture time. Overall, the average class size hovers between 23 and 25. There is no appreciable difference between the Speech class sizes at Santa Rosa and Petaluma. Finally, Summer classes are also averaging around 22 per class at first census.

5.3 Instructional Productivity

The FTES/FTEF for Communication, Media, Journalism and Speech classes is analyzed below. With the exception of Journalism, both Santa Rosa and Petaluma campuses are compared.

Overview

As mentioned in the section on Average Class Size, the vast majority of class sections our department offers involve classes that have cap sizes of 30 or less.

Speech 1A & 60: 25 student cap

Speech 3A and 9: 20 student cap

Journalism 1A, 2, 54, 55: 30 student cap

Media 4: 30 student cap

Communication 5, 6, 7: 25-30 student cap

These classes make up around 90% of our department's semester class offerings. This is the reason that our department does not (and cannot) achieve the district's goal of 18.7 to 1 productivity level.

Once again it is probably best to examine each discipline independently (analyses follows the table below).

Santa Rosa Junior College - Program Unit Review

Communication Studies - FY 2013-14 (plus current FY Summer and Fall)

5.3 Instructional Productivity

The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF) in each Discipline at first census.

Santa Rosa Campus

Communication Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTE\$	2.79	13.87	11.90	2.73	16.42	13.40	0.00	18.35	14.61
	FTEF	0.21	0.80	0.60	0.21	0.80	0.80	0.00	1.00	0.80
	Ratio	13.58	17.33	19.83	13.29	20.53	16.75	0.00	18.35	18.27

Journalism		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTE\$	0.00	17.49	16.01	0.00	20.17	24.48	0.00	18.31	27.07
	FTEF	0.00	1.07	1.12	0.00	1.07	1.31	0.00	1.07	1.33
	Ratio	0.00	16.40	14.27	0.00	18.91	18.67	0.00	17.17	20.30

Media Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTE\$	0.00	47.65	46.76	8.30	45.06	34.59	6.00	47.13	39.61
	FTEF	0.00	2.27	2.40	0.62	2.73	2.13	0.41	2.86	2.26
	Ratio	0.00	21.02	19.48	13.45	16.50	16.22	14.58	16.45	17.49

Speech		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTE\$	28.60	109.63	112.95	34.73	110.93	97.37	35.62	120.82	113.79
	FTEF	2.37	8.50	9.00	2.78	8.80	7.80	2.97	9.85	9.41
	Ratio	12.09	12.89	12.55	12.51	12.61	12.48	11.99	12.26	12.09

Petaluma Campus (Includes Rohnert Park and Sonoma)

Communication Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	0.00	6.83	5.87	0.00	6.72	5.97	0.00	9.81	8.37
	FTEF	0.00	0.41	0.63	0.00	0.97	0.40	0.00	0.60	0.60
	Ratio	0.00	16.59	9.33	0.00	6.92	14.93	0.00	16.36	13.94

[illegible]

Media Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	2.09	27.05	28.17	0.00	28.21	29.52	0.00	30.63	28.24
	FTEF	0.21	1.33	1.35	0.00	1.33	1.33	0.00	1.53	1.53
	Ratio	9.97	20.29	20.89	0.00	21.16	22.14	0.00	19.97	18.42

Speech		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTE\$	12.80	28.11	29.83	12.88	31.42	30.13	11.50	30.57	29.73
	FTEF	0.99	2.23	2.88	1.36	2.98	2.80	1.36	2.60	2.40
	Ratio	12.87	12.58	10.36	9.47	10.53	10.76	8.45	11.76	12.39

Other Locations (Includes the PSTC, Windsor, and other locations)

[illegible]

	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Journalism		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Media Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	7.70	17.23	0.00	0.00	0.00	0.00	0.00	0.00	7.90
	FTEF	0.62	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.20
	Ratio	12.48	21.60	0.00	0.00	0.00	0.00	0.00	0.00	39.51

Speech		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	8.80	14.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.79	1.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	11.20	12.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00

ALL Locations (Combined totals from ALL locations in the District)

Communication Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	2.79	20.69	17.77	2.73	23.14	19.37	0.00	28.16	22.98
	FTEF	0.21	1.21	1.23	0.21	1.77	1.20	0.00	1.60	1.40
	Ratio	13.58	17.08	14.46	13.29	13.06	16.14	0.00	17.60	16.41

Journalism		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	17.49	16.01	0.00	20.17	24.48	0.00	18.31	27.07
	FTEF	0.00	1.07	1.12	0.00	1.07	1.31	0.00	1.07	1.33
	Ratio	0.00	16.40	14.27	0.00	18.91	18.67	0.00	17.17	20.30

Media Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	9.79	91.94	74.93	8.30	73.27	64.11	6.00	77.75	75.76
	FTEF	0.83	4.40	3.75	0.62	4.06	3.47	0.41	4.40	4.00
	Ratio	11.84	20.91	19.99	13.45	18.03	18.49	14.58	17.68	18.95

Speech		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	50.20	152.44	142.78	47.62	142.35	127.50	47.11	151.39	143.51
	FTEF	4.15	11.94	11.88	4.14	11.78	10.60	4.33	12.45	11.81
	Ratio	12.11	12.77	12.02	11.51	12.08	12.03	10.88	12.16	12.15

COMMUNICATION CLASSES:

The FTES/FTEF ratios for all combined Santa Rosa and Petaluma Communication courses (Spring and Fall only) ranged between 17 and 20 during the last several semesters. Santa Rosa-based courses are slightly more efficient than those at Petaluma.

Since reducing the number of Communication classes offered at Santa Rosa, instructor productivity levels have, predictably, increased as students are competing for fewer and fewer seats. Fall 2009 saw a spike in productivity, jumping from the 15 and 14 range in previous semesters to the high 18s. Fall semesters have consistently shown better productivity numbers than have Spring. Santa Rosa classes tend to be approximately 4 percentage points higher than at Petaluma.

JOURNALISM CLASSES:

The FTEF/FTES for Journalism classes show an increase over the last few years in instructor productivity. In Spring 2011 the ratio was only 12.3, while in Fall 2012 that ratio climbed to

18.91. In Fall 2013 the rate was 17.7. No doubt, the increased enrollment in Journalism 52 (*The Oak Leaf*), now at over 30, has helped boost this number.

MEDIA CLASSES:

The overall FTES/FTEF ration for Media classes (Santa Rosa and Petaluma combined) normally meets or exceeds the District's goal of 18.7. As we add back more Media 4 classes, we expect to (and do) see a slight dip in the efficiency rate because of the 30 student cap. The Santa Rosa ratio was 16.5 in Fall 2014 while Petaluma was 20.75 in the same semester. The higher ratios in Petaluma are likely the result of two conditions: 1) Petaluma offers medium/large lecture loads while Santa Rosa does not and 2) more production classes, which have lower caps, are taught at Santa Rosa than at Petaluma.

