

Santa Rosa Junior College

Program Resource Planning Process

Communication Studies 2023

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 and Media Studies, Digital Film Production), and Journalism (*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 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
- Maintaining equity as it relates 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 impacting students at Santa Rosa Junior College. We now have the ability to offer all COMM courses (and most MEDIA and JOUR courses) either in-person, hybrid, or online to help students who are

geographically isolated, have mobility issues, or have jobs that hinder their ability to take traditional in-person courses. We offer evening 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. Our new building, Garcia Hall, includes a speech lab & recording studio, a screening room, and a flexible media/computer lab. It also features interactive touch screen displays in the classrooms, informational screens in the public areas, a videoconference room, and we are adding phone and computer charging stations for students. Digital film production uses state-of-art gear and facilities and journalism is increasingly focused on providing news through online and mobile platforms rather than the traditional print medium.

The CSD presents one of the most diverse course offerings at the college. We offer theoretical (COMM 6, 7, 10; MEDIA 4, 6, 10, 14, 15, 17) as well as applied courses (COMM 1, 2, 3, 4, 5, 9; MEDIA 18, 19, 20, 21, 22, 123; JOUR 1, 2, 52, 54, 55, 56, 59). We serve both transfer and non-transfer students.

The CSD offers introductory skills classes (COMM 1, 2, 3, 9, JOUR 1, 2, 52A, MEDIA 18, 19, 20) and also offers courses to challenge advanced students (COMM 52B, 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, 4, 6, 9)

Area D: Social & Behavioral Sciences (COMM 7, MEDIA 44)

Area E: Humanities (COMM 2; MEDIA 6, 10, 17, 44)

Area G: American Cultures/Ethnic Studies (COMM 7; MEDIA 6)

Area H: Global Perspective and Environmental Literacy (MEDIA 17)

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

Area A1: Oral Communication (COMM 1, 4)

Area A3: Critical Thinking (COMM 3, 9)

Area C1: Arts (MEDIA 4, 10, 14, 15, 17, 44)

Area C2: Humanities (COMM 2; MEDIA 6, 17)

Area D: Social, Political & Economic Institution and Behavior (COMM 7, 10; MEDIA 6, 44)

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, 6, 10, 14, 15, 17, 44)

Area 4 Social & Behavioral Sciences (COMM 7, 10; MEDIA 6, 44)

The CSD provides outreach to the community on many levels.

First, the SRJC Forensics Team had hosted an annual speech & debate tournament that brings to the campus some of the top two-year and four-year programs in the state. This was an incredible recruiting tool for our program. We will put this event on hiatus in 2019 due to budget and faculty constraints. In 2022/23 we reactivated the Forensics intramural tournament, where students from Communication classes are encouraged to participate. This is a great way to expose students in our basic speech classes to competitive speaking. The tournament brought members of the community on campus as judges. We continue to explore ways to revitalize the program and with new faculty on campus now hope to bring back the inter-mural tournament soon.

Second, the CSD houses The Oak Leaf student news media and The Oak Leaf Magazine, as well as social media sites on Facebook, Instagram, Twitter and Snapchat.. *The Oak Leaf* allows students as well as community members an opportunity to have their voices heard on campus, local and state issues. The Journalism Program offers a Digital Journalism certificate and an AS transfer major. 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.

Third, the CSD houses Petaluma Film Alliance (PFA), a film society that produces the Petaluma Cinema Series, Film Fest Petaluma, the Sonoma County Student Film Festival, and an artist-in-residence film production workshop. 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 the Alexander Valley Film Society, the Sebastopol Documentary Film Festival, Clover Sonoma, Cinnabar Theater, Kaiser Permanente, and Associated Student Programs, partnered with PFA to produce programming for the Sonoma County community. These events not only provide programming to Sonoma County but they offer opportunities for students to learn from visiting film professionals, share their work in public forums, participate in internships and workshops, and allow them to build a network of collaborators for their future careers.

In Petaluma, the communication faculty have worked to spearhead interdisciplinary and contextualized learning around communication, public speaking, and intercultural communication. 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. The Petaluma communication instructors have also organized a student club for Communication majors. The student club has organized events at Day Under the Oaks and LunaFest, and co-sponsored the We the Future Social Justice Conference hosted by Our House Intercultural Center.

We also offer several Communication courses in the Lanzamiento program (COMM 1, 7; MEDIA 10) to support Latinx students. In Fall 2022, we initiated a COMM 1 section focused on social justice.

