

Santa Rosa Junior College

Program Resource Planning Process

Communication Studies 2021

1.1a Mission

Mission of the Communication Studies Department:

To provide a quality education in the areas of Communication Studies, (Communication Studies, Speech and 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 Communication Studies Department (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 to either hybrid or fully online (COMM 1, 5, 6, 7, 9, 10, 60, JOUR 1, JOUR

2, JOUR 54 and 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 occasional weekend classes to accommodate students who cannot attend classes during the day.

We continue to integrate technology into our classes and reflect technology trends in both the courses we offer and the focus of those courses. For example, we offer a range of digital filmmaking classes, a multimedia reporting class and use conferencing technology to facilitate debate in our COMM 9 online class. In addition, our JOUR 52 news media class now focuses primarily on providing news through online and mobile platforms, rather than the traditional print medium. We will introduce a new COMM 51 which will be a *Practical Experience in Public Speaking course*. In the future, we hope to offer a course on the production of podcasts.

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 1, 2, 3, 5, 9; MEDIA 19, 20, 21, 2; JOUR 1, 2, 52, 54, 55). We serve both transfer and non-transfer students.

The CSD offers introductory skills classes (COMM 1, 2, 3, 9, JOUR 1, 2, 52A, MEDIA 19, 20) and also offers courses to challenge advanced students (COMM 52, JOUR 52BCD, MEDIA 21, MEDIA 123).

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 (COMM 1, 3, 9, 60)

Area D: Social & Behavioral Sciences (COMM 7)

Area E: Humanities (COMM 2)

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

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

Area A1: Oral Communication (COMM 1, 60)

Area A3: Critical Thinking (COMM 3, 9)

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

Area C2: Humanities (COMM 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 (COMM 9)

Area 1 Group C: Oral Communication (COMM 1)

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 has hosted 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. We will put this event on hiatus in the Fall due to budget constraints, however we hope to reactivate it in the future.

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. Starting in Fall 2019, we also plan to include a focus on advanced speaking in public where the students have an opportunity to work with local community groups such as Rotary, and speak to groups such as Senior Living Centers, SRJC Clubs and others. This new focus is designed to prepare students to speak at events ranging from community meetings to special interest groups to student events.

The Forensics Team also puts on a biannual (Fall and Spring semester) *Speech Night* that showcases award-winning performances. Students from the 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 news media, (<http://www.theoakleafnews.com>) and the Oak Leaf Magazine, as well as social media sites on Facebook, Instagram, Twitter and Snapchat.. The Oak Leaf newspaper went online-only in Fall 2018 when we also introduced the inaugural magazine issue. In addition, the Oak Leaf mobile app became available for download in 2018. *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 is healthy with between 25 and 30 JOUR 52A/B/C/D students and COMM 98 interns combined. A new Strong Workforce grant will allow us to develop self-guided curriculum on Canvas to help advance all Oak Leaf students' multimedia skills.

The Journalism Program, under the CSD, offers two vocational AA majors and a transfer major. The most popular program is the Digital Journalism certificate and AS major, which is also part of SRJC's Digital Media Program. An effort is underway to combine the AA and AS majors into one umbrella journalism major with five emphases in: podcasting, photojournalism, video/documentary, writing/print and broadcast. The Journalism Program revamped the magazine class, Jour. 54 into a magazine article writing and production class, JOUR 54A and 54B, approved in Spring 2019.

The Journalism Program also plans to offer photojournalism, JOUR 59 - formerly ART 59, in spring of 2020 and a new Editing for the News Media course, JOUR 106, in Fall 2020.

Funding remains a challenge for the Journalism Program because each year the college "loans" The Oak Leaf money that it must earn back through ad revenue. According to a 2015 survey that Anne Belden conducted of colleagues at 24 other journalism programs in California, The Oak Leaf is the only student news media program that is not college-funded. The Oak Leaf has

redesigned its ad platforms to include website, social media, mobile app and magazine ad buys, but it is uncertain how much annual income these will yield, especially during the first few years.

Michael Traina, who leads the Media program, has made significant progress in building a strong community support base through the Petaluma Film Alliance (PFA). Public events organized in conjunction with the PFA have drawn thousands of attendees to dozens of events annually over the past several years. Twenty-seven (27) community organizations, including Whole Foods Petaluma, Cinnabar Theater, Kaiser Permanente, and Associated Student Programs, partnered with us to produce programming for the Petaluma community. 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.

The CSD has developed a film festival -- Film Fest Petaluma -- 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. In 2018 it celebrated its 10th anniversary by presenting a program of more than 30 short films with directors, writers and producers from 10 countries worldwide present to discuss their films.

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. Another popular event is our Sonoma County Student Film Festival. This film event is open to any student in Sonoma County, and has become an effective recruiting tool for the Digital Media Program. Furthermore, this festival gives many of our students their first festival experience, and important job-related activity. With the development of the Media 20 (Introduction to Digital Filmmaking) course, along with now having a full-time instructor to oversee the filmmaking program, we expect to continue to see a steady increase in student production and increased interest in Film & Media Studies.

In Petaluma, the communication faculty have worked to spearhead interdisciplinary and contextualized learning around communication, public speaking, and intercultural communication. The Our House Learning Community is focused on first generation and low-income students developing their identity through communication courses paired with English classes. The Student Research Conference, co-sponsored with the Psychology department, is a student-focused conference open to the public. Students present original research and literature reviews in the form of a poster session. Top presentations receive scholarships; more than 150 students participate each semester.

In addition to the collaborative curriculum, the Petaluma communication instructors have organized and support a student club. The student club has organized events at Day Under the Oaks and LumaFest, and co-sponsored the We the Future Social Justice Conference hosted by Our House Intercultural Center.

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.

1.1c Description

The CSD houses three (3) disciplines: Communication Studies, Journalism and Media Studies. 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*, Rosa Roots Magazine (<https://medium.com/rosa-roots-magazine>), Oak Leaf Magazine, the Petaluma Cinema Series, Film Fest Petaluma, the Sonoma County Student Film Festival and the Forensics Program.

1.1d Hours of Office Operation and Service by Location

The Communication Studies Department Office is located in room 683T in the Analy temps buildings on the Santa Rosa Campus. This office is staffed 25 hours a week. Normally, the office is open 8:30 a.m. - 3 p.m., Monday – Thursday. It is closed on Fridays. The CSD also has a department office one day a week on the Petaluma campus when the chair is Petaluma-based.

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:

A new major - AA in Film Studies - was approved in for Fall 2018. 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 employment opportunities and jobs involving use of multimedia and social media. These skills are rapidly becoming a core requirement for many positions including in the field of Journalism.

The most significant trend in industry/technology -- that will continue to affect how our classes will (and arguably should) be taught -- is focused on incorporating a variety of mostly internet-based technologies into the disciplines. The days of using poster board and flip charts -- while not extinct -- have been significantly reduced. In Journalism, students need to be trained in print/online, multimedia and social media skills; and in filmmaking, students need the ability to quickly film and load content onto social media and web sites. In both fields, job requirements have changed, demanding students be capable in the latest technologies. Due to this phenomenon, mastery of basic text and video editing has become a core requirement, and we need the tools and equipment both to teach that baseline and, particularly in the case of film production and journalism classes, equip students with advanced production and editing skills. For speech classes, students need to be familiar with presentation software and have the ability to incorporate audio, video and web content into their work. All of this requires regular updating of the technology tools the department uses for instruction.

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.

· **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. This has been acknowledged with the addition of the JOUR 55 class focused on multimedia journalism. It is also reflected in the transition to a primarily online offering for The Oak Leaf news media. To do this, more cameras, video cameras, software, recorders, laptops, etc. will need to be purchased.

In addition, the department having a digital film instructor onboard consolidates our 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 continue to invest in state-of-the-art technology and must further make a commitment to keep this equipment updated. We continue to apply for grants to support this need and have had some success in doing that. However, it is vital to their success that the programs have access to current technology be that grant or college funded.

· **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). The Journalism Program is also working to articulate with out-of-state private and public journalism programs, such as the Walter Cronkite School of Journalism at Arizona State.

In 2016 a new Journalism Digital AS Major and Certificate were approved. This major is 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 order to qualify for CTEA funding, a program must have an advisory board. The department has both a Journalism Advisory Committee and a Film Production Advisory Board that meet twice a year. The film board is comprised of industry professionals from local film and video production companies while the Journalism Advisory Committee members are journalists and editors at *The Press Democrat* and *KQED* among others.

The Journalism Program revamped its magazine article writing class into one that includes production to help produce 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. The magazine program is currently on hold because of SRJC's budget cuts and downsizing. The journalism program plans to offer a photojournalism class in spring 2019 and its new Editing for the News Media course in Fall 2020.

2.1a Budget Needs

Clearly 2020/21 is an outlier in terms of how we spent our budget and what expenses the Dept. had.

Going into the next academic cycle the budgetary needs of the Communication Studies Department are

- support for the revised Forensics program & Speech Lab
- planning for our move into Garcia Hall and some additional equipment needs that may result
- support for Journalism student travel
- support for *The Oak Leaf* news media;

The **Forensics** program has been revamped. The focus going forward will include support for individual participants in various speech formats as well as debate. This broadens the appeal of the program and creates an opportunity for a more diverse and equitable program. Travel costs are currently reduced due to the possibility of participating in online tournaments. However that will likely change in the future and timing is impossible to forecast for now. Therefore it should be anticipated that a travel budget will be an essential component of the program in the future. In addition to a revised program, the Dept. is working on the creation of a speech lab that will serve the needs of, not alone Forensics students, but all Comm students and potentially students outside the Dept. who desire support with speaking assignments. For the coming year the \$800 amount in the annual budget will help towards Forensics costs but the Dept. is planning to host an intra mural tournament during the Fall semester and additional budget to support that effort, along with some speech workshops planned for

Spring is needed. A budget increase in the order of \$300 is called for in 21/22. In the future when tournaments resume their in-person format a larger travel budget will be fundamental to enabling the team to participate fully in tournaments.