SPEECH CLASSES:

Because all Speech classes have a maximum enrollment cap of 25, the FTES/FTEF ratio does not equal the District's goal of 18.7. The ratio for Speech through the years, regardless of campus or semester (Summer, Fall Spring), hovers around 12.00 with slight fluxuations from semester to semester. Santa Rosa-based Speech classes have a slightly higher ratio than Petaluma. As mentioned in the previous section, Speech classes have an average class size of 24 so there really is no way to increase the enrollment per section. These classes fill very quickly.

5.4 Curriculum Currency

All classes in the Communication Studies department are on a rotation list to be reviewed. The spreadsheet below, provided by the Academic Affairs Curriculum Office, indicates when each course is scheduled to be reviewed. Speech 60 was reviewed this year. Next year Speech 1A will be reviewed.

COURSE	DATE LAST EVALUATED	<u>2014</u> (year due)	<u>2015</u> (year due)	<u>2016</u> (year due)	<u>2017</u> (year d
COMM 5	11/22/10			X	
COMM 6	11/25/13				
COMM 7	11/7/11				X
COMM 10	10/1/12				
COMM 98	12/12/11				X
JOUR 1	4/23/13				
JOUR 2	4/23/13				
JOUR 52A	2/1/10			X	
JOUR 52B	2/1/10			X	
JOUR 52C	2/1/10			X	
JOUR 52D	5/9/11				X
JOUR 54	4/23/13				

JOUR 55	4/23/13			
MEDIA 4	12/3/12			
MEDIA 10	4/5/10		X	
MEDIA 14	10/17/11			X
MEDIA 15	10/17/11			X
MEDIA 20	10/14/13			
MEDIA 21	10/16/13			
MEDIA 22	10/17/11			X
MEDIA 123	11/25/13			
SPCH 1A	1/26/09	X		
SPCH 2	5/10/10		X	
SPCH 3A	10/1/12			
SPCH 9	11/8/10		X	
SPCH 52A	2/14/12			
SPCH 52B	2/14/12			
SPCH 52C	2/14/12			
SPCH 52D	2/14/12			
SPCH 60	11/24/08	X		

5.5 Successful Program Completion

Communication Studies for Transfer AA Major

For 2012- 2013 academic year, twenty-one (21) students completed the Communication Studies for Transfer Major. Data for subsequent years is not available.

Classes that fulfill requirements for the Communication Major are offered every semester. There is no sequencing of classes, thus students may take any class any semester. However, if electing to take Speech 9, students must first complete English 1A.

Journalism for Transfer AA Major

2011-2012 was the first year that students were eligible to graduate with the Journalism vocational AA major. In 2011- 2012 one (1) student completed the major. In 2012-2013, four (4) students completed the major. Data for subsequent years is not available.

The Journalism TMC major was approved in Fall 2013. Statistics are not yet available on the number of students who will complete it in Spring 2014 and 2015.

Most classes required for the Journalism TMC are offered every semester. A few classes are offered only during the Spring or Fall semester. However, there is enough variety that students should easily be able to complete the major in two years.

Presently the CSD does not offer any special services to assist students in completing the Major.

The CSD does not currently offer certificates or licenses. However, a Digital Media Certificate utilizing both Media and Journalism courses is offered.

5.6 Student Success

Retention Rates

The data indicate that the CSD has done a good job of retaining students.

Santa Rosa Junior College - Program Unit Review

District Totals - FY 2013-14 (plus current FY Summer and Fall)

5.6a Retention The percentage of students receiving a grade of A,B,C,D,CR, or I in each Discipline (duplicated headcount).

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
District Totals									
ALL Disciplines	81.7%	73.2%	74.0%	80.9%	72.6%	72.8%	80.1%	72.0%	72.3%

As a whole, the department's overall retention rate for all classes combined has been 80% or higher since Summer 2011. Typically, our department's retention rates have exceeded those of the college average. For example, in Fall 2014 the department's overall retention rate was 80.2% compared to the district average of 71.2%. In Summer 2014 the department's overall retention rate was 90.3% compared to the district's average of 81.3%. In Spring 2014 the department's overall retention rate was 79.7% compared to the District's average of 72.3%. In Fall 2014 all four (4) disciplines exceeded the District's average retention rate of 71.2%: Communication Studies (86.6%), Journalism (75.5%), Media (76.2%) and Speech 80.2%)

There does not appear to be any significant difference in retention rates of Santa Rosa and Petaluma.

Santa Rosa Junior College - Program Unit Review

Communication Studies - FY 2013-14 (plus current FY Summer and Fall)

5.6a Retention The percentage of students receiving a grade of A,B,C,D,CR, or I in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	92.0%	88.3%	91.1%	96.2%	87.0%	93.0%	0.0%	87.2%	93.0%
Journalism	0.0%	68.8%	77.8%	0.0%	70.8%	84.8%	0.0%	67.5%	70.0%
Media Studies	0.0%	85.8%	83.5%	66.3%	82.5%	85.5%	78.0%	81.9%	84.0%
Speech	91.5%	89.0%	87.1%	85.5%	83.1%	87.6%	88.7%	77.7%	77.0%

ALL Disciplines	91.6%	87.2%	86.2%	82.6%	82.7%	87.5%	87.2%	79.2%	79.2%
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Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0%	92.1%	81.5%	0.0%	100.0%	87.5%	0.0%	87.0%	80.0%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	90.5%	73.4%	72.8%	0.0%	72.4%	65.6%	0.0%	70.0%	75.0%
Speech	87.3%	77.1%	82.7%	92.0%	79.7%	81.7%	86.5%	87.9%	82.0%
ALL Disciplines	87.8%	77.5%	78.8%	92.0%	79.2%	76.0%	86.5%	80.9%	79.2%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	70.1%	80.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	85.0%
Speech	61.2%	69.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	65.4%	75.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	85.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	92.0%	89.5%	88.0%	96.2%	90.8%	91.3%	0.0%	87.1%	88.0%
Journalism	0.0%	68.8%	77.8%	0.0%	70.8%	84.8%	0.0%	67.5%	70.0%
Media Studies	74.5%	81.0%	79.7%	66.3%	78.9%	76.8%	78.0%	77.6%	81.0%
Speech	85.0%	84.9%	86.2%	87.1%	82.3%	86.2%	88.2%	79.9%	78.0%
ALL Disciplines	83.5%	83.6%	84.3%	84.4%	81.8%	84.2%	87.0%	79.6%	79.2%

Success Rate

The data indicate that there is an above average rate of students successfully completing CSD classes. As a whole, for Fall 2014, the CSD posted a 78% success rate for all classes combined, compared to a 71.2% success rate for SRJC classes as a whole. This showing is consistent dating back to Summer 2011. The success rates for each discipline have remained fairly constant. During Fall 2014, Communication courses had the highest success rate, 85.0%, followed by Speech at 78.5%, Media at 74.4%, and Journalism at 70.6%.