1.1c Description

The CSD houses three (3) disciplines: Communication Studies, Film and Media Studies, and Journalism. The department serves primarily transfer students; however it also serves re-entry students seeking to enhance their skill set. Further, the department serves students who seek technical training in audio and video production and digital filmmaking. The CSD is home to the college's student news media, *The Oak Leaf*, The 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 Garcia Hall 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, Tuesday and Thursday. It is staffed remotely on Wednesday and closed on Fridays.

1.2 Program/Unit Context and Environmental Scan

Degree Programs, Transfer Majors, General Education and Basic Skills

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

Transfer requirements in the works:

The Department has active transfer model curriculums in Communication Studies, Film, Television, and Electronic Media, and Journalism. The Department has increased both UC transferability and General Education eligibility in both Communication Studies and Media Studies courses. In anticipation of Comm 1 being a requirement for both CSU and UC transfers, rather than just UC as is currently the case, the department plans to review requirements for the AA-T in Communication Studies.

· **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. Mastery of basic text and video editing has become a core requirement for

many fields, 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 Communication 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.

Despite changes in technology, advisory groups and business leaders continue to stress the importance of soft skills, including strong written and oral communication skills, the ability to work in groups, and reliably meet deadlines.

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

With less assessment testing and reflecting the impact of remote learning during COVID, students are entering college transfer classes without the necessary composition and research skills to meet student learning outcomes. This increases the need for basic skills training and tutoring services as well as support from instructional assistants or PALS.

· **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.

Film & Media Studies has partnerships with several local film organizations involving training and internships in both digital film production and film festival operations.

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.

2.1a Budget Needs

Going into the next academic cycle, the budgetary priorities for the Communication Studies Department are

1. Technology and infrastructure support for a variety of instructional needs in Garcia Hall \$43,850
2. Reinstatement of a forensics budget; \$40,000

3. Enhanced funding for Journalism student travel.\$5,000
4. Funding for *The Oak Leaf* news media; \$15,000
5. Funding for the media program's artist-in-residence workshop \$10,000
6. Printing and supplies for the Cinema Series and Film Fest Petaluma \$1,000
7. Cameras and lenses for Journalism program \$16,250

1. Technology and infrastructure

The CSD moved into the renovated **Garcia Hall** in Fall 2022. The new building includes a speech lab, a new Oak Leaf newsroom, a media/computer classroom and a screening room. Those facilities 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 meet those needs, we anticipate the need for one-time funding to finish the building's technological outfitting. We need budget for the following items most of which were in our original renovation request but were cut without consulting with teh department:

- green screen for the recording studio inc. installation - \$7,000
- blackout shade/curtain for recording studio - \$750
- lighting for recording studio - \$10,000
- mechanized shades for screening room + installation - \$15600
- stackable seating for outdoor instructional area \$3000
- additional electrical & data outlets for the newsroom \$7500

2. Forensics

A new faculty member has started to reboot SRJC's **forensics** program with great success this first year. The focus going forward will include support for individual events as well as debate. This broadens the appeal of the program and creates an opportunity for a more diverse and equitable program. Two intramural tournaments attracted approx. 75 students and provided a pathway to engage community members in judging. Due to limited financial support small teams of 6-10 people attended local tournaments and a team of 8 travelled to state and national finals. Students made it semi-finals in Nationals and won a second place award in States. We hope to have a permanent travel budget reinstated and that it include funds to travel locally, and to both the above tournaments, in addition to supporting the reinstatement of an inter-mural tournament on the SRJC campus. The program needs a permanent budget to continue to grow and serve an increasingly diverse student body.

The Department would like to see the incremental re-establishment of a \$40,000 budget as the program grows.

3. &4 Journalism - Travel - Oak Leaf production

Journalism is suffering from an already low travel budget that has decreased in recent years, despite rapidly increasing travel costs.

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 2022 The Oak Leaf won two national awards for its web site and news content and 26 awards on a regional basis.

The program needs an additional \$5,000 for student travel. The Journalism program this year had a travel budget of \$3800. While this amount was a 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.

We produce one printed *Oak Leaf Magazine* each semester and while we have advertising revenue, production is still predicated on a fully self-financing model, unlike any other community college. Journalism is therefore expected to cover the entire printing cost for publication each semester. Creating, writing, designing and distributing the magazine is a fundamental part of the curriculum for students in Jour 1, Jour 2 and Jour 52. Unlike other disciplines where curriculum materials are covered by the college, journalism is expected to cover its cost for the magazine.