The Dept. is anticipating moving into the renovated **Garcia Hall** in Spring or Summer 2022. The new building will include a Speech Lab, a new Oak Leaf newsroom, a Media/Computer classroom and a Screening Room. Those facilities will greatly enhance the scale and richness of the offerings the Dept. will be able to provide for student learning. However they come with equipment needs and while we are hoping that grants and bond funding will help with meeting those needs we anticipate the need for funding on a once-off basis to take full advantage of the new Dept. home. At this point it's not possible to predict exactly what will be covered and what those needs might be but we will likely need budget for the following items:

- equipment cart \$2500
- 30 laptops for the computer lab - \$1400 each
- Speech Lab recording equipment - ??

While this year and possibly the Fall semester of 2021 are anomalies in so far as budget is concerned, due to the COVID restrictions, **Journalism** is suffering from an already low travel budget that has decreased in recent years, despite increasing travel costs. It also needs money for magazine printing costs, contest entry fees, web hosting, and organization dues.

Participating in two Journalism Association of Community Colleges (JACC) conferences annually - the State and the Northern California conferences has become challenging from an expense standpoint. *The Oak Leaf* staff has tripled in numbers over the past five years and we hope to continue to grow the number of journalism students. SRJC students are making their mark at the conferences by winning significant awards - which are a valuable addition to any student's resume. In 2018 and 19 the program won a JACC Pacesetter award, given to colleges who win the most awards overall at the conference. In the 2021 Spring event students were finalists and winners in state and regional competitions.

The program needs an additional \$2,500- \$3,000 for student travel. The Journalism program this year had a travel budget of \$3800. While this amount was a great start, it is not adequate. *The Oak Leaf* adviser used to take 8-12 students to the state and Northern California journalism conferences and now more than 20 want 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. College guidelines have also restricted the number of students housed per room, further increasing costs. Ideally *The Oak Leaf* needs a minimal travel budget of \$7,500 that is not tied to *The Oak Leaf* advertising revenue. Most of the other community colleges attending JACC pay for their students' registration costs along with hotel and food.

The Oak Leaf, while steadily increasing advertising revenue, is still predicated on a self-financing model, unlike any other community college.

We normally produce one printed *Oak Leaf Magazine* each semester. The first edition was published in Fall 2018 and contained only three ads because it was difficult to sell advertising

into a product that didn't yet exist. The second and third editions contained many additional ads, but it is unclear if the ad revenue will eventually cover all printing costs. The *Oak Leaf* ad manager also sells website ads and social media posts. But as we transition to online only and experiment with new advertising products, the revenue stream is uncertain.

While we did not produce a magazine in 20/21 due to COVID restrictions we hope to resume production in Spring 2022 if not earlier. However with the economic impact COVID has had on many small businesses the revenue stream from advertising remains uncertain.

In addition, costs to host the site have increased by almost 20% recently. *The Oak Leaf's* revenue stream is uncertain. The *Oak Leaf* continues to run a deficit, though this has been decreasing as *Oak Leaf Magazine* adds more advertising revenue, but it is unlikely to break even every semester.

As we cut our major cost (print publishing) drastically, *The Oak Leaf* will still need a steady funding 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.

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

4510 — Graphics: \$77.00

4390 — Supplies: \$408.00

5220 — Student Travel: \$3,800.00 (formerly was \$5,000)

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

Graphics costs in the Department have increased steadily in recent years as copy charges increase. While many instructors are moving much information to an online or digital format some instructors still rely on paper copies to share information and instruction with students. As one of the largest departments in the college we serve one of the largest student bodies through our classes. Due to budget reductions and the fact that our Dept. is spread over several buildings some instructors also use copiers in other Departments. In 2020 we began to receive charge-backs for those copies, which had not previously been the case. Chargebacks from other Departments ran at approx. 500\$ in 2019/20.

We also experienced an increase in service charges due to a change in the service agreement for our departmental copier, imposed by a college-wide change in copier contracts. While we received a small increase in the related budget it clearly does not reflect the increase in costs as we were already showing a deficit half-way through the year.

While these costs did not come into play during campus closure there is no reason to suppose they won't once campus reopens on a normal schedule.

5652 - Equip Services Contract \$475

4510 - Graphic Arts \$3684

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

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 \$2000-4000 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. Our ad revenue doesn't all come in until the end of each semester or academic year, which leaves us unable to pay bills in a timely manner until the \$20,000 is reached. If we don't reach it, we can't access the money we do earn.
- **Ad revenue doesn't cover the advance:** *The Oak Leaf* earned \$800 to \$1500 in ads per newspaper issue with an average of \$1000/issue. But print advertising in college newspapers dried up nationwide, forcing many to go online only. Most community colleges that still have newspapers have print budgets fully funded by their colleges. As stated above, as we moved to online only, it is uncertain whether the revenue from *Oak Leaf Magazine*, *theoakleafnews.com* and social media ads, though growing, will cover costs at *The Oak Leaf*. 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 Gotcha (the company that provides the green kiosks on campus).

Why is change needed?

- **Enrollment increases:** The current *Oak Leaf* staff is well over 20 with interns. More students also means more articles and higher page counts.

- **Magazine printing costs:** Magazine printing costs run between \$5000 and \$5800 per issue, depending on page count.
- **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 \$800 a year, another item which has increased by approx. 20%. 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. We are using free software systems like Airtables and Slack that we've adapted to our purposes.
- **Travel costs:** For the past two years, we'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 6-9 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 3-5-unit class and should receive an instructional supplies budget as 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 2017 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 base 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	02	01	\$7,000.00	The Oak Leaf needs a base level of funding that is granted, not loaned. Ad revenue can cover the rest, but without this base level, we cannot cover our website hosting, mobile app, dues and fees for journalism organizations, printing costs, supplies and other materials necessary to run a newsroom. This funding could be considered "instructional materials" because without base funding, the Oak Leaf cannot execute its student learning outcomes of operating a newsroom.
0002	Santa Rosa	01	01	\$300.00	Forensics - for the coming academic semester but should anticipate higher budget to cover travel in the post-COVID restrictions future.
0003	Santa Rosa	01	01	\$4,000.00	Additional funds needed for journalism students to travel to competitions and conferences.
0004	Santa Rosa	01	01	\$500.00	To cover chargebacks from Business departments for copies
0004	Santa Rosa	01	01	\$100.00	Increase in Dept copier contract due to college imposed change in contract
0005	Santa Rosa	01	01	\$0.00	

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, assisting with grants. 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 hiring, responding to concerns and requests, conducting interviews on a regular basis, holds department meetings, oversees development of SLOs, oversees curriculum and budget development, advocates for the Dept. 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

2.2d Adequacy and Effectiveness of Staffing

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

The Oak Leaf news media class serves four semesters of students (JOUR 52A/B/C/D) during one class that meets twice a week for six hours total. It's difficult for one adviser to meet the learning needs of four semesters of students who are writing, editing, taking photos, producing videos and podcasting at four different skill levels. *The Oak Leaf* needs to hire a second person (or one person for both positions) to take on the role of *The Oak Leaf* Production/Instructional 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. Ideally, this should be a classified position during fall and spring semesters, not an STNC.

The film production classes need an Instructional Assistant to help with technical coordination and set up productions for instruction. The assistant would also help and support students along through the various stages of production, from writing through editing and support and instruct them in the various software programs used in class.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	01	02	Ad Manager	Ad Mgr - request a post COVID increase to 25 hr/wk	Student
0002	ALL	01	01	Production/Instructional Assistant	The Oak Leaf Production/Lab Assistant	Classified
0003	ALL	01	01	Instructional Assistant	Film Production Instructional Assistant	Classified

2.3a Current Contract Faculty Positions

Position	Description
Comm	Teaches primarily Speech and Communication courses on the Santa Rosa campus.
Comm	Teaches primarily Speech and Communication courses on the Santa Rosa campus.
Comm	Teaches COMM 5, COMM 1 and COMM 9 courses. Offers many online and hybrid courses.
Comm	Teaches primarily Speech and Communication courses on the Santa Rosa campus.
Journalism	Faculty Advisor to The Oak Leaf and teaches Journalism courses.
Film/Media	Petaluma anchor. Dpt Chair 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	Petaluma anchor. Teaches Speech and Communication courses.
Comm	Petaluma anchor. Teaches Speech and Communication courses.
Film/Media	Santa Rosa anchor. Teaches Film & Media Studies.

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
District Communication classes	5.9200	40.0000	7.7300	60.0000	We currently have between 14-15 Comm adjuncts depending on semester and needs, 5 media/film adjuncts - two of whom only teach online and two Journalism adjuncts, one who can teach both Mass Comm and journalism. In Petaluma we have two Comm contract faculty who teach most of the classes as well as 1-2 adjuncts. In Fall 2020 two new faculty came on board, one for COMM and one for Media both SR based. These were the first hires in 6 years. However one faculty took EIR end of 2019 and another is retiring end of Spring 2021. We anticipate further retirements in addition to some sabbaticals in coming semesters.
District Communication Studies All Dept. Classes	3.2000	32.0000	6.0000	68.0000	
District Journalism	1.1300	80.0000	0.2700	19.0000	Until 2018, Anne as the sole full time journalism instructor, taught 100% of the journalism classes. With her as Dept. Chair in 2019/20 we recruited to expand the pool of adjuncts beyond the current one - who will have limited availability going forward. We added one journalism adjunct and one photojournalism adjunct to the pool. We have also expanded the range of journalism classes offered and want to ensure we continue to have faculty to cover those classes. Anne will no longer hold the Chair position in 20/21 but is on the rota for a semester abroad once the program restarts.
District Media Studies	1.5900	49.0000	1.4700	51.0000	We have three fulltime media/film instructors and five film/media adjunct instructors. One a new hire in Fall 2020. We have expanded the program with three new classes, the first of which starts Fall '21. In addition we have added a production class to complete a TMC curriculum and revised our Major and Certificate to allow students complete the program more rapidly.
PET Comm Studies All PET Classes	3.1000	67.0000	1.0000	33.0000	PET Comm classes are primarily staffed by fulltime faculty with two adjuncts completing the roster for Comm and one for media.
PET Comm Studies classes	2.6300	77.0000	0.8000	23.0000	
PET Journalism	0.0000	0.0000	0.0000	0.0000	
PET Media Studies	0.4700	39.0000	0.2000	61.0000	.53 overload

2.3c Faculty Within Retirement Range

Department	50+	55+	Under 50	Grand Total
Communication Studies	2	3	2	7
Petaluma/Communication Studies	1		2	3

One Comm faculty took advantage of the EIR in 2019.