When comparing Santa Rosa to Petaluma there is one fairly significant difference. In Journalism, the success rate at Santa Rosa is 74.7%, but at Petaluma, it is only 56.5%. This is something we will be looking into.

District Totals

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
ALL Disciplines	81.7%	73.2%	74.0%	80.9%	72.6%	72.8%	80.1%	72.0%	72.0%

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Communication Studies - FY 2013-14 (plus current FY Summer and Fall)

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C, or CR in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
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Communication Studies	92.0%	85.9%	88.4%	96.2%	83.8%	90.6%	0.0%	82.6%	91.1%
Journalism	0.0%	67.5%	74.6%	0.0%	67.4%	82.1%	0.0%	66.3%	64.1%
Media Studies	0.0%	83.5%	82.4%	66.3%	79.3%	84.1%	74.6%	77.5%	81.1%
Speech	90.0%	87.1%	85.1%	83.7%	82.0%	85.0%	87.0%	75.1%	75.1%
ALL Disciplines	90.2%	85.2%	84.3%	81.2%	80.8%	85.1%	85.2%	76.0%	76.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0%	88.9%	79.6%	0.0%	95.2%	87.5%	0.0%	84.8%	75.1%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	90.5%	70.9%	68.9%	0.0%	66.4%	59.6%	0.0%	62.9%	70.1%
Speech	87.3%	70.9%	80.6%	90.2%	76.0%	78.2%	82.3%	87.5%	80.1%
ALL Disciplines	87.8%	73.1%	76.0%	90.2%	74.5%	71.9%	82.3%	77.7%	76.1%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	68.8%	74.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	80.1%
Speech	61.2%	68.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	64.8%	71.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	80.1%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	92.0%	86.9%	85.5%	96.2%	87.1%	89.7%	0.0%	83.3%	85.1%
Journalism	0.0%	67.5%	74.6%	0.0%	67.4%	82.1%	0.0%	66.3%	64.1%
Media Studies	73.5%	78.0%	77.6%	66.3%	74.7%	73.5%	74.6%	72.1%	77.1%
Speech	84.1%	82.3%	84.1%	85.3%	80.7%	83.3%	86.0%	77.7%	76.1%
ALL Disciplines	82.7%	80.9%	82.2%	83.0%	79.2%	81.4%	84.6%	76.4%	76.1%

Grade Point Average

For Fall 2014 the GPA for CSD courses combined was 2.98. This average is higher than the average of all SRJC classes (2.62). The following charts break down by discipline:
Communication GPA 3.01; Journalism GPA 2.84; Media GPA 2.84; Speech GPA 3.07;

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Communication Studies - FY 2013-14 (plus current FY Summer and Fall)

5.6c Grade Point Average The average GPA in each Discipline (UnitsTotal / GradePoints).

DISTRICT TOTALS

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
ALL Disciplines	2.60	2.63	2.65	2.64	2.64	2.63	2.50	2.62	2.62

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	3.54	3.03	2.90	3.08	3.01	3.10	0.00	2.94	3.01
Journalism	0.00	2.94	3.00	0.00	2.82	3.24	0.00	3.09	2.84
Media Studies	0.00	3.15	3.33	2.97	3.02	3.02	2.64	2.94	3.01
Speech	3.35	3.17	3.13	3.22	3.14	3.12	3.22	2.83	2.94
ALL Disciplines	3.37	3.14	3.15	3.17	3.08	3.11	3.14	2.88	3.01

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.00	3.20	3.59	0.00	3.81	2.77	0.00	2.85	2.85
Journalism	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Media Studies	2.90	2.65	2.26	0.00	2.37	2.22	0.00	2.18	2.18
Speech	3.34	2.85	3.26	3.13	3.07	2.93	2.76	3.28	3.28
ALL Disciplines	3.26	2.81	2.85	3.13	2.86	2.61	2.76	2.76	3.26

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Journalism	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Media Studies	3.02	2.60	0.00	0.00	0.00	0.00	0.00	0.00	2.60
Speech	2.71	3.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	2.86	2.83	0.00	0.00	0.00	0.00	0.00	0.00	2.60

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Communication Studies	3.54	3.08	3.11	3.08	3.26	3.00	0.00	2.91	2.91
Journalism	0.00	2.94	3.00	0.00	2.82	3.24	0.00	3.09	2.94
Media Studies	2.99	2.90	2.91	2.97	2.77	2.67	2.64	2.65	2.65
Speech	3.25	3.11	3.15	3.19	3.12	3.07	3.12	2.93	3.12
ALL Disciplines	3.22	3.03	3.07	3.16	3.02	2.96	3.07	2.85	3.07

Student Equity Analysis

5.6a Retention The percentage of students receiving a grade of A,B,C,D,CR,P,I in each discipline (grade count, duplicated headcount).

	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Overall Percentages	92.00% (23/25)	89.53% (171/191)	87.95% (146/166)	96.15% (25/26)	90.78% (197/217)	91.30% (168/184)	0.00% (0/0)	87.12% (230/264)	88.48% (192/217)

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C,CR,P in each discipline (grade count, duplicated headcount).

	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Overall Percentages	92.00% (23/25)	86.91% (166/191)	85.54% (142/166)	96.15% (25/26)	87.10% (189/217)	89.67% (165/184)	0.00% (0/0)	83.33% (220/264)	85.25% (185/217)

5.6c Grade Point Average The average GPA in each discipline (GradePoints / UnitsTotal).

	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Overall GPA	2.714	3.109	2.979	3.542	3.136	3.131	3.077	3.312	3.017

1. Retention Rates

Ethnicity: Retention rates vary little by ethnicity. We can look at Fall 2014 as a fairly typical semester. Whites by far made up the largest number of students (187) and had an 89% retention rate. Multiple ethnicities and Hispanic tied for the second largest group. Multiple ethnicities (55) had an 82% retention rate. Hispanics (55) had a 84% retention rate.

Gender: In Fall 2014, the female retention rate of 87% was only two (2) points higher than their male counterparts, who had a retention rate of 85%.

Age: No major differences noted. Ages 0-30, containing the four largest categories, have similar retention rates ranging from 81-89%. Ages 31-35 and 51-60 had the lowest retention rate at 75%.

No other age category contained more than eight (8) students making any findings meaningless.

Income Level: There does not appear to be a significant difference in retention rates among BOG and non-BOG students. For example, in Fall 2014 the BOG retention rate was nearly 86%, while non-BOG retention rate was 87%. Looking over the last few years, fluxuation rates between the two groups is minor.

Disability: The low number of disabled students makes comparison somewhat meaningless. In most semesters, the retention rates of students with a disability are a few percentage points lower than their able-bodied colleagues. But again, the low number of disabled students makes reaching any conclusions meaningless.