It is unclear if the ad revenue will ever cover all printing costs. The *Oak Leaf* ad manager also sells website ads and social media posts. With the economic impact COVID has had on many small businesses the revenue stream from advertising remains uncertain. Advertising revenue has ranged from \$1,500 per edition to a high of close to \$5,000. In addition, costs to host the site have increased by almost 20% recently. *The Oak Leaf's* revenue stream is uncertain and it continues to run a deficit

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.

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. **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?

1. 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 either partial or complete funding. 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. Respondents noted drop in revenue over past few years.

Costs:

Printing **per semester** \$10,000-12,000

Web site hosting \$900 annually

Supplies and materials \$2,000

Based on advertising revenues of \$5,000 per semester we need a budget of \$15,000 annually

5 Media Program Workshop

The media production program has organized a filmmaker- led workshop for students for the past several years. This year we had over 35 students participating from Media 18, 20, 21 and 22. The 3-4 day workshop culminates in the production of a short film that is shown at Film Fest Petaluma. Costs for the workshop have increased to the point where we can no longer rely on sponsorship and support from the Film Fest to cover the workshop.

The workshop needs a budget of \$10,000

Costs for the Spring 2023 workshop were as follows:

Filmmaker travel and accommodation \$3500

Honorarium \$2500

Location costs (food, media permits, transport) \$2,000

Supplies \$1,000-2,000

6. Cinema Series & Film Fest Petaluma

Printing of posters, brochures, materials and supplies

Printing \$1000

Supplies \$300

7. Cameras, Lenses & Accessories for Journalism Program

The journalism program is growing with more students joining this academic year than the previous two years. Due to the growing emphasis on journalists being able to write, photograph, take video and audio for online posting we are seeing an increased need to provide the equipment to help students achieve those capabilities. This Spring we reinaugurated the Photojournalism class and provided those students who needed one, with DSLR cameras - essential for the class. We do not currently have enough cameras to meet student need and demand, not enough lenses and accessories (batteries, chargers, SD cards) to cater to the range of skills students need to develop.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	01	\$43,850.00	Additional work and instructional support for Garcia Hall. Covers items value engineered out of the project by the project manager without consulting with the Dept. See 2.1a for details.
0001	Santa Rosa	01	01	\$15,000.00	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.
0001	Santa Rosa	01	01	\$40,000.00	Forensics -re-establish forensics travel budget as our new faculty works to rebuild the program having had a very successful first year
0001	Santa Rosa	01	01	\$10,000.00	Funding for the media department's annual Artist-in-residence production workshop
0002	Santa Rosa	01	01	\$5,000.00	Additional funds needed for journalism students to travel to competitions and conferences.
0002	Petaluma	01	01	\$1,300.00	Printing and supplies for Film Fest and Cinema Series

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. Is point person for all scheduling preparation and for budget. Assists with preparation of PRPP, Evaluations, and grants. Supports Dept events such as Film Fest, PFA program, Speech Night, Speech Tournament. 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 - these are currently downsized due to Covid but may resume at larger capacity in 2023.

2.2d Adequacy and Effectiveness of Staffing

The Oak Leaf needs to hire an instructional aide for the Oak Leaf who could also 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 synchronous online.
Comm	Teaches primarily Speech and Communication courses synchronous online.
Comm	Teaches primarily Speech and Communication courses online.
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. 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. Dept Chair starting Fall '23.
Comm	Petaluma anchor. Teaches Speech and Communication courses.
Film/Media	Santa Rosa anchor. Teaches Film & Media Studies.
Comm	Santa Rosa anchor. Teaches Speech and Communication courses and leads the Forensics program.
Comm	Santa Rosa anchor. Teaches Speech and Communication courses.