One other, who had worked a reduced load of one semester per year retired at the end of Spring semester 2021.

One more has indicated they plan to retire within three to five years, several others also fall within the normal retirement age ranges.

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

The analysis below is based on the current faculty staffing. One Comm faculty member retired in December 2019 under the ERI program. Two new faculty members joined in Fall 20, one for Comm and one for Media. One faculty member is retiring at the end of Spring '21 semester and the replacement hiring request was denied. We have two full time COMM faculty requesting one-year sabbaticals in the 2022/23 and the following year. Several other instructors are approaching retirement age and have spoken of their plans to retire in the coming years. The Director of Forensics relinquished that post and the program was on life-support for 2 years as we struggled to revise it with existing staff. Starting in Fall '21 we are offering a revised program with the hope of attracting more students and offering a Speech Lab, not alone for Forensics students but for all Comm and possibly students outside our Dept., depending on resources.

Speech/Communication Studies Instructor for the Santa Rosa Campus

The need for a new Speech & Comm Studies hire, ideally with Forensics experience, in Santa Rosa is growing. Although there are 10 contract faculty in Communication Studies, only 4 of those positions in our department teach any Speech or Comm Studies courses in Santa Rosa (2 positions are in Petaluma, 3 are in Film & Media, and 1 is in Journalism). To date of the 4 remaining Santa Rosa faculty, at least one Santa Rosa instructor plans to retire in the next three years, and possibly two and we already have one position retiring in Spring '21. 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. For Fall 21, there will be 4 full-time Speech instructors at the Santa Rosa campus and 30 COMM 1 classes are offered, plus 19 other COMM classes. Thus, since 1991, the number of COMM 1: Public Speaking classes has increased while the full-time instructors have decreased from 5 to 4. Currently approx. one-half of COMM 1: Public Speaking offered in Santa Rosa are taught by full-time faculty.

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. COMM 1 is a course that remains around 100% enrollment efficiency and student demand only continues to grow.

Journalism/Media Instructor

The Journalism program consists of one full time faculty who serves as *The Oak Leaf* adviser 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 and teach MEDIA 4: Introduction to Mass Communication.

Speech/Forensics at the Santa Rosa Campus

In 2013 we hired a full-time Speech/Forensics. After 6 years as Director of Forensics, that instructor relinquished that position . The Forensics Program is set up so that two instructors share the responsibilities of the class. Due to budget cuts the team's travel budget has virtually disappeared and the program underwent a restructuring in 2019/2020. For now SRJC will no longer have an active travelling Forensics team nor will the college host an annual forensics tournament. In 2018 the team was incredibly successful, becoming the first two-year institution in the twenty-five year history of the National Parliamentary Debate Association to win the overall collegiate national championship sweepstakes beating, amongst others, UC Berkeley, it is disappointing to not have the funds and the instructors to continue. However, having restructured the units and sections we hope to once again attract students and provide new opportunities for participation in Forensics tournaments and continue to make an impact. It would be ideal to have a committed forensics instructor who could also teach other communications 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.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	Santa Rosa	02	01	Comm/Speech Lab Instructor	This position would teach Communication courses and help develop a speech lab on the Santa Rosa campus.
0002	Santa Rosa	02	01	Comm Studies Instructor	This replacement position would teach Communication courses on the Santa Rosa campus.
0003	ALL	02	01	Journalism/Media Instructor	This position would teach Journalism 1, 2, 54, 55 and Media 4.

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

COMMUNICATION CLASSES

During 2021/22 Garcia Hall is being renovated to become the home for the Communications Dept. It is anticipated the building will be ready to move into in Summer 2022. Therefore equipment needs should be anticipated in the upcoming budget in order to be able to offer students instruction and facilities that take advantage of the renovated setting. The renovations include provision for a Speech Lab, including a recording studio; a Computer Lab/Classroom, and a Screening Room.

The Speech Lab is designed to help students in all Comm classes, but in particular those in Comm 1 and Forensics, prepare, practice and record speeches. Should resources be available it is also a facility which could be opened to a wider student body from other disciplines.

The equipment needed for these rooms includes:

Computer Cart for 30 laptops : \$2500

Laptop computers 20 x \$1400 : \$42,000

Media Services is expected to spec out the costs for the Recording Studio and Screening Room.

Laptop Computers for new Media Classroom, Garcia

Twenty laptop computers are essential for making the new classroom being built in Garcia be a viable teaching space for Media and Journalism classes. These classes used to be taught in Doyle and Analy Village rooms that have 10-30 full-size Mac Workstations. Having a portable, flexible laptop cart is the best, most economical solution to make this classroom shift feasible.

Equipment/Cost:

- **15 Mac Computers**
- **15 Widows Computers**
- **Laptop Cart for 30**

Total Cost: \$44,500

Priority Status: Essential. This is essential equipment for the Fall 2022 semester.

MEDIA

The newly finished TV Studio in Doyle still has equipment requirements and other update needs including wireless mics and lighting. See details below.

New Studio Wireless Mics - Doyle TV Studio

The Wireless mics in the studio are ten years old and need to be replaced.

Equipment/Cost:

- **6-8 wireless mic transmitters and receivers (kits are approx. \$2500 each)**

Total Cost: \$20000

Priority Status: High

Presentation Technology

The Department seeks 8 Pico mini-projectors for use in digital poster presentations and collaborative group presentations. The projectors would allow media, speech, and communication studies students the ability to creatively explore multi-surface vertical and horizontal imaging in a variety of academic settings with state-of-the-art new media technology.

Equipment/Cost:

- **8 ViewSonic M2e Smart Wi-Fi Portable Mini Projector 1080p with 1000 LED Lumens**

Total Cost: (8 * \$549 + tx) = \$5000

Gaming Technology

As the gaming industry continues to grow in scale and influence, the Department seeks 4 gaming consoles for demonstrations and research activities in media courses. Each system offers different games and learning experiences for students. The consoles would be used to facilitate conversations and research on digital content creation, game design, user experience, media literacy, and interactivity.

- **2 Xbox series X & 6 controllers (2 * \$599, 6 * \$52 + tx)**
- **2 Nintendo Switch & 2 additional Joycon controller sets (2 * \$299, 2 * \$79 + tx)**

Total Cost: \$2500

New Studio Lighting Grid

The overhead lighting fixtures in the TV Studio are more than 30 years old and are in need of upgrades and replacement. The old tungsten lighting fixtures should be replaced with newer, LED and florescent fixtures. Fortunately these newer lighting technologies are cheaper than the older tungsten lamps, and they are more flexible in terms of coloring, much lower energy and heat output, and they match the color temps with the newer TV Screens that are currently in the Studio. With all of the

Digital Filmmaking classes moving into the TV Studio space as of Fall, 2020, usage of and demand for the TV Studio will dramatically increase.

Equipment/Cost:

- **X50 LED and florescent fixtures, cabling and mounting brackets**
- **Replacement Lighting Board**

Total Cost: \$50,000*

***all of these items/costs are scalable. If only \$5,000 worth of funding is available, we can purchase \$5,000 of the total cost.**

Priority Status: Moderate. This gear should be phased-in between 2020-2025

JOURNALISM

The Journalism Program needs cameras and related accessories to support student needs as we increasingly move to a multimedia environment. The initial offering of the new JOUR 59 course, Photojournalism, was very popular but underscored the need for each student to have access to a DSLR camera to carry out course assignment requirement.

Justification for Camera Lenses for *The Oak Leaf* and JOUR Courses

With photography and video such an important medium, the students need to learn how to shoot with more advanced equipment than their cell phones. Thanks to a grant in 2019 we now have several full frame mirrorless Sony cameras of the same caliber as those used at professionally at many news media. This helps prepare students for professional opportunities.

Puchasing additional lenses for these cameras enables us expand the scope of what the students can learn and produce. Given The Oak Leaf is now solely an online media, and the important role of photography in our only print publication, *The Oak Leaf Magazine*, it is even more urgent that we provide instructional support that reflects that fact. These lenses will also be invaluable to students in JOUR 55, JOUR 2 and JOUR 59, our new photojournalism course.

In the first half of Spring 2020, the new cameras and lenses were in high demand at the Oak Leaf and in Photojournalism. For example, we brought all of the new Sony equipment to a men's basketball game that photojournalism students shot, and there were not enough cameras or lenses to go around.

Justification for Camera Accessories: (These accessories include: Battery Chargers, spare batteries, filter iits, jib extender and cell phone lenses) The camera kits we purchased during the Fall 2019 semester are excellent and affordable full frame, mirrorless cameras. But many did not come with basic accessories, such as chargers and spare batteries. These are accessories that are essential during breaking news. Additional accessories needed include filter kits, tripods, cell phone lenses, missing cables and more. 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: JOUR 1, JOUR 2, JOUR 52 A/B/C/D, JOUR 55 and JOUR 59.

Justification for Additional DSLR cameras

The *Oak Leaf* purchased 4 new full frame, Sony mirrorless DSLR cameras in 2019. These were in great demand at both The Oak Leaf and in the new JOUR 59 photojournalism class during the first half of the spring 2020 semester, before the transition to remote instruction. These are used to train all journalism students in basic electronic newsgathering, including breaking news, portraits, event coverage, environmental portraiture, photo essays and magazine photography. Many photojournalism students lacked quality camera equipment with which to complete assignments and it became quickly apparent that 4 cameras for 20 students is not adequate, especially because Oak Leaf students also needed equipment. Students in Journalism 1 and 2 often need to check out equipment as well to complete assignments, so three or four newer DSLR cameras with an array of lenses would help ensure we can meet the needs of both our Oak Leaf students and our photojournalism students, as well as students in JOUR 1, JOUR 2 and JOUR 55. Most of old DSLR cameras are outdated, broken or lacking good lenses and accessories. Lastly, new self-guided video creation/editing modules are underway in our Strong Workforce Grant. The new cameras are very strong in video, and will be more in demand once we implement these modules into class curriculum.