College Status: No major difference. As might be predicted, second year students tend to have slightly higher retention rates but again, the rates are very similar.

Basic Skills: Basic Skills students tend to have slightly lower retention rates overall but the low number of students enrolled per semester makes the data virtually meaningless.

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Discipline COMM - Communication Studies - FY 2013-14

5.6a Retention The percentage of students receiving a grade of A,B,C,D,CR,P,I in each discipline (grade count, duplicated headcount).

	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Overall Percentages	92.00% (23/25)	89.53% (171/191)	87.95% (146/166)	96.15% (25/26)	90.78% (197/217)	91.30% (168/184)	0.00% (0/0)	87.12% (230/264)	88.48% (192/217)
Ethnicity	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
White	93.75% (15/16)	88.52% (108/122)	87.25% (89/102)	93.33% (14/15)	91.06% (112/123)	89.57% (103/115)	0.00% (0/0)	91.19% (145/159)	87.70% (107/122)
Asian	66.67% (2/3)	85.71% (6/7)	75.00% (6/8)	100.00% (2/2)	90.00% (9/10)	90.91% (10/11)	0.00% (0/0)	100.00% (4/4)	90.91% (10/11)
Black	100.00% (1/1)	85.71% (6/7)	87.50% (7/8)	0.00% (0/0)	100.00% (9/9)	100.00% (4/4)	0.00% (0/0)	60.00% (9/15)	100.00% (6/6)
Hispanic	100.00% (2/2)	94.74% (18/19)	95.00% (19/20)	100.00% (5/5)	84.38% (27/32)	96.30% (26/27)	0.00% (0/0)	77.50% (31/40)	82.50% (33/40)
Native American	0.00% (0/0)	100.00% (2/2)	100.00% (1/1)	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)
Pacific Islander	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)	0.00% (0/0)	100.00% (2/2)	100.00% (4/4)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)
Filipino	0.00% (0/0)	100.00% (3/3)	100.00% (2/2)	0.00% (0/0)	100.00% (2/2)	0.00% (0/1)	0.00% (0/0)	0.00% (0/0)	100.00% (3/3)
Multiple Ethnicities	100.00% (2/2)	91.30% (21/23)	85.71% (18/21)	100.00% (2/2)	90.63% (29/32)	94.12% (16/17)	0.00% (0/0)	88.89% (40/45)	93.55% (29/31)
Unknown	100.00% (1/1)	85.71% (6/7)	100.00% (4/4)	100.00% (2/2)	100.00% (6/6)	100.00% (5/5)	0.00% (0/0)	100.00% (1/1)	100.00% (2/2)
Gender	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Male	83.33% (5/6)	86.08% (68/79)	91.25% (73/80)	83.33% (5/6)	85.39% (76/89)	92.68% (76/82)	0.00% (0/0)	83.33% (95/114)	87.06% (74/85)
Female	94.74% (18/19)	91.89% (102/111)	84.88% (73/86)	100.00% (20/20)	94.49% (120/127)	90.10% (91/101)	0.00% (0/0)	90.60% (135/149)	89.23% (116/130)
Unknown	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)	100.00% (1/1)	0.00% (0/0)	0.00% (0/1)	100.00% (2/2)
Age	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014

0 to 18	0.00% (0/0)	86.36% (19/22)	83.33% (10/12)	100.00% (3/3)	85.00% (17/20)	92.31% (12/13)	0.00% (0/0)	81.82% (27/33)	85.71% (6/7)
19 to 20	66.67% (2/3)	92.42% (61/66)	93.90% (77/82)	100.00% (7/7)	91.40% (85/93)	93.90% (77/82)	0.00% (0/0)	86.92% (93/107)	94.44% (85/90)
21 to 25	100.00% (7/7)	85.19% (46/54)	76.74% (33/43)	85.71% (6/7)	91.53% (54/59)	87.14% (61/70)	0.00% (0/0)	90.67% (68/75)	84.09% (74/88)
26 to 30	100.00% (8/8)	94.44% (17/18)	91.67% (11/12)	100.00% (4/4)	95.00% (19/20)	85.71% (6/7)	0.00% (0/0)	81.82% (18/22)	75.00% (12/16)
31 to 35	66.67% (2/3)	100.00% (7/7)	85.71% (6/7)	100.00% (3/3)	100.00% (8/8)	100.00% (6/6)	0.00% (0/0)	75.00% (6/8)	100.00% (7/7)
36 to 40	100.00% (1/1)	100.00% (8/8)	100.00% (2/2)	100.00% (1/1)	100.00% (4/4)	100.00% (2/2)	0.00% (0/0)	100.00% (4/4)	100.00% (3/3)
41 to 45	100.00% (1/1)	66.67% (4/6)	100.00% (3/3)	0.00% (0/0)	75.00% (3/4)	100.00% (1/1)	0.00% (0/0)	100.00% (5/5)	100.00% (4/4)
46 to 50	100.00% (1/1)	80.00% (4/5)	100.00% (2/2)	100.00% (1/1)	100.00% (3/3)	100.00% (2/2)	0.00% (0/0)	100.00% (5/5)	0.00% (0/1)
51 to 60	100.00% (1/1)	100.00% (5/5)	100.00% (2/2)	0.00% (0/0)	80.00% (4/5)	100.00% (1/1)	0.00% (0/0)	75.00% (3/4)	100.00% (1/1)
61 plus	0.00% (0/0)	0.00% (0/0)	0.00% (0/1)	0.00% (0/0)	0.00% (0/1)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)
Income Level	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
BOG Eligible	84.62% (11/13)	88.73% (63/71)	92.31% (48/52)	90.91% (10/11)	87.32% (62/71)	84.91% (45/53)	0.00% (0/0)	78.05% (64/82)	86.96% (60/69)
All Other Students	100.00% (12/12)	90.00% (108/120)	85.96% (98/114)	100.00% (15/15)	92.47% (135/146)	93.89% (123/131)	0.00% (0/0)	91.21% (166/182)	89.19% (132/148)
Disability Status	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
DSPS Students	100.00% (1/1)	85.71% (6/7)	88.24% (15/17)	100.00% (2/2)	77.27% (17/22)	81.82% (9/11)	0.00% (0/0)	77.78% (14/18)	81.82% (9/11)
All Other Students	91.67% (22/24)	89.67% (165/184)	87.92% (131/149)	95.83% (23/24)	92.31% (180/195)	91.91% (159/173)	0.00% (0/0)	87.80% (216/246)	88.83% (183/206)
College Status	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
1st Gen College	100.00% (2/2)	80.00% (20/25)	88.89% (16/18)	100.00% (4/4)	84.00% (21/25)	81.82% (18/22)	0.00% (0/0)	80.00% (40/50)	88.37% (38/43)
Not 1st Gen	85.71% (6/7)	92.96% (66/71)	88.46% (46/52)	92.31% (12/13)	91.51% (97/106)	91.30% (84/92)	0.00% (0/0)	85.99% (135/157)	91.13% (113/124)
Unknown	93.75% (15/16)	89.47% (85/95)	87.50% (84/96)	100.00% (9/9)	91.86% (79/86)	94.29% (66/70)	0.00% (0/0)	96.49% (55/57)	82.00% (41/50)
Basic Skills	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Basic Skills Math	0.00% (0/0)	80.00% (4/5)	100.00% (2/2)	0.00% (0/0)	72.73% (8/11)	75.00% (6/8)	0.00% (0/0)	71.43% (5/7)	62.50% (5/8)
Basic Skills Engl	0.00% (0/0)	66.67% (2/3)	60.00% (3/5)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	80.00% (4/5)	50.00% (1/2)
Basic Skills ESL	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)
All Other Students	92.00% (23/25)	90.16% (165/183)	88.68% (141/159)	96.15% (25/26)	91.75% (189/206)	92.05% (162/176)	0.00% (0/0)	87.70% (221/252)	89.42% (186/208)