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
District Communication Studies	6.5900	54.0000	4.2000	34.0000	1.46 overload (1.4 in Comm .06 in Media)
District Communication Studies All Dept. Classes	9.1700	54.0000	6.2000	36.0000	We currently have between 10-12 Comm associates depending on semester and needs, 4 media/film adjuncts - two of whom only teach online, and 3 Journalism associates, one who can teach only Photojournalism and the second has limited availability. In Petaluma we have two Comm contract faculty who teach most of the classes, as well as 1 adjunct. We anticipate retirements in coming semesters and have Comm faculty on sabbatical and teaching abroad in 23/24 and Fall of 24/25.
District Journalism	0.9800	72.0000	0.3900	28.0000	Until 2018, Anne as the sole full time journalism instructor, taught 100% of the journalism classes. In 22/23 we added one photojournalism associate to the pool. In recent years 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 be teaching abroad in Fall '24. We revised the Multimedia Journalism class to make it UC transferable starting Fall '23.
District Media Studies	1.6000	46.0000	1.6000	46.0000	We have three full-time media/film instructors and four film/media adjunct instructors. We have expanded the program with three new classes, the first of which started in Fall '21 and the second in Fall '23. 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. We have 1 contract faculty out on sabbatical for the '23/'24 academic year.
PET Comm Studies All PET Classes	1.9200	76.0000	0.6000	24.0000	PET Comm classes are primarily staffed by full-time faculty with one adjunct completing the roster for Comm and one for media. There's a 0.42 overload in Media. One of the Comm anchors is department chair and the other is abroad and on sabbatical from Fall '23 until Spring '25.
PET Comm Studies classes	1.1900	86.0000	0.2000	14.0000	One of our Pet COMM contract faculty anchors is abroad in Barcelona in Fall '23 and will be on sabbatical in Spring and Fall '24. The other Pet contract faculty anchor is currently department chair. We've back-filled the Pet COMM classes left by the two anchors with contract faculty who primarily teach on the Santa Rosa campus
PET Journalism	0.0000	0.0000	0.0000	0.0000	
PET Media Studies	0.7300	65.0000	0.4000	35.0000	.27 overload

2.3c Faculty Within Retirement Range

Department	50+	55+	Under 50	Grand Total
Communication Studies	1	4	4	9
Petaluma/Communication Studies	1		2	3

Two current faculty have indicated they plan to retire within one years, with one other also falling within the normal retirement age range within 5 years.

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

While we anticipate the retirements of two full-time Santa Rosa-based Comm Studies faculty in the '24/'25 academic year, we are hoping to get 1 position to begin Fall '24 to have someone ready should those two faculty members leave in December '25. Not only are 2 faculty members intending to retire, both the prospective retirees teach 140% load. Currently, if those retirees decide to leave sooner, we simply do not have enough associate or contract faculty to cover the 280% load that would be vacated. Further, with the impending Cal-GETC beginning in Fall '25, it's likely that we'll need to increase our COMM 1: Introduction to Public Speaking sections because it will be a required course for all Cal-GETC students.

Communication Studies (Speech) Instructor for the Santa Rosa Campus

We will be asking for one full-time position to begin in Fall '24 to cover the above-mentioned issues. We're looking for a generalist with expertise in argumentation and debate as those are the subject areas that are covered by our 2 impending retirees. Ideally, we'll find someone who is interested in helping our Speech and Performance team, as the current director is handling all the coaching, travel (arrangements and driving), recruiting, advertising, and teaching of the 35 (or so) students himself. This new hire would feel comfortable coaching individual speech and limited preparation events, with perhaps an interest in bringing debate back to the team (dependent on sustained budget resources).

Communication Lab Coordinator

When the technical installation in Garcia Hall is complete, hopefully by Fall '24, we will be in a position to open the Communication Lab. Going forward, that facility merits a dedicated resource, at least part-time. The goal is to initially offer the resource to communication students, and gradually expand to students across the campus. Since the lab will be staffed by peer-tutors, there will be a need for someone to coordinate their staffing of the lab, and to teach the course the tutors must take in order to be "certified" to be peer-tutors.

Journalism/Media Instructor

The Journalism program consists of one full-time faculty member who serves as both *The Oak Leaf* adviser and 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. The ideal candidate would also be able to teach MEDIA 4: Introduction to Mass Communication.

Speech and Performance Team (Forensics) at the Santa Rosa Campus

In 2022 we hired a Comm Studies instructor who has experience and an interest in Forensics. Under his guidance the Forensics program showed a remarkable resurgence in AY '22/'23, with continued growth in Fall '23. He formed a team that attended several local tournaments, as well as travelling to both the state and community college national tournaments. The new faculty member, with help from faculty volunteers, began bi-annual intermural speech tournaments, where students from any basic public speaking course can deliver one or more of their speeches with an intent to win bookstore gift certificates. Further, he hosts bi-annual performances on campus so that each semester our campus community can see what the Speech and Performance team is working on and performing at tournaments. He also has the goal to begin a college-level speech tournament in October 2024, with a high school level speech tournament sometime in the '25/'26 academic year. Both tournaments work to get SRJC's name out into the broader community, while allowing students from all over the Bay Area (and potentially the nation) to come to our campus. While the budget has been restored for the '23/'24 academic year, it's imperative that it becomes steady funding, rather than having to wonder how much, if any, the team will have from year-to-year. In the past there have been as many as 3 instructors helping to run the Speech and Performance Team at SRJC, so to have just 1 faculty member currently doing it all is untenable. With the increased enrollment already occurring, and the fact that COMM 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, our hope is to have the institutional support and budget to continue to grow the coaching staff to allow for the continued growth of the team.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	Santa Rosa	02	01	Comm generalist focused on argument & forensics	
0002	ALL	02	01	Comm generalist focused on "human communication"	
0003	ALL	02	01	Journalism instructor who also helps Digital Media	