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	01	Wireless Mics	8	\$1,500.00	\$12,000.00	Brian Antonson	T V Studio	Brian Antonson
0001	Santa Rosa	01	01	laptop computers 15 mac 15 PC +cart	30	\$42,500.00	\$52,350.00	Mike Traina	Garcia Hall	Mike Traina
0001	Santa Rosa	02	01	Lecture Hall seating	1	\$45,374.00	\$45,374.00	Mike Traina	Garcia Hall	Mike Traina
0002	Santa Rosa	01	01	Camera	5	\$2,000.00	\$10,000.00	Anne Belden	643 Analy Village	Anne Belden
0002	Santa Rosa	01	01	Camera lenses	15	\$670.00	\$10,000.00	Anne Belden	643 Analy Village	Anne Belden
0002	Santa Rosa	01	01	Pico Projectors	8	\$549.00	\$5,000.00	Lex Pulos	Garcia Hall	Lex Pulos
0002	Santa Rosa	01	01	Gaming Consoles and controllers	4	\$500.00	\$2,500.00	Lex Pulos	Garcia Hall	Lex Pulos
0003	Santa Rosa	01	01	Camera accessories	20	\$205.00	\$2,500.00	Anne Belden	643 Analy Village	Anne Belden
0003	Santa Rosa	01	01	Studio Lighting Overhaul	1	\$50,000.00	\$50,000.00	Brian Antonson	TV Studio	Brian Antonson
0003	Santa Rosa	01	01	Recording Equipment for Speech Lab	1	\$0.00	\$0.00	Mike Traina	Garcia Hall	Mike Traina

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	02	07	Office Desk - pricing is from procurement.	1	\$2,000.00	\$0.00	if new hire is on campus in SP22	Analy Temp 286T	Jennifer O'Mahony

2.4f Instructional/Non-Instructional Software 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	01	01	Urgent	Analy Temp	691T & 692T	\$0.00	Wall clock needs to repaired and repositioned on rear wall so instructor can see it but not students. Request has been in to facilities for 9 months.
0001	Santa Rosa	01	01	Urgent			\$0.00	

2.5b Analysis of Existing Facilities

A DEPARTMENT FORESEES A NEW HOME

The Comm Studies Dept. is eagerly looking forward to moving into Garcia Hall in 2022, once renovations are complete. It's been a long wait for a new home that would bring all campus faculty offices under one roof and provide some of the other facilities that the Dept. has sorely lacked.

The Journalism program is thrilled to be moving from their makeshift current home to a purpose-structured newsroom and adjoining classroom. In addition, the Garcia Hall location in the center of campus is something the program has requested for many years and believes it will further help it carry out the important news reporting role of The Oak Leaf and the Oak Leaf magazine.

The prospect of having a screening room dedicated to the Media program and outfitted with appropriate technology, lighting and audio equipment is also very welcome. For the past few years the Media classes have been a campus itinerant, frequently moving in search of a classroom that can appropriately accommodate screenings for a large (40-50 person) class. Hopefully those days are now coming to a close.

Having, as a Dept., decided to include a Speech Lab in the new building, the Comm. program is working hard to ensure that Lab is planned to maximize student success and serve as large a student population as possible.

We're grateful to all who supported our needs and continued to push beyond some earlier less suitable options.

That said, it should be recognized that Comm Studies will continue to need classrooms in other buildings for most of its Comm courses due to very limited classroom space in the new building. We are also still in the midst of working on the project, defining budget, furniture and equipment needs and ensuring the building reflects the standards and spirit of the Dept.

3.1 Develop Financial Resources

Available teaching spaces for the Digital Film Production classrooms are in flux at both campuses. In Petaluma room 246, the Digital Audio program is planning on expanding into the 246 C room, which is currently the Digital Film Production Equipment storage room. Their expansion would effectively force the Digital Film Production classes out of 246. The room 245 next door has been offered as a possible future space for the Digital Film program, however it is too small to house both a classroom and an equipment storage room. On the Santa Rosa

campus, the Communications Department may be moving into a different building, possibly the first floor of Doyle Library. There might be a space there for the Digital Film program to teach, given the right resources. Furthermore, Media Services is trying to get the resources to renovate some of their space into a classroom and equipment storage space next to the TV Studio. If those renovations are approved and funded the Digital Film program could potentially move several of its production classes back to the Santa Rosa campus, leaving only one section of Media 20 to remain in Petaluma. There are many variables and factors at play regarding where the Digital Film classes will be taught in the next year or two. Wherever it turns out to be, the production classes will need to have access to computers, perhaps through a cart of laptops rather than conventional computer stations, and an equipment storage space. A Digital Film classroom also should have one or two HD (or higher) projector(s) or TV screen(s), a descent sound system, and a dry erase board. Ideally, it should also have an area free of furniture for equipment demonstrations and set construction. If space in the Doyle Library outside of the TV studio becomes available, this would be ideal because classes could use the Studio as part of class. Classroom changes/updates/modifications will cost money, depending on the room and amount of modification and construction necessary. The Digital Film program has been awarded \$40,000 through a Strong Workforce Grant to facilitate the secure equipment storage in Petaluma. Other funding sources, such as measure H, may also be available.

Both the Journalism and the Film Production classes have benefited from CTEA and Strong Workforce grants in recent years. 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. In 2016/17 the journalism adviser was on sabbatical and her replacement did not apply for any grants. However, in May 2019, we were notified that we will receive \$22,000 for equipment from CTEA and \$37,500 for a Strong Workforce Grant to develop Oak Leaf/Journalism Program online curriculum. Equipment for the Digital Film Production classes have received more than \$100,000 in grants in recent years. This has enabled the department to considerably increase the quality of classroom experience and the range of classes offered. We have purchased the equipment and technology necessary to support learning in domains such as Film Production and Editing. This has also allowed SRJC to spearhead initiatives such as the Sonoma County Student Film Festival and provide support for film experts attending FilmFest Petaluma to host workshops and classes for students. Without the equipment acquired through these grants, that would not have been possible. Because production technologies are in constant flux, students (and teachers) need to be aware of these changes and be able to effectively use a variety of technologies in the classroom, while at the same time instructing basic production skills and fundamentals. For example, recently there have been innovations in lighting (the use of LED's), image resolution (first 4K and now 8K) and camera stabilization (drones and MOVI's). Employers are seeking crew members that have experience in these varying technologies. If we can provide education and experiences in those advances, without losing sight of basic production skills, we can give our students a significant advantage when they enter the labor market.

The Forensics class/team has used funds from their Foundation account and fundraising to support their travel to tournaments. With the recent budget cuts and the restructuring of the program to reflect this new environment the department also plans to reach out more actively to the local community for support of the program.

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.

In 2020 we plan to add COMM 51 Public Speaking for Advocacy and Leadership (working title) to our offerings with the goal of preparing students to speak in public at a broad range of venues reflective of the diverse backgrounds and interests of our college community.

3.3 Cultivate a Healthy Organization

The CSD encourages and supports attendance at campus workshops/PDA programs and other learning opportunities for faculty, adjuncts and classified staff.

Open and active discussion on department issues is encouraged. Regular department meetings provide a forum for discussion of a variety of topics pertaining to the smooth and effective organization of the Department.

The creation of a group email for the department has enabled quick and easy exchanges of information and requests amongst the group.

However until all or a majority of the Department staff are located and teach in a single building or area, it is difficult to maintain the level and caliber of collegiality we seek to build and encourage within the Department. Our classes currently take place in four separate areas spread throughout the SR campus and even within those areas often on separate floors. As one of the larger departments within the college, bringing in a considerable amount of FTES for the

district, we are concerned that we have not been allocated space that reflects department needs and encourages a healthy organization.

3.4 Safety and Emergency Preparedness

Anne Belden will be a co-building leader at Analy Village. She has undergone related training. Joe Corocoran is a member of the college safety committee.

The Department Administrative Assistant attended Active Shooter training and shared that information with all the department instructors.

We have created a list of classroom phone numbers for our instruction rooms to enable us to quickly reach instructors.

Thanks to joint efforts, a lock box will be provided for the instruction room in Doyle Library enabling the instructor to lock that classroom.

We also have a request into the SRJC District Police to discuss best evacuation strategies for our Analy Temp rooms.

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 and continues to promote copy reduction and support recycling. We encourage our instructors to consider online resources for their classes and currently have 13 instructors using solely online resources for at least one of their classes. We also strive to have instructors send out documents to students via email/File Depot or to place documents on their Canvas sites. We offer Zoom conferencing for department meetings so instructors don't always have to drive to the SR campus.

At a recent department meeting, we invited Guy Tillotson, the campus recycling expert, to present on further options to reduce our use of paper and other materials and educate the department on sustainability.

4.1a Course Student Learning Outcomes Assessment

The Department has created a schedule and assigned evaluators to ensure that all SLOs of all sections will be evaluated at least once between 2016 and 2021.

Progress on that schedule is on track to date.

4.1b Program Student Learning Outcomes Assessment

All courses required for the major have been assessed. 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 was assessed in the 2015/2016 academic year. There are six Learning Outcomes. SLO's 1, 2, 3, and 5 were assessed during th 2015-16 year. The remaining two SLO's will be assessed by 2021.

The Journalism Major was assessed in the 2015-2016 academic year and is in healthy standing. There are six Learning Outcomes. SLO's 1, 2, 3, and 5 were assessed during th 2015-16 year. The remaining two SLO's will be assessed by 2021.

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."

In 2018 we added a Film Studies Major and will begin to assess that in 2019 when the program director returns from sabbatical.