2. Successful Course Completion Rates

Ethnicity: For Fall 2014, Whites made up the vast majority of students and had the highest completion rate: 89%. Multiple Ethnicities and Hispanics tied for the second largest group. Multiple ethnicities had a success rate of 82% while the success rate for Hispanics was 78%. Black students, the fourth largest population, had a completion rate of 90%.

Gender: Females tend to have slightly higher completion rates than males but nothing significant. In many semesters, males have higher completion rates than females.

Age: No major differences noted. The largest age group, 19-20, had a success rate of 87%; the second largest age group, 21-25, was 85%, the third largest group, 0-18, was

76%; while the fourth largest group, 26-30, was 89%. It is probably expected that the 0-18 age group is slightly lower than the three other groups considering they are younger and, most likely, still attending high school.

Income Level: BOG students tend to have completion rates 3-10% lower than other students depending on the semester.

Disability: Students with disabilities tend to have completion rates around 5-10% lower than non-disabled students. However, in Fall 2014 disabled students had a slightly higher success rate than non-disabled students.

College Status: No major differences. As might be predicted, second year students tend to have slightly higher completion rates but again, the rates are very similar.

Basic Skills: Basic skills students tend to have slightly lower completion rates though the low number of students enrolled per semester makes the data virtually meaningless.

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Discipline COMM - Communication Studies - FY 2013-14

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C,CR,P in each discipline (gradecount, duplicated headcount).

	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Overall Percentages	92.00% (23/25)	86.91% (166/191)	85.54% (142/166)	96.15% (25/26)	87.10% (189/217)	89.67% (165/184)	0.00% (0/0)	83.33% (220/264)	85.25% (185/217)
Ethnicity	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
White	93.75% (15/16)	84.43% (103/122)	83.33% (85/102)	93.33% (14/15)	87.80% (108/123)	87.83% (101/115)	0.00% (0/0)	88.68% (141/159)	85.25% (104/122)
Asian	66.67% (2/3)	85.71% (6/7)	75.00% (6/8)	100.00% (2/2)	90.00% (9/10)	90.91% (10/11)	0.00% (0/0)	100.00% (4/4)	90.91% (10/11)
Black	100.00% (1/1)	85.71% (6/7)	87.50% (7/8)	0.00% (0/0)	100.00% (9/9)	75.00% (3/4)	0.00% (0/0)	53.33% (8/15)	100.00% (6/6)
Hispanic	100.00% (2/2)	94.74% (18/19)	95.00% (19/20)	100.00% (5/5)	78.13% (25/32)	96.30% (26/27)	0.00% (0/0)	72.50% (29/40)	77.50% (31/40)
Native American	0.00% (0/0)	100.00% (2/2)	100.00% (1/1)	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)
Pacific Islander	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)	0.00% (0/0)	100.00% (2/2)	100.00% (4/4)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)
Filipino	0.00% (0/0)	100.00% (3/3)	100.00% (2/2)	0.00% (0/0)	100.00% (2/2)	0.00% (0/1)	0.00% (0/0)	0.00% (0/0)	100.00% (3/3)
Multiple Ethnicities	100.00% (2/2)	91.30% (21/23)	85.71% (18/21)	100.00% (2/2)	84.38% (27/32)	94.12% (16/17)	0.00% (0/0)	82.22% (37/45)	87.10% (27/31)
Unknown	100.00% (1/1)	85.71% (6/7)	100.00% (4/4)	100.00% (2/2)	100.00% (6/6)	100.00% (5/5)	0.00% (0/0)	100.00% (1/1)	100.00% (2/2)
Gender	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Male	83.33% (5/6)	82.28% (65/79)	88.75% (71/80)	83.33% (5/6)	82.02% (73/89)	91.46% (75/82)	0.00% (0/0)	78.95% (90/114)	81.18% (69/85)
Female	94.74% (18/19)	90.09% (100/111)	82.56% (71/86)	100.00% (20/20)	90.55% (115/127)	89.11% (90/101)	0.00% (0/0)	87.25% (130/149)	87.69% (114/130)
Unknown	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)	0.00% (0/1)	0.00% (0/0)	0.00% (0/1)	100.00% (2/2)
Age	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
0 to 18	0.00% (0/0)	86.36% (19/22)	83.33% (10/12)	100.00% (3/3)	80.00% (16/20)	84.62% (11/13)	0.00% (0/0)	72.73% (24/33)	85.71% (6/7)
19 to 20	66.67% (2/3)	90.91% (60/66)	92.68% (76/82)	100.00% (7/7)	88.17% (82/93)	92.68% (76/82)	0.00% (0/0)	84.11% (90/107)	92.22% (83/90)
21 to 25	100.00% (7/7)	77.78% (42/54)	69.77% (30/43)	85.71% (6/7)	86.44% (51/59)	85.71% (60/70)	0.00% (0/0)	85.33% (64/75)	80.68% (71/88)