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

See also 2.1a

COMMUNICATION CLASSES

Mechanzied Shades for the Garcia Screening Room

Capital projects cut the \$15600 cost to automate room darkening in the theatre. This is an essential feature to media instruction and projection.

Blackout Shade and Green Screen for Speech Lab/Recording Studio

In order to use the recording studio successfully we need to have a black out shade so light from the window doesn't impact recording. The green screen will also enable the room to be used more flexibly for both communication, journalism and media students.

Lighting for the Speech Lab/Recording Studio

In order to use the recording studio successfully we need to have lighting installed that can be adjusted appropriately for speech, journalism and at times media class recordings. The current lighting, basic room lighting, is not designed to support student needs.

Outdoor Seating

The original renovation plan requested an equipped outdoor teaching space. Garcia Hall is ideally located for this and its functionality holds increased value coming out of a pandemic. At a minimum we would like to have seating or cushions that could be quickly and easily moved from our storage area in the building to the green space outside.

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 Cameras and 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 grants in 2021 and 2020 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 photojournalism course.

In Spring 2023, the new cameras and lenses were in high demand at the Oak Leaf and in Photojournalism. 50% of the students in the photojournalism class needed a loaner camera in order to participate in the class.

Justification for Camera Accessories: (These accessories include: Battery Chargers, spare batteries, filter kits, 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.

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	Camera equipment	2	\$3,000.00	\$6,000.00	Anne Belden	Garcia Newsroom	Anne Belden
0001	Santa Rosa	01	01	Green screen for recording studio. Serves both Comm., jourm and occasional use by media production	1	\$7,000.00	\$7,000.00	Elizabeth Simas	Garcia 103	Elizabeth Simas
0001	Santa Rosa	02	01	Black out shade for Recording studio. Serves both Comm and Jour classes	1	\$750.00	\$750.00	Elizabeth Simas	Garcia 103	Elizabeth Simas
0001	Santa Rosa	02	01	Mechanized shades for screening room	8	\$700.00	\$5,600.00	Alexis Pulos	Garcia 101	Alexis Pulos
0001	Santa Rosa	01	01	Lighting for recording studio	1	\$10,000.00	\$0.00	Elizabeth Simas	Garcia 103	Elizabeth Simas
0001	Santa Rosa	01	01	installation of mechanized shades in screening room	1	\$10,000.00	\$10,000.00	Alexis Pulos	Garcia 101	Alexis Pulos
0002	Santa Rosa	01	01	Camera lenses sports Sony 200-600	4	\$2,000.00	\$8,000.00	Anne Belden	Garcia Newsroom	Anne Belden
0002	Santa Rosa	02	01	outdoor classroom seating	30	\$100.00	\$3,000.00	Elizabeth Simas	Garcia outdoors	Elizabeth Simas
0003	Santa Rosa	01	01	Camera accessories	10	\$250.00	\$2,500.00	Anne Belden	Garcia Newsroom	Anne Belden

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0002	Santa Rosa	01	01	Additional power outlets and data ports for newsroom	1	\$7,000.00	\$7,000.00	Anne Belden	Garcia 106 Newsroom	Anne Belden

2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
------	----------	----	---	------------------	-----	-----------	------------	-----------	------------	---------

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	04	06	Urgent	Garcia Hall	101, 107	\$500.00	Repair damage to walls with removal of temporary white boards

2.5b Analysis of Existing Facilities

A DEPARTMENT ENJOYS A NEW HOME

The Comm Studies Dept. moved into Garcia Hall in Fall 2022. While it has taken most of the academic year to get the building infrastructure complete and there are still some items outstanding, we will finally unite Santa Rosa faculty offices in one place and provide specialized learning environments that the Department has long needed. 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 limited classroom space in the new building. The Department may also need a dedicated space for forensics depending on the future direction of the program.

3.1 Academic Quality

With the move to the renovated Garcia Hall building in Fall '22, the CSD now has access to facilities that support its mission more appropriately. While all of the new technology has not yet been installed we are already able to take advantage of many of the classroom features.