The SLOs for our AS in Digital Filmmaking will be assessed

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

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
Comm 1		X	X	X	X		X	X	X	X	X	X	X	X		X
Comm 10			X	X			X	X	X	X	X	X	X	X	X	X
Comm 2			X	X			X	X	X	X	X	X	X	X		X
Comm 3			X	X	X		X	X	X	X	X	X	X			X
Comm 5			X	X	X		X	X	X	X	X	X	X	X	X	X
Comm 52		X	X	X	X		X	X	X	X	X	X	X	X	X	X
Comm 6			X	X	X		X	X	X	X	X	X	X	X	X	X
Comm 60			X	X	X		X	X	X	X	X	X	X			X
Comm 7			X	X			X	X	X	X	X	X	X	X	X	X
Comm 9			X	X	X		X	X	X	X	X	X	X			X
Jour 1		X	X	X	X		X	X		X	X	X	X	X	X	X
Jour 2		X	X	X	X		X	X		X	X	X	X			X
Jour 52		X	X	X	X		X	X		X	X	X			X	X
Jour 54		X	X	X	X		X	X		X	X	X	X		X	X
JOUR 55		X	X	X	X		X	X		X	X	X	X	X	X	X
Media 10		X	X	X			X	X		X	X	X	X			X
Media 123		X	X	X				X		X		X		X	X	X
Media 14			X	X			X	X		X	X	X	X			X
Media 15			X	X			X	X		X	X	X	X			X
Media 19		X		X	X				X	X		X		X	X	X
Media 20		X	X	X	X		X	X		X		X	X		X	X
Media 21		X	X	X	X		X	X		X		X	X		X	X
Media 22		X	X	X				X		X		X		X	X	X
Media 4			X	X			X	X		X	X	X	X			X
Media 77		X	X	X	X	X	X	X	X	X	X	X	X			X
Media 78			X	X	X		X	X				X	X			X
Media 79			X	X	X		X	X				X	X			X

4.2b Narrative (Optional)

Student Learning Outcomes

SLOs for all courses have been identified and assessment is ongoing. The schedule ensures that all courses will be assessed between 2015 and 2021.

See previous sections for timeline details.

After an assessment of a course has been completed, the report is available through the SRJC SLO 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 an agenda item 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 now offered less frequently).

NIGHT PROGRAM: The department has a robust evening program. We offer both Comm 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 on offer. 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 number of our classes completely online (Comm 5, 9, 10, Media 4, JOUR 1) and continue to expand our online offerings.

HYBRID: Some of our Comm classes (Comm 1, 6, 7, 60, Media 4) are offered in a hybrid format. Students learn the theory of the class online but come to the classroom to deliver presentations or participate in group exercises in person.

CAMPUS VARIETY: A wide variety of CSD classes are offered on both the Santa Rosa and Petaluma campuses. We offer Comm (Comm 1, 5, 6, 7, 10, 60), Media (Media 4, 10, 15, 20, 21), and Communication courses on both campuses over the academic year. We are continuing to try to expand the curriculum at Petaluma and offer students the opportunity to complete all Comm classes required for a COMM Major on that campus.

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.

MEDIA We strive to offer a selection of media classes on both campus. Media 4, 10, 20 are generally offered on both campuses.

DEMAND: Speech classes, particularly Comm 1, are in very high demand. Presently we are offering over thirty (30) sections of Comm 1 at the Santa Rosa campus and eight (8) sections at Petaluma. Due to budget cuts 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 Comm 1 and Media 4 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. Offering those classes in either a hybrid or online form has also enabled us to serve even greater numbers of students.

5.2a Enrollment Efficiency

Enrollment efficiency for all courses offered by the CSD continues to be strong. When all disciplines are combined (Communication, Journalism, and Media) for all locations, the enrollment efficiency percentage has been in the mid-high 90s for Fall and Spring semesters, dating back to Fall 2015.

For Summer, the efficiency rate had dropped below 90% until this past Summer when it soared to 103% due most probably to reductions in class offerings.

A table analysis for each of the disciplines (Communication, Journalism, Media and Speech) is provided below. In Fall 2018 Speech and Comm were combined under the Comm rubric.

Santa Rosa Junior College - Program Unit Review

Communication Studies - FY 2017-18 (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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0%	106.7%	106.8%	0.0%	111.2%	103.4%	112.0%	90.0%	87.1%
Journalism	0.0%	82.2%	86.7%	0.0%	73.3%	59.3%	0.0%	93.3%	95.1%
Media Studies	100.0%	96.2%	94.2%	103.3%	101.3%	96.7%	90.8%	92.9%	95.1%
Speech	85.6%	98.2%	99.3%	78.7%	98.4%	94.3%	83.7%	98.5%	98.1%
ALL Disciplines	88.2%	97.8%	98.2%	83.4%	99.0%	93.0%	86.8%	95.8%	96.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	84.0%	108.2%	95.3%	92.0%	100.0%	111.3%	48.0%	97.0%	91.1%
Journalism	0.0%	78.0%	0.0%	0.0%	90.0%	0.0%	0.0%	55.0%	0.0%
Media Studies	0.0%	72.5%	57.9%	0.0%	74.5%	53.8%	0.0%	85.1%	65.1%
Speech	80.0%	93.1%	88.1%	89.0%	92.8%	80.6%	68.0%	89.6%	93.1%
ALL Disciplines	80.8%	82.4%	70.1%	89.6%	83.4%	67.7%	63.0%	85.5%	76.1%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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%	90.0%
Media Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speech	0.0%	78.7%	98.4%	116.0%	97.0%	95.0%	96.0%	108.0%	114.0%
ALL Disciplines	0.0%	78.7%	98.4%	116.0%	97.0%	95.0%	96.0%	108.0%	103.0%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	84.0%	107.2%	103.4%	92.0%	107.5%	105.6%	80.0%	92.4%	88.1%
Journalism	0.0%	80.7%	86.7%	0.0%	76.4%	59.3%	0.0%	71.4%	92.1%
Media Studies	100.0%	82.9%	72.6%	103.3%	87.2%	71.7%	90.8%	89.4%	79.1%
Speech	84.4%	96.3%	97.2%	82.6%	97.4%	91.4%	81.8%	97.5%	98.1%
ALL Disciplines	86.7%	92.3%	89.0%	86.0%	94.3%	84.7%	83.4%	93.1%	90.1%

A) Communication Studies Courses:

At the Santa Rosa campus, Communication courses continue to have high enrollment efficiency. The only dip can most likely be attributed to the October 2017 fires which impacted the Spring 2018 semester.

At Petaluma, Communication courses are now approaching the enrollment efficiency rate seen at the SR campus.

As the final semesters of 'right sizing' pass efficiency should be tracked closely to ensure we augment the number of classes if necessary given the high percentage of seats filled.

B) Journalism Courses:

Journalism courses at Santa Rosa continue to grow and expand in offerings. A dip in 2017 can be attributed to the director of the program being on sabbatical in 2015/16 and continuity of student engagement not being as strong as usual.

In Fall 2014 we offered Journalism 1 at Petaluma for the first time. The efficiency rate of nearly 78% was encouraging and student interest in the class remains strong. 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 in particular are in high demand and regularly top 100%, supporting 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.

5.2b Average Class Size

I. Student Enrollment Cap Overview

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

COMM 1 & 60: 25 student cap

COMM 3 and 9: 20 student cap

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

Media 4: 30 student cap

Comm 6, 7, 10: 25-30 student cap

Online classes have a higher cap, in part to account for a higher drop-out rate.

In Spring 2019 our department offered eighty-eight (88) total sections of different classes. Of those, sixty-three (63) [71%] were the above COMM courses, nine (9) were Media 4 (10%), six (6) were Journalism sections (7%). Given that these classes make up almost 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. 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.

Rationale 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.

Santa Rosa Junior College - Program Unit Review Communication Studies - FY 2015-18 (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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0	32.0	31.3	0.0	31.5	30.3	28.0	26.0	27.0
Journalism	0.0	24.7	26.0	0.0	22.0	17.8	0.0	28.0	27.0
Media Studies	30.0	31.3	31.0	31.0	32.9	31.8	27.3	30.0	30.0
Speech	21.1	24.0	24.3	19.9	24.1	23.0	21.2	23.9	23.0
ALL Disciplines	22.5	26.1	26.3	21.8	26.2	25.0	22.8	25.4	27.0

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	21.0	30.7	27.0	23.0	28.3	29.7	12.0	26.2	27.0
Journalism	0.0	19.5	0.0	0.0	18.0	0.0	0.0	14.7	0.0
Media Studies	0.0	51.3	37.3	0.0	46.3	37.0	0.0	74.5	44.0
Speech	20.0	23.3	21.6	22.3	23.2	19.8	17.0	22.4	23.0
ALL Disciplines	20.2	32.4	28.5	22.4	31.4	26.8	15.8	31.7	30.0

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speech	0.0	19.7	24.6	29.0	24.3	23.8	24.0	27.0	27.0
ALL Disciplines	0.0	19.7	24.6	29.0	24.3	23.8	24.0	27.0	27.0

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	21.0	31.6	30.0	23.0	30.4	30.1	20.0	26.1	21.0
Journalism	0.0	22.6	26.0	0.0	21.0	17.8	0.0	20.0	21.0
Media Studies	30.0	38.6	33.7	31.0	37.8	33.9	27.3	40.5	31.0
Speech	20.9	23.7	23.8	20.9	23.9	22.4	20.7	23.8	21.0
ALL Disciplines	22.0	27.4	26.7	22.2	27.3	25.4	21.7	26.9	21.0

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 19, 20 and 22 (Filmmaking and Screenwriting), due to the production nature of the courses, are capped at 20.

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 (COMM 1, 2, 3, 9, 52, 60)

The Speech classes have enrollment caps ranging from 20 (COMM 2, 3, 9) to 25 (COMM 1, 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 over 20 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.