26 to 30	100.00% (8/8)	94.44% (17/18)	91.67% (11/12)	100.00% (4/4)	90.00% (18/20)	85.71% (6/7)	0.00% (0/0)	81.82% (18/22)	68.75% (11/16)
31 to 35	66.67% (2/3)	100.00% (7/7)	85.71% (6/7)	100.00% (3/3)	100.00% (8/8)	100.00% (6/6)	0.00% (0/0)	75.00% (6/8)	100.00% (7/7)
36 to 40	100.00% (1/1)	100.00% (8/8)	100.00% (2/2)	100.00% (1/1)	100.00% (4/4)	100.00% (2/2)	0.00% (0/0)	100.00% (4/4)	66.67% (2/3)
41 to 45	100.00% (1/1)	66.67% (4/6)	100.00% (3/3)	0.00% (0/0)	75.00% (3/4)	100.00% (1/1)	0.00% (0/0)	100.00% (5/5)	100.00% (4/4)
46 to 50	100.00% (1/1)	80.00% (4/5)	100.00% (2/2)	100.00% (1/1)	100.00% (3/3)	100.00% (2/2)	0.00% (0/0)	100.00% (5/5)	0.00% (0/1)
51 to 60	100.00% (1/1)	100.00% (5/5)	100.00% (2/2)	0.00% (0/0)	80.00% (4/5)	100.00% (1/1)	0.00% (0/0)	75.00% (3/4)	100.00% (1/1)
61 plus	0.00% (0/0)	0.00% (0/0)	0.00% (0/1)	0.00% (0/0)	0.00% (0/1)	0.00% (0/0)	0.00% (0/0)	100.00% (1/1)	0.00% (0/0)
Income Level	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
BOG Eligible	84.62% (11/13)	88.73% (63/71)	90.38% (47/52)	90.91% (10/11)	85.92% (61/71)	83.02% (44/53)	0.00% (0/0)	73.17% (60/82)	79.71% (55/69)
All Other Students	100.00% (12/12)	85.83% (103/120)	83.33% (95/114)	100.00% (15/15)	87.67% (128/146)	92.37% (121/131)	0.00% (0/0)	87.91% (160/182)	87.84% (130/148)
Disability Status	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
DSPS Students	100.00% (1/1)	71.43% (5/7)	82.35% (14/17)	100.00% (2/2)	72.73% (16/22)	81.82% (9/11)	0.00% (0/0)	77.78% (14/18)	72.73% (8/11)
All Other Students	91.67% (22/24)	87.50% (161/184)	85.91% (128/149)	95.83% (23/24)	88.72% (173/195)	90.17% (156/173)	0.00% (0/0)	83.74% (206/246)	85.92% (177/206)
College Status	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
1st Gen College	100.00% (2/2)	80.00% (20/25)	88.89% (16/18)	100.00% (4/4)	80.00% (20/25)	77.27% (17/22)	0.00% (0/0)	78.00% (39/50)	86.05% (37/43)
Not 1st Gen	85.71% (6/7)	88.73% (63/71)	84.62% (44/52)	92.31% (12/13)	87.74% (93/106)	89.13% (82/92)	0.00% (0/0)	81.53% (128/157)	88.71% (110/124)
Unknown	93.75% (15/16)	87.37% (83/95)	85.42% (82/96)	100.00% (9/9)	88.37% (76/86)	94.29% (66/70)	0.00% (0/0)	92.98% (53/57)	76.00% (38/50)
Basic Skills	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Basic Skills Math	0.00% (0/0)	80.00% (4/5)	100.00% (2/2)	0.00% (0/0)	63.64% (7/11)	75.00% (6/8)	0.00% (0/0)	71.43% (5/7)	62.50% (5/8)
Basic Skills Engl	0.00% (0/0)	66.67% (2/3)	60.00% (3/5)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	80.00% (4/5)	0.00% (0/2)
Basic Skills ESL	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)	0.00% (0/0)
All Other Students	92.00% (23/25)	87.43% (160/183)	86.16% (137/159)	96.15% (25/26)	88.35% (182/206)	90.34% (159/176)	0.00% (0/0)	83.73% (211/252)	86.54% (180/208)

3. Grade Point Average

Ethnicity: White and Asian students tend to have the highest GPA's at between 3.0-4.0. Hispanic and black GPAs tend to be a tad lower. In Fall 2014 the black GPA increased to 2.8 from a record low of 1.6 in Fall 2013.

Gender: Females tend to have slightly higher GPAs but the gap is not significant.

Age: No major differences noted. The 0-18 range tends to have the lowest GPA but, since most of these students are likely still in high school, that is not surprising.

Income level: No major differences noted.

Disability: No major differences noted.

College Status: No major differences noted.

Basic Skills: Basic skills English students tend to have a significantly lower GPA (1.5 in Fall 2014) compared to their basic skills math colleagues (2.6 in fall 2014) and all other students (3.02 in 2014). This finding is consistent across the last few years.

Santa Rosa Junior College - Program Unit Review

Discipline COMM - Communication Studies - FY 2013-14

5.6c Grade Point Average The average GPA in each discipline (GradePoints / UnitsTotal).

	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Overall GPA	3.542	3.136	3.131	3.077	3.312	3.017	0.000	2.918	3.025
Ethnicity	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
White	3.563	3.106	3.278	2.867	3.446	3.010	0.000	3.141	3.088
Asian	4.000	3.333	2.000	4.000	2.900	3.500	0.000	2.750	3.111
Black	2.000	2.143	2.857	0.000	3.000	2.500	0.000	1.600	3.000
Hispanic	4.000	3.167	3.211	2.800	3.259	3.074	0.000	2.629	2.595
Native American	0.000	2.500	3.000	0.000	2.000	0.000	0.000	0.000	3.000
Pacific Islander	0.000	3.000	0.000	0.000	3.000	2.500	0.000	0.000	3.000
Filipino	0.000	3.333	4.000	0.000	3.500	0.000	0.000	0.000	3.333
Multiple Ethnicities	3.000	3.600	2.895	4.000	3.100	3.000	0.000	2.854	3.207
Unknown	4.000	3.167	2.909	3.500	3.500	3.400	0.000	3.000	4.000
Gender	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Male	3.000	3.143	3.077	2.333	3.038	2.987	0.000	2.825	2.829
Female	3.722	3.124	3.184	3.300	3.487	3.063	0.000	2.986	3.146
Unknown	0.000	4.000	0.000	0.000	4.000	1.000	0.000	0.000	3.000
Age	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
0 to 18	0.000	3.095	2.818	4.000	3.222	2.917	0.000	2.759	2.571
19 to 20	4.000	3.081	3.218	3.000	3.302	3.127	0.000	2.853	3.067
21 to 25	3.857	2.938	3.000	3.143	3.145	2.831	0.000	2.899	3.038
26 to 30	3.750	3.188	2.969	2.500	3.421	3.000	0.000	3.048	2.615
31 to 35	2.333	3.571	3.286	2.667	3.625	3.333	0.000	3.167	3.143
36 to 40	4.000	3.500	3.500	3.000	3.750	3.000	0.000	4.000	3.000
41 to 45	2.000	3.000	3.333	0.000	4.000	4.000	0.000	3.000	3.500
46 to 50	3.000	4.000	2.500	4.000	4.000	4.000	0.000	3.200	0.000
51 to 60	4.000	4.000	4.000	0.000	3.750	3.000	0.000	3.333	4.000
61 plus	0.000	0.000	0.000	0.000	0.000	0.000	0.000	4.000	0.000
Income Level	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
BOG Eligible	3.167	3.172	3.102	2.818	3.270	2.857	0.000	2.644	2.836
All Other Students	3.917	3.116	3.146	3.267	3.331	3.081	0.000	3.035	3.107
Disability Status	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
DSPS Students	4.000	3.000	2.933	2.500	3.250	3.222	0.000	3.000	2.545
All Other Students	3.522	3.141	3.153	3.125	3.317	3.006	0.000	2.913	3.053
College Status	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
1st Gen College	3.500	3.150	3.375	3.500	3.136	2.947	0.000	2.814	3.205
Not 1st Gen	3.833	3.179	3.000	2.923	3.402	3.023	0.000	2.823	3.068
Unknown	3.438	3.101	3.161	3.111	3.250	3.030	0.000	3.255	2.750
Basic Skills	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Basic Skills Math	0.000	3.000	4.000	0.000	2.875	2.286	0.000	2.500	2.571
Basic Skills Engl	0.000	2.667	1.750	0.000	0.000	0.000	0.000	3.000	0.500
Basic Skills ESL	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
All Other Students	3.542	3.148	3.158	3.077	3.330	3.048	0.000	2.928	3.052