COMM 1 & 60: 25 student cap
 COMM 3 and 9: 20 student cap
 JOUR 1, 2, 54 : 30 student cap
 JOUR 55 : 20
 MEDIA 4: 30 student cap
 MEDIA 19, 20, 21 : 20 student cap
 COMM 6, 7, 10: 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 2017-18 (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		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	20.58	23.76	0.10	20.56	22.78	2.82	25.26	24.3
	FTEF	0.00	1.20	1.40	0.00	1.25	1.40	0.21	1.80	1.8
	Ratio	0.00	17.15	16.97	0.00	16.43	16.27	13.71	14.03	13.5

Journalism		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	3.42	22.12	0.00	9.60	10.10	0.00	4.33	6.0
	FTEF	0.00	1.07	1.33	0.00	0.80	1.10	0.00	0.27	0.4
	Ratio	0.00	3.21	16.59	0.00	12.00	9.17	0.00	15.98	15.2

Media Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	8.98	45.21	42.82	9.13	47.59	43.77	10.74	47.09	43.77
	FTEF	0.61	2.80	2.66	0.61	2.80	2.67	0.81	3.02	2.67
	Ratio	14.83	16.16	16.08	15.07	17.01	16.37	13.33	15.62	16.33

Speech		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	33.60	120.60	116.12	29.42	119.98	109.84	29.34	113.09	100.50
	FTEF	3.21	9.80	9.40	3.02	9.85	10.01	2.83	9.06	7.90
	Ratio	10.46	12.31	12.35	9.75	12.18	10.97	10.35	12.48	12.50

Petaluma Campus (Includes Rohnert Park and Sonoma)

Communication Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	2.09	9.81	8.33	2.16	8.74	9.15	1.13	13.70	7.60
	FTEF	0.19	0.60	0.62	0.19	0.62	0.62	0.19	1.01	0.60
	Ratio	10.75	16.36	13.50	11.12	14.17	14.83	5.80	13.55	12.50

Journalism		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	5.45	0.00	0.00	3.00	0.00	0.00	4.75	0.00
	FTEF	0.00	0.53	0.00	0.00	0.27	0.00	0.00	0.55	0.00
	Ratio	0.00	10.21	0.00	0.00	11.25	0.00	0.00	8.69	0.00

Media Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	47.32	40.63	0.00	40.51	39.02	0.00	39.56	41.50
	FTEF	0.00	2.47	2.89	0.00	2.21	2.68	0.00	1.74	2.40
	Ratio	0.00	19.18	14.04	0.00	18.32	14.54	0.00	22.71	17.10

Speech		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	8.00	27.23	25.02	8.69	24.46	27.20	4.91	23.74	26.00
	FTEF	0.80	2.21	2.22	0.80	2.00	2.61	0.80	2.00	2.40
	Ratio	10.01	12.35	11.25	10.86	12.23	10.44	6.14	11.87	10.50

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

Communication Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	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

Journalism		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.70
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.00

Media Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	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

Speech		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	5.90	12.30	2.90	9.70	9.50	2.40	8.10	8.60
	FTEF	0.00	0.60	1.00	0.21	0.80	0.80	0.21	0.60	0.60
	Ratio	0.00	9.83	12.30	14.10	12.13	11.88	11.67	13.50	14.30

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

Communication Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	2.09	30.39	32.09	2.26	29.30	31.93	3.95	38.96	32.00
	FTEF	0.19	1.80	2.02	0.19	1.87	2.02	0.40	2.81	2.40
	Ratio	10.75	16.89	15.91	11.63	15.68	15.83	9.87	13.86	13.20

Journalism		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	8.87	22.12	0.00	12.60	10.10	0.00	9.08	8.70

	FTEF	0.00	1.60	1.33	0.00	1.07	1.10	0.00	0.82	0.9
	Ratio	0.00	5.54	16.59	0.00	11.82	9.17	0.00	11.11	16.2

Media Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	8.98	92.53	83.44	9.13	88.10	82.78	10.74	86.65	85.2
	FTEF	0.61	5.26	5.56	0.61	5.01	5.36	0.81	4.76	5.0
	Ratio	14.83	17.58	15.02	15.07	17.59	15.46	13.33	18.21	16.7

Speech		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	41.61	153.73	153.43	41.00	154.14	146.54	36.65	144.93	135.1
	FTEF	4.01	12.61	12.62	4.02	12.65	13.42	3.84	11.66	11.0
	Ratio	10.37	12.20	12.16	10.19	12.18	10.92	9.54	12.43	12.2

COMMUNICATION CLASSES:

The FTES/FTEF ratios for all combined Santa Rosa and Petaluma Communication courses (Spring and Fall only) ranged between 14 and 16 during the last several semesters. Santa Rosa-based courses are slightly more efficient than those at Petaluma.

JOURNALISM CLASSES:

The FTEF/FTES for Journalism classes has held steady around 15 for the last several semesters. It should also be noted that many students work with The Oak Leaf through independent study also.

MEDIA CLASSES:

The overall FTES/FTEF ration for Media classes (Santa Rosa and Petaluma combined) normally tracks in the 15-16 range. 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 and in Fall 2018 and Spring 2019 we initially had many classes where students were requesting add codes and concerned about being able to find a class with capacity that fit their schedules.

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.

COURSE	DATE LAST EVALUATED	<u>2019</u> (year due)	<u>2020</u> (year due)	<u>2021</u> (year due)	<u>2022</u> (year due)
COMM 5	3/13/17				X
COMM 6	11/25/13	X			
COMM 7	8/19/18				
COMM 10	10/8/18				
COMM 49	12/10/18				
COMM 98	3/26/18				
JOUR 1/1L	3/27/17				X
JOUR 2/2L	3/27/17				X
JOUR 52A	4/25/16			X	
JOUR 52B	4/25/16			X	
JOUR 52C	4/25/16			X	
JOUR 52D	4/25/16			X	
JOUR 54 A/B	1/28/19	X			
JOUR 55	4/23/13	X			
MEDIA 4	1/28/18				
MEDIA 10	5/9/16				X
MEDIA 14	1/22/18				
MEDIA 15	2/12/18				
MEDIA 19	10/16/13	X			
MEDIA 20	10/14/13	X			
MEDIA 21	10/16/13	X			
MEDIA 22	2/12/18				
MEDIA 123	11/25/13	X			
COMM 1	3/28/16			X	
COMM 2	9/12/16				X
COMM 3	10/8/18				
COMM 9	5/14/18				
COMM 52A	3/26/18				
COMM 52B	3/26/18				
COMM 52C	3/26/18				
COMM 52D	3/26/18				
	3/23/15		X		
COMM 60					

5.5 Successful Program Completion

While data for the year 2018/19 is included it is incomplete as the academic year is still in process and many students are still in petition or have not yet applied for their degrees or certificates..

Communication Studies for Transfer AA Major

Data for the academic years is listed below.

	2015/16	2016/17	2017/18	2018/19
	57	69	62	57

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, although we do suggest certain sequences based on student focus. That information is available on the Dept. web site. However, if electing to take Speech 9, students must first complete English 1A.

Journalism for Transfer AA Major

The Journalism TMC major was approved in Fall 2013. The Department also offers a major and a certificate in Digital Journalism.

Numbers completing AA-T and AA-O are listed below for the respective academic years.

	2015/16	2016/17	2017/18	2018/19
AA-T	9	7	8	5
AA-O	2	1	2	1

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.

AS in Digital Journalism

The AS in Digital Journalism was initially offered in xx? The Department also offers a Certificate in Digital Journalism.

	2015/16	2016/17	2017/18	2018/19
AS-O	2	1	2	2
Cert.	0	3	3	1

AA in Film Studies

In 2018 the Department received approval to offer an AA in Film Studies. The first AA was awarded in 2018.

	2018/19
AA	5

AS in Digital Filmmaking

The Department offers both an As and a certificate in Digital Filmmaking. Numbers for students completing these qualifications are listed below.

	2015/16	2016/17	2017/18	2018/19
AS-O	6	6	14	4

5.6 Student Success

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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0%	87.6%	87.9%	100.0%	93.4%	90.2%	96.3%	87.7%	89.1%
Journalism	0.0%	88.0%	85.6%	0.0%	78.8%	89.9%	0.0%	84.2%	89.1%
Media Studies	83.3%	77.5%	86.6%	89.2%	85.1%	84.7%	80.6%	83.2%	77.1%
Speech	89.7%	81.4%	81.8%	86.7%	80.6%	81.6%	87.8%	83.2%	81.1%
ALL Disciplines	88.4%	81.5%	83.8%	87.4%	82.9%	83.8%	86.5%	83.8%	82.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	90.5%	87.0%	90.1%	91.3%	94.0%	87.6%	100.0%	89.4%	93.1%
Journalism	0.0%	66.7%	0.0%	0.0%	100.0%	0.0%	0.0%	79.5%	0.0%
Media Studies	0.0%	73.4%	69.8%	0.0%	66.6%	71.9%	0.0%	64.5%	73.1%
Speech	92.5%	82.5%	80.7%	88.8%	84.1%	75.6%	82.0%	79.4%	85.1%
ALL Disciplines	92.1%	77.8%	76.3%	89.3%	77.2%	75.6%	85.5%	74.9%	80.1%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	90.5%	87.4%	88.5%	91.7%	93.6%	89.4%	97.4%	88.3%	90.1%
Journalism	0.0%	80.7%	85.6%	0.0%	83.3%	89.9%	0.0%	82.5%	89.1%
Media Studies	83.3%	75.5%	78.6%	89.2%	76.8%	79.2%	80.6%	75.2%	76.1%
Speech	90.3%	81.1%	80.3%	86.1%	79.6%	80.2%	87.7%	82.5%	82.1%
ALL Disciplines	89.1%	80.2%	81.0%	86.9%	80.5%	81.4%	86.9%	81.4%	81.1%

Santa Rosa Junior College - Program Unit Review Communication Studies - FY 2015-18 (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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0%	82.4%	84.4%	100.0%	89.3%	87.4%	96.3%	86.0%	89.1%
Journalism	0.0%	82.7%	83.7%	0.0%	71.2%	85.4%	0.0%	81.6%	83.1%
Media Studies	80.0%	74.8%	83.1%	87.1%	82.1%	82.4%	79.6%	80.6%	76.1%
Speech	89.1%	79.0%	78.7%	85.7%	77.6%	78.7%	86.1%	80.7%	80.1%
ALL Disciplines	87.2%	78.6%	80.6%	86.1%	79.7%	81.0%	85.1%	81.4%	80.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	90.5%	85.9%	90.1%	91.3%	90.5%	86.5%	100.0%	83.7%	91.1%
Journalism	0.0%	59.0%	0.0%	0.0%	100.0%	0.0%	0.0%	70.5%	0.0%
Media Studies	0.0%	65.4%	65.7%	0.0%	63.5%	68.5%	0.0%	59.0%	69.1%
Speech	92.5%	80.2%	77.3%	87.6%	80.7%	73.6%	80.0%	78.5%	84.1%
ALL Disciplines	92.1%	72.6%	72.9%	88.4%	74.0%	73.1%	83.9%	70.6%	77.1%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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%	81.1%
Media Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speech	0.0%	69.5%	65.0%	72.4%	57.7%	77.9%	100.0%	82.3%	79.2%
ALL Disciplines	0.0%	69.5%	65.0%	72.4%	57.7%	77.9%	100.0%	82.3%	80.0%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	90.5%	83.5%	85.9%	91.7%	89.6%	87.1%	97.4%	85.2%	89.1%
Journalism	0.0%	74.6%	83.7%	0.0%	77.4%	85.4%	0.0%	77.5%	82.1%
Media Studies	80.0%	70.2%	74.8%	87.1%	73.8%	76.3%	79.6%	71.3%	73.1%
Speech	89.8%	78.8%	77.3%	85.1%	76.8%	77.7%	86.0%	80.4%	80.1%
ALL Disciplines	88.1%	76.7%	77.9%	85.8%	77.3%	78.8%	85.5%	78.5%	79.1%

Santa Rosa Junior College - Program Unit Review

Communication Studies - FY 2015-18 (plus current FY Summer and Fall)

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

Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.00	2.84	2.94	3.00	2.94	2.85	3.59	3.11	3.00
Journalism	0.00	3.22	3.37	0.00	3.19	3.46	0.00	3.15	3.00
Media Studies	2.93	2.92	3.12	3.14	3.06	3.12	2.97	3.08	2.93
Speech	3.04	2.99	2.99	3.14	2.97	3.02	3.15	3.15	3.00
ALL Disciplines	3.02	2.97	3.04	3.14	3.00	3.04	3.13	3.13	3.00

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	2.95	3.63	3.51	3.27	3.13	3.09	3.33	3.03	3.00
Journalism	0.00	2.73	0.00	0.00	3.28	0.00	0.00	2.89	0.00
Media Studies	0.00	2.47	2.42	0.00	2.46	2.52	0.00	1.99	2.93
Speech	3.34	3.18	2.99	3.38	3.00	3.10	3.39	3.17	2.93
ALL Disciplines	3.26	2.83	2.73	3.36	2.76	2.79	3.38	2.55	2.93

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	3.00
Media Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speech	0.00	2.63	2.89	3.71	2.66	3.09	3.52	3.11	3.00
ALL Disciplines	0.00	2.63	2.89	3.71	2.66	3.09	3.52	3.11	3.00

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	2.95	3.09	3.09	3.26	3.00	2.92	3.51	3.08	3.00
Journalism	0.00	3.10	3.37	0.00	3.21	3.46	0.00	3.06	3.00
Media Studies	2.93	2.69	2.78	3.14	2.80	2.84	2.97	2.58	2.93
Speech	3.10	3.01	2.98	3.22	2.96	3.04	3.20	3.15	3.00
ALL Disciplines	3.07	2.92	2.95	3.21	2.92	2.97	3.18	2.96	3.00

5.7 Student Access

Santa Rosa Junior College - Program Unit Review

Communication Studies - FY 2017-18 (plus current FY Summer and Fall)

5.7a Students Served - by Ethnicity The number of students in each Discipline at first census broken down by ethnicity (duplicated headcount).

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

Communication Studies	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	White	318	56.6%	291	50.4%	309	47.5%	291	47.5%
	Asian	12	2.1%	15	2.6%	25	3.8%	15	2.3%
	Black	28	5.0%	29	5.0%	32	4.9%	29	4.6%
	Hispanic	159	28.3%	163	28.2%	216	33.2%	163	25.7%
	Native American	2	0.4%	0	0.0%	4	0.6%	2	0.3%
	Pacific Islander	2	0.4%	2	0.3%	1	0.2%	2	0.3%
	Filipino	1	0.2%	2	0.3%	6	0.9%	1	0.2%
	Other Non-White	33	5.9%	46	8.0%	25	3.8%	46	7.1%
	Decline to state	7	1.2%	29	5.0%	33	5.1%	7	1.1%
	ALL Ethnicities	562	100.0%	577	100.0%	651	100.0%	577	100.0%

Journalism	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	White	109	56.5%	89	56.3%	119	49.0%	89	49.0%
	Asian	9	4.7%	4	2.5%	9	3.7%	4	2.2%
	Black	6	3.1%	1	0.6%	2	0.8%	6	3.3%
	Hispanic	45	23.3%	41	25.9%	70	28.8%	41	22.2%
	Native American	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Filipino	1	0.5%	0	0.0%	2	0.8%	1	0.5%
	Other Non-White	15	7.8%	15	9.5%	22	9.1%	15	8.3%
	Decline to state	8	4.1%	8	5.1%	19	7.8%	8	4.4%
	ALL Ethnicities	193	100.0%	158	100.0%	243	100.0%	193	100.0%

Media Studies	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	White	785	58.1%	713	54.4%	665	50.5%	713	54.4%
	Asian	41	3.0%	45	3.4%	41	3.1%	41	3.1%
	Black	27	2.0%	18	1.4%	34	2.6%	27	2.0%
	Hispanic	359	26.6%	373	28.5%	407	30.9%	373	28.5%
	Native American	4	0.3%	2	0.2%	10	0.8%	4	0.3%
	Pacific Islander	2	0.1%	1	0.1%	2	0.2%	2	0.2%
	Filipino	17	1.3%	9	0.7%	9	0.7%	17	1.3%
	Other Non-White	94	7.0%	91	6.9%	73	5.5%	94	7.1%
	Decline to state	22	1.6%	58	4.4%	77	5.8%	22	1.7%
	ALL Ethnicities	1351	100.0%	1310	100.0%	1318	100.0%	1351	100.0%

Speech	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	White	1515	52.8%	1246	45.0%	1210	45.4%	1246	45.4%
	Asian	119	4.2%	122	4.4%	113	4.2%	119	4.2%
	Black	78	2.7%	67	2.4%	66	2.5%	78	2.8%
	Hispanic	894	31.2%	997	36.0%	928	34.8%	997	36.0%
	Native American	15	0.5%	17	0.6%	15	0.6%	15	0.5%
	Pacific Islander	5	0.2%	11	0.4%	13	0.5%	5	0.2%
	Filipino	19	0.7%	32	1.2%	30	1.1%	19	0.7%
	Other Non-White	187	6.5%	144	5.2%	137	5.1%	187	6.8%
	Decline to state	35	1.2%	130	4.7%	151	5.7%	35	1.3%
	ALL Ethnicities	2867	100.0%	2766	100.0%	2663	100.0%	2867	100.0%

5.8 Curriculum Offered Within Reasonable Time Frame

The CSD offers all of its classes on a regular basis. Most Communications classes are offered every semester while some Journalism and Media classes are rotated. Jour 55 is offered in Fall only as is Media 19. Media 21, 22 and 123 are offered in Spring only. Media 14 and Media 15 are now offered on an alternating schedule.

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. We have tried to minimize the effects of class cuts, due to budget cuts, on students.

The Communication Studies TMC looks as follows:

Core Class: COMM 1. COMM 1 is offered every semester at both Santa Rosa and Petaluma as well as being offered every semester as a hybrid course.

Area A: *Two of the following must be taken:* Comm 3, Comm 9, Comm 5, Comm 6.

Comm 3 is offered every semester at Santa Rosa and during the Spring semester at Petaluma. Comm 9 is offered every semester at Santa Rosa and online, but not at Petaluma. Comm 9 is offered online.

The goal is to offer Comm 5 and COMM 6 every semester at Santa Rosa and Petaluma going forward

Area B: *Any two (can't use a class taken in Area A):* Comm 5, 6, 7, 10; Media 4, 10, Comm 2, 3, 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.

Comm 2 is not being offered currently due to low demand and class cuts.

Comm 52A, B, C, D are offered every semester at Santa Rosa but not Petaluma. After Fall 2019 Comm 52 will be on hiatus but the Department plans to offer a new course Comm 51, which will have a broader focus and, is hoped, a broader appeal.

Area C: *Any class (not taken in Area A or B):* Journalism 1, 2, 52A; Media 4; Communication 2, 3, 5, 6, 7, 9, 10, 60, 98.

Communication 98 - independent study - 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 1 is offered at both Santa Rosa and Petaluma and not every semester in Petaluma as demand has not always supported a class. Journalism 55 is only offered in the Fall at Petaluma. It is no longer 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 1: Offered every semester at Santa Rosa and during the fall at Petaluma (contingent on demand).

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 in the Fall at Petaluma only. The facilities are simply inadequate at Santa Rosa.

Area B (*Complete 6 units*):

Art 19

Comm 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.

Comm 3: Offered every semester in Santa Rosa and Spring in Petaluma.

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

MEDIA MAJORS : AS IN DIGITAL FILMMAKING AND AA IN FILM STUDIES

The Film Major AA is as follows:

Classes for the Film Majors are offered in both Santa Rosa and Petaluma However to complete all the requirements students will likely have to take at least one class in Santa Rosa.

Core Class (*Complete 20 units*):

Media 10: Offered every semester at both Santa Rosa and Petaluma.

Media 14: Offered in Petaluma in Fall semester

Media 15: Offered in Petaluma in Spring semester

Media 20: Offered on both campuses

LIR 10: Offered online and at both campuses

Select 3 units from either of the courses below

Media 4: Offered on both campuses

Media 22: Offered in Santa Rosa in Spring semester

The Digital Filmmaking Major AS is as follows:

many classes are offered only in Santa Rosa.

Core Class (Core 26 units. *Complete 31 units total*):

CS 74.11 Offered on both campuses

CS 74.21A Only offered in Santa Rosa

CS 74.21B Only offered in Santa Rosa

Media 10: Offered every semester at both Santa Rosa and Petaluma.

Media 19: Only offered in Fall only in Santa Rosa

Media 20: Offered on both campuses

Jour 55: Offered in the Fall at Petaluma only. The facilities are simply inadequate at Santa Rosa.

CS 50.32 Only offered in Spring only in Santa Rosa

Lir 10: Offered online and at both campuses

and at least 6 units from the following:

Media 21: Offered in Petaluma in Spring semester

Media 22: Offered in Santa Rosa in Spring semester

CS 74.21C: Only offered in Santa Rosa in Spring semester.