5.7 Student Access

ETHNICITY

COMMUNICATION

In Communication classes in 2012-13, 61.3% of the students were Northern European, followed by Hispanics at 14.6%, Non-identifiers at 13.2%, Asians at 4.3% and Blacks at 2.8%. Hispanics have increased by around 3% during the last few years. However, overall, these numbers have been fairly steady over the last three years.

JOURNALISM

In Journalism classes in 2012-13, 57.8% of the students were Northern European, followed by Hispanics at 16.1%, Non-identifiers at 15.6%, Blacks at 5.0% and Asians at 3.9%. Once again, Hispanics have increased by around 5% during the past few years.

MEDIA

In Media classes in 2012-13, 67% of the students were Northern European, followed by Non-identifiers at 15%, Hispanics at 9.4%, Asians at 3.3% and Blacks at 2.2%. In this area, there has been very little change over the last few years.

SPEECH

In Speech classes in 2012-13, 57.3% of the students were Northern European, followed by Hispanics at 17%, Asians at 4.4%, and Blacks at 2.8%. Once again we see about a 3% increase in the Hispanic population.

GENDER

COMMUNICATION

In Communication classes in 2012-13, the male/female ratio was 39% male to 56.6% female, with 1.4% unknown. Since the 2009-10 year, the female population has risen by around 4% while the male population has decreased by just over 4%.

JOURNALISM

In Journalism classes in 2012-13, the male/female ratio was 64.4% male to 33.3% female and 2.2% unknown. Since the 2009-2010 year we have seen the male/female ratios shift fairly significantly. In 2009-10 females comprised 49% of Journalism students compared to 33.3% today, while the male population increased from 49.5% to 64.4%.

MEDIA

In Media classes in 2012-13, the male/female ratio was 59.6% male, 39.6% female and 0.8% unknown. This ratio of approximately 60% male and 40% female has been consistent going back to the 2009-2010 year. Media Studies by far has the greatest disparity between males and females, leaning heavily towards males. It is unclear why more males than females take Media

classes. This is perhaps an area of conversation that would be appropriate for the CSD to discuss in general, and the Media area specifically.

SPEECH

In Speech classes in 2012-13, the male/female ratio was 44.5% male, 54.3% female, with 1.2% unknown. This ratio has been pretty consistent going back to the 2009-10 year.

5.8 Curriculum Offered Within Reasonable Time Frame

The CSD offers all of its classes on a regular basis. Most classes are offered every semester while a few are rotated. Presently, only Speech 2 is not offered at least once a semester but, instead, we plan to offer it once every four semesters.

COMMUNICATION STUDIES TRANSFER MAJOR

All of the classes necessary to complete the Communication Studies Transfer Major are offered at both the Santa Rosa and Petaluma campuses.

The Communication Studies TMC looks as follows:

Core Class: Speech 1A. Speech 1A is offered every semester at both Santa Rosa and Petaluma as well as being offered every semester as an online course.

Area A: *Two of the following must be taken:* Speech 3A, Speech 9, Comm 5, Comm 6.
Speech 3A is offered every semester at Santa Rosa and during the Spring semester at Petaluma.
Speech 9 is offered every semester at Santa Rosa and online, but not at Petaluma.
Comm 5 is offered every semester at Santa Rosa and Petaluma.
Comm 6 is offered every semester at Santa Rosa and Petaluma.

Area B: *Any two (can't use a class taken in Area A):* Comm 5, 6, 7, 10; Media 4, 10, Speech 2, 3A, 9, 57, 60.
Comm 7 is offered on both campuses every semester.
Comm 10 is offered every semester at Santa Rosa and during the Fall semester at Petaluma.
Media 4 is offered every semester at Santa Rosa and Petaluma and online.
Speech 2 is offered during the fall at Santa Rosa, not offered at Petaluma.
Speech 52A, B, C, D are offered every semester at Santa Rosa but not Petaluma.

Area C: *Any class (not taken in Area A or B):* Journalism 2, 52A; Media 4, 10, 20, 41, 77, 78, 79A, 79B; Communication 5, 6, 7, 10, 98; Speech 2, 3A, 9, 57A, 57B, 60.
Communication 98 is offered on both campuses every semester.
Journalism 1 is offered at Santa Rosa both semesters and during the Fall semester at Petaluma.
Journalism 2 is offered during Spring semester at Santa Rosa but not at Petaluma.

As is evident when looking at the course expectations above, students can easily complete the Communication Studies Transfer Major in two years. While being more limiting, students can complete the Major by only taking classes at Petaluma as well as by taking only Santa Rosa-based classes.

JOURNALISM TRANSFER MAJOR

Only Journalism 1A is offered at both Santa Rosa and Petaluma. Journalism 55 is only offered in the Fall at Petaluma. It is not offered at Santa Rosa starting Fall 2015. All other Journalism classes are only offered at Santa Rosa.

The Journalism TMC looks as follows:

Core Class (*Complete 11 units*):

Journalism 1A: Offered every semester at Santa Rosa and during the fall at Petaluma.

Journalism 52A: Offered every semester.

Media 4: Offered every semester.

Area A (*Complete 3 units*):

Art 59

Journalism 2: Offered Spring semester.

Journalism 52C: Offered every semester.

Journalism 55: Offered Spring semester in 2015 but will be offered in the fall at Petaluma only beginning Fall 2015. The facilities are simply inadequate at Santa Rosa.

Area B (*Complete 6 units*):

Art 19

Communication 10: Offered every semester at Santa Rosa and during Fall semester at Petaluma.

Econ 1: Offered every semester.

Econ 2: Offered every semester.

Engl 5: Offered every semester.

Phil 3: Offered every semester.

Phil 4: Offered Spring semester.

Pols 1: Offered every semester.

Pols 2: Offered Fall semester.