Aptech 63: Only offered in Santa Rosa in Spring semester.

Aptech 64: Only offered in Santa Rosa in Fall semester.

Art 82: Offered online only

CS 70.11B: Offered in Santa Rosa and online.

Thar 63: Offered in Spring in Santa Rosa

5.9a Curriculum Responsiveness

In the area of Comm, the CSD meets the demands of transfer students quite well. It offers numerous Comm 1s and several Comm 60s that every student who desires an AA degree or transfer to the CSU system must take. In addition, the CSD offers Comm 3 and Comm 9 classes, including some online Comm 9, 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, both print and online, but the job market favors and increasingly requires 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. In 2018 much of the work in JOUR 52 transitioned to working in an online environment. Because multimedia skills are now essential, the Journalism Program is working to combine the AS and AA majors into one umbrella major with five emphases. The emphases will aim to help students gain needed skills in podcasting, video/documentary, broadcast, photojournalism or writing/print/online. The program will also offer a new course in Editing for the News Media geared to better prepare students with skills they will need for jobs and internships.

There is currently a Major and a Certificate in Digital Media with an emphasis on Filmmaking. In 2018 we introduced a Major in Film Studies.

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.

Job opportunities : 2016 - 2026

The U.S. Dept. of Labor figures show demand for Reporters and Correspondents increasing by 3 % in California, though decreasing by 10% nationwide. Opportunities for proof readers and copy editors are set to rise by 6% in CA and +/- 1% change nationwide.. Openings for Editors show an increase of 6% in California and +/- 1% change nationwide.

The Center of Excellence LMI data projects a 9% increase in jobs (over an average annual total of 373 job openings) for Film and Video in the Bay Area, with only an average of 32 completers per year to meet this demand.

Job opportunities for Audio/Video Producers show an increase of 8% in California and 12% nationwide. Finally, PR openings are forecast to increase by 11% in California and 9% nationwide.

EDD CA DATA

Current California labor market information shows demand for:
Digital Communication & Multimedia Workers: increasing by 4.7%
Digital Communication & Multimedia Managers: increasing by 10.9%
Film & Video Editors increasing by 6.2%

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.

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	Increase funding and support for the Department's Journalism program.	To eliminate the structural deficits for Journalism. Move the majority of The Oak Leaf production to an online model and finance production of a print edition magazine twice a year. Also, seek base funding from the college to support the newsroom.	On going	The Oak Leaf newsmedia is now 100% online and print replaced with a twice-yearly magazine to boost advertising income. Due to COVID closures advertising revenue at The Oak Leaf slowed significantly and the magazine was not published in 20/21. The goal remains to see base funding from the college for the newsroom.
0001	Santa Rosa	04	07	Work with Facilities and architects to find new homes for the Communication Studies Department, the Oak Leaf close to the Digital Filmmaking Studio on the Santa Rosa campus.	To unite the department and its faculty under one roof before the Analy temps are razed to make way for parking.	1-2 years	The Dept. will move into a renovated Garcia Hall in 2022. A dept. project team is heavily involved in providing input on the renovations Progress is slow but steady. Financial and other support for furniture and equipment in the new space may be needed.
0002	ALL	02	01	Revamp Forensics program	To make it more attractive to a broader student body and adjust the units and focus to fit better with current student needs.		The Forensics curriculum has been revised and made more attractive to students. The new 1/2/3 unit course will kick off in Fall '21. The anticipated new Speech Lab in Garcia will also help support both Forensics and Comm students, and should give an additional boost to the program.

6.2b PRPP Editor Feedback - Optional

The Communication Studies Department, like all Depts. on campus, had a challenging year due to COVID-driven campus closures, the now annual fire season and the impact of online classes on student learning, in particular on the Media production program. In light of online learning Media 19 - MultiCamera Studio Production and Jour 59 - Photojournalism courses had to be postponed as neither is suitable for an online format and neither was approved for in-person instruction. Several instructors chose not to teach online and all noted the impact it had on student learning overall. A Dept. student survey in Spring '21 asking about student learning preferences drew responses from over 500 students with 42% stating a preference for fully in-person learning and an additional 28% opting for a hybrid model. For Fall'21 the Dept. is hoping that most Media production courses will be in-person, many Journalism courses will be in-person or hybrid and similarly at least 6 sections of Comm 1.

Two new hires joined the Dept. in Fall 2020, both SR based, - Lex Pulos for Media and Ashley Garcia for Comm. Susan Houlihan, full-time Faculty had retired at the end of CY19. We are thrilled and relieved to have both on board. Over the past few years we've had to find several last-minute replacement instructors both in Media and Comm and it has been extremely challenging.

The Dept. also enthusiastically welcomed the news that Garcia Hall is to be renovated to provide a Dept. home, ending many years of 'wandering in the wilderness' for the Dept. Faculty will finally have offices under one roof and a facility designed to meet the specific needs of the various disciplines that make up Comm Studies. A Dept. project team has been working extensively with the facilities and the architectural teams to provide input on student and faculty needs. As a Dept. supporting one of the largest student bodies on campus we feel the move is well earned. Plans for the new space include a screening room, a newsroom and a speech lab.

JOURNALISM

The Oak Leaf News is now solely an online offering, showing the way for many other community colleges that are still battling with that transition from print to online. Students stepped up to the challenge of producing news while all off campus and with no on-campus activities to report on. Stories covered students experiences during COVIDshutdowns, the Fall Glass Fire, BLM and related issues as well as coverage of harassment. Four students were awarded scholarships by California Humanities as part of their Democracy and the Informed Citizen program, a statewide initiative designed to engage a broad cross-section of Californians in consideration of the vital connections between democracy and journalism.

The magazine was not published as both distribution and advertising generation were considered too challenging under the circumstances. Nonetheless, the struggle to balance income and expenses continues because we are one of the few, possibly only, community college journalism program forced to self-finance entirely. Nearly every other similar program in the state receives base funding, if not total funding, to run the newsroom -- with advertising income considered supplemental. The Oak Leaf needs base funding from the college to ensure its survival in both good and bad economic

conditions. The pandemic is already having a detrimental effect on news organizations worldwide, including local ones such as the Press Democrat and North Bay Bohemian. It may be even more difficult in the coming year with businesses coming out of a down economic cycle.

Students did attend online JACC Fall & Spring conference and enter for awards. We continued to garner awards, winning 25 awards from the JACC in state wide competitions and placing in two national award categories.

The journalism program also benefited from a SWP/ CTE grant to support JOUR 55 - Multimedia Journalism. The purchase of podcasting and camera equipment greatly enhances the student experience and helps increase their expertise in both audio and video.

Journalism is pleased that the new Garcia Hall will include a newsroom space close to the center of campus, something we have been advocating for for many years.

MEDIA

The Digital Filmmaking program continues to do well. The Digital Filmmaking Major and Certificate were revised, making them more streamlined and more attractive to students. A new 'Audio for Production' class will start in Fall '21 and allow students to complete the TMC for Audio TV and Media at SRJC. New courses in Contemporary World Cinema and Media, Culture and Identity will also debut in Fall '21.

Due to courses being offered through online learning the Media 19 Multi Camera Studio Production course could not be offered but is scheduled to recommence in Fall '21.

Despite COVID restrictions the Student Film Festival went ahead. 13 shorts from the 30 plus entries were chosen for the online Film Festival held in April and drew several hundred viewers.

In May the Petaluma Film Fest joined forces with Alexandre Valley Film Festival to present the annual shorts festival. Grouped into 4 categories - Borderlines, Close Encounters, Horror Delight and Global Visions - the shorts drew a large audience. Viewers also benefited from a rich and lively Q&A as directors from across the globe zoomed in to discuss their productions.

The Dept. is working intensely on creating a new screening room as part of the Garcia Hall renovation and anticipates that will greatly enhance both the student media experience on the Santa Rosa campus and the ability to host a wide variety of media-related events.

COMM/FORENSICS

Faculty rose to the challenge of teaching speech classes online and though the medium is not as suited to speech instruction as face to face classes students continued to adapt and do well.

The forensics program was revamped and CORs and units revised to reflect current and future student needs, in addition to supporting equity and diversity. These revised courses will kick off in Fall '21 and we hope to grow the student body in this discipline over the coming semesters. Tournaments continue to take place online and will do so through Fall. As part of the revised program the Dept. will offer an intramural

tournament at the end of the Fall semester. We hope over time to regain our lost travel budget and recommence active participation in tournaments as they move back to in-person format.

The Dept. is also working hard to create a Speech Lab within the new Garcia Hall building with the goal of supporting both Forensics and Comm students. Once it is established students should be able to get coaching support and practice and record speeches.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Santa Rosa	02	01	Set up a Speech Lab within Garcia	Complete the curriculum, technical and organizational steps needed to make a SpeechLab operational and accessible to students.	1-2 years	Support from the Curriculum Dept. to list and load courses. Possibly financial support for outfitting with recording technology.
0001	Santa Rosa	04	07	Work with Facilities and architects to renovate Garcia Hall as a fitting new home for the Communication Studies Department, the Oak Leaf and close to the Digital Filmmaking Studio on the Santa Rosa campus.	To unite the department and its faculty under one roof before the Analy temps are razed to make way for parking. Bring new program specific classrooms into operation for Journalism and Media	1-2 years	Financial and other support for equipment and supplies in new space may be needed.
0002	ALL	02	01	Increase funding and support for the Department's Journalism program.	Continue to eliminate the structural deficits for Journalism. Finance production of a print edition magazine twice a year with a significant proportion coming through advertising. Also, seek base funding from the college to support the newsroom.	On going	More financial support from the District. SRJC is the only community college with a journalism program that doesn't give base funding for the newsroom. The Oak Leaf must earn its own keep but online ad and Oak Leaf Magazine ad revenue are still unpredictable.
0002	ALL	02	01	Reestablish the Forensics Program increasing enrollment and diversity	Publicize the changes to the program and the broader appeal. Build up enrollment and use the Speech Lab to support students needs. Increase the budget in order to recommence travel and tournament attendance post COVID.		