Speech 3A: Offered every semester.

As is evident when looking at the course expectations above, students can easily complete the Journalism Transfer Major in two years.

5.9a Curriculum Responsiveness

In the area of Speech, the CSD meets the demands of transfer students quite well. It offers numerous Speech 1As and Speech 60s that every student who desires an AA degree or transfer to the CSU system must take. In addition, the CSD offers Speech 3A and Speech 9 classes that meet the Critical Thinking requirement for the AA degree, as well as CSU and IGETC transfer requirements.

The Journalism courses meet the needs of those wishing to go into the field of newspaper and magazine writing, but the job market favors journalism students with multimedia skills. The Journalism program introduced Journalism 55: Multimedia Reporting in Spring 2013 to better meet the needs of students transferring, seeking internships and entering the job market. A Journalism/ Digital Major and Certificate program is in the works.

There is currently a Certificate in Digital Media with an emphasis in Film. We are slowly working on the TMC for Radio-TV-Film. There is a required radio/audio production course that we don't offer and we're investigating whether a course that is offered in the Music Department will suffice.

For the 2014-2015 academic year we introduced three (3) new Media courses:

Media 19: Multi-Camera Studio Production

Media 21: Intermediate Digital Filmmaking

Media 123: Intermediate Screenwriting

5.9b Alignment with High Schools (Tech-Prep ONLY)

Not applicable.

5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

Yes, both the Communication Studies Transfer Major and the Journalism Transfer Major have at least 50% overlap with required courses at transfer destinations.

5.11a Labor Market Demand (Occupational Programs ONLY)

By 2022, according to California LMI data, there will be an increase of over 9.4% in job opportunities for communication teachers, with media and communication worker jobs expected to grow by 9% with an hourly mean salary of \$28.

5.11b Academic Standards

During the six year evaluation cycle for each course, we typically meet to discuss any changes to that course. We discuss what is working, what different instructors have done for assignments, discuss new evaluation methods etc.

One of our full time Speech instructors has recently held PDA workshops on new ideas for teaching Speech and attendance has been solid. She presents her own ideas as well as illiciting ideas from others.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	02	01	Add a hybrid intercultural section	Allow students who may not be able to attend FTF classes to take intercultural communication in a hybrid format	Fall 2017	We have received approval to offer this course in a hybrid format. Panella is teaching two hybrid sections in Fall 2018.
0002	ALL	02	01	To truly become a department with a breadth of offerings, both online/hybrid and FTEF, so that students may be fully prepared for their eventual transfer goals in Communication Studies.	Our efforts will include schedule building, online development, resurrection of inactive courses, etc.	On going	The entire COMM curriculum has received approval for hybrid and/or online versions of all its courses. New course offerings are currently on hold as the District looks to reduce its schedule offerings.
0003	ALL	02	01	Solve the Oak Leaf financial problem. Currently The Oak Leaf is losing money and has a \$10,000 deficit.	Two solutions are likely: 1) Make The Oak Leaf more analogous to how most other college newspapers are funded. 2) Move Oak Leaf online and no longer publish paper editions.	Spring 2018	A sustainable funding model remains a challenge for The Oak Leaf since it is expected to cease its print editions in 2018. Online advertising cannot generate the same revenue streams as print. The District needs to make a commitment to set aside program funds to keep this major sustainable.

6.2b PRPP Editor Feedback - Optional

The Communication Studies Department had a banner year – the Speech, Comm, Journalism, and Media programs continue to thrive. The Forensics team won the overall collegiate national championships, a first for a two-year institution in the twenty-five year history of the National Parliamentary Debate Association, and a fact noted in an LA Times Op-Ed by the CCC Chancellor. The Sonoma County Student Film Festival and Film Fest Petaluma attracted hundreds of entries. The Petaluma Cinema Series is having another great year, and Film Fest Petaluma had record attendance from the college, community, and guest filmmakers. The student film workshop proved highly valuable for students. They spent many hours being mentored by a seasoned director/writer/producer resulting in the creation of a short film in a 48 hour start-to-finish project.

Our award-winning newspaper *The Oak Leaf* did an outstanding job of covering the October Fires and won a record number of awards at a recent Journalism Association of Community Colleges' state convention. In fact, in addition to both print and online General Excellence, for the first time, *The Oak Leaf* won a Pacesetter award, given to the four community colleges statewide that win the most awards. *The Oak Leaf* was also nominated for best newspaper in the Society of Professional Journalists' Western Region and several students are finalists for both SPJ and California Newspaper Publishers Association awards. *The Oak Leaf* is poised to go to the national finals as best newspaper.

In line with most other Colleges, the Dept. decided to transition to the use of COMM, rather than SPCH, as the prefix for speech classes. This change went into effect in Fall 2018.

Comm Studies is adjusting to the temporary facilities adjacent to Analay Village (until their new facility can be built). After one year as the new chair, Mike Traina will be taking a sabbatical in the coming year and will be replaced by Journalism Advisor Anne Belden, who will have the challenging task of running her program in addition to taking on the duties of Chair. We will also have one SPCH/COMM contract faculty out on maternity leave for a portion of the year and another that is moving to 50% reduced load (only teaching in the spring). We experienced the challenges of relying so heavily on adjuncts when two contract faculty had to take several weeks sick leave in Fall 2017.

The AAll position was filled in September and the Department is enjoying the support of the new hire.

The Department has had a critical shortage of adjunct faculty, although we did have a round of adjunct pool interviews for Comm, Media Studies, and Media Production/Screenwriting, suitable candidates were few. Of those hired, we have already had one adjunct resign and another inform us that they will not be available beyond Spring 2018. Two other hires will come on board in Fall 18. Truly, the Department needs new FT hires in Film/Media and in Speech.

The most dire financial concerns are with the Journalism program and *The Oak Leaf* newspaper. Although they produce an excellent product, they are routinely in deficit mode running \$4000-

\$5000 over budget every year. To this end, faculty advisor Anne Belden has agreed to cut back the physical print run, moving the majority of production online. This will save over \$6000 out of the printing budget. The plan is to stay with a (limited) print edition at least through the college's Centennial Celebration.

Journalism also needs to convert their Ad Manager position from an STNC to a Professional Expert. As of this writing, the advisor has begun working with HR on this conversion process.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	02	01	Increase funding and support for the Department's major programs: (1) Intercollegiate Forensics; (2) Journalism & Multimedia Reporting; (3) The Petaluma Film Alliance programs.	To eliminate the structural deficits for Forensics and Journalism.	On going	More financial support from the District.
0002	ALL	02	01	Increase full-time faculty by two positions: (1) MEDIA and (2) COMMUNICATION STUDIES.	Move the majority of The Oak Leaf production to an online model and review the need for few if any print editions.	On going	Approval for the positions from the District which are well justified from FTES and retirements (as well as load reductions) that were never replaced.