Our new Media lab classroom has a flexible design facilitation a variety of class room set-ups according to course needs. The portable laptop cart allows quick and easy access to computers for ad hoc projects, quizzes and writing projects for journalism classes.

The screening room is proving an excellent location for media classes and once the final tech. installation is complete should broaden the range of activities and events we can offer.

The recording studio and speech lab are not yet operational but we anticipate having those up and running for Fall '23.

The new newsroom has become a favored locus for the growing number of journalism students and its practical set-up, with room for multiple workgroups, was fully exploited during magazine production cycles.

The building as a whole welcomed two intra-mural forensic tournaments this year and showed its strengths as students used the various rooms for different types of speech and debate presentations. Overall, the forensics program is experiencing a rebirth with new faculty leading the charge to get the SRJC back on the speech and debate circuit. Small teams participated in both State and national tournaments while larger groups competed successfully at a variety of smaller local venues.

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 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.

3.2 Student Success and Support

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.

We have added a Comm 1 section focused on social justice to our offerings.

3.3 Responsiveness to Our Community

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.

With a majority of the Department staff now located and teaching in a single building we have been able to increase the level and caliber of collegiality we seek to build and encourage within the Department.

3.4 Campus Climate and Culture

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. She also did a recent walk through of the new Garcia building with the emergency management specialist and will share that information at a future department meeting. She is now the Building & Area Safety Coordinator.

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 in to the SRJC District Police to discuss best evacuation strategies for our Garcia rooms.

4.1a Course Student Learning Outcomes Assessment

The Department has created a schedule and assigned evaluators to ensure that SLOs of all courses will be evaluated at least once between 2016 and the end of the 2022/23 academic year.

Progress on that schedule is on track.

100% of COMM courses are complete with the exception of a course not being offered currently and two courses of independent study.

All Journalism courses are complete or will be completed this semester with the exception of two courses not currently being offered.

In Media only one SLA remains incomplete, and that is scheduled for completion this semester. Only new courses that have yet to be offered are not completed.

4.1b Program Student Learning Outcomes Assessment

All PSLOs for the CSD majors (AA-T COMM, AA-T Jour, AA Film Studies, AS Digital Journalism, and certificates in Digital Film & Digital Journalism) were assessed in 2021. The assessments can be found on the college's SLO Sharepoint site. The assessments indicate that students are being exposed to and mastering the Learning Objectives outlined in each major.

AS-T FOR FILM , TV ELEC MEDIA was assessed in 2023
AA-T JOUR was assessed in 2023
AA-T COMM was assessed in 2022

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	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	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
Jour 56		X	X	X	X		X	X	X	X	X	X				X
Jour 59		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	X
Media 14			X	X			X	X		X	X	X	X			X
Media 15			X	X			X	X		X	X	X	X			X
Media 18		X	X	X	X		X	X		X	X	X	X			X
Media 19		X		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	X
Media 4			X	X			X	X	X	X	X	X	X			X
Media 6		X	X	X	X		X	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 2023.

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.

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 9 am and 10:00 pm there is always a CSD class on offer, and some days classes start at 7:30am. 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, Media 10) and continue to balance our in-person with our online offerings. Overall the Dept. offers close to 50% of Comm classes online. Some Media classes are offered online but Media production and journalism classes are offered in-person due to the specific needs of those programs.

HYBRID: Some of our Comm classes (Comm 1, 3, 4, 6, 7, 9 Media 4, 6, 10) are offered in a hybrid format. Students learn the theory of the class asynchronously but come to the classroom or join via Zoom to deliver presentations or participate in group exercises live online or 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, 6, 7), and Media (Media 4, 10), 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.

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, 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 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 at or above 85% for Fall and Spring semesters, for several years, with the exception of the Covid period.

Journalism in particular is showing a rapid recovery from the impact of Covid.

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

Santa Rosa Campus

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023
Communication Studies	90.2%	99.3%	94.9%	92.7%	91.4%	91.9%	85.0%	89.8%	78.9%	83.3%	85.8%	
Journalism	0.0%	96.7%	71.8%	0.0%	71.2%	87.8%	0.0%	50.6%	45.6%	0.0%	70.2%	
Media Studies	99.1%	103.0%	106.3%	95.7%	94.7%	93.5%	75.8%	93.8%	73.4%	84.2%	86.3%	
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	92.6%	99.9%	95.7%	93.5%	90.2%	92.1%	82.4%	88.8%	75.7%	83.5%	84.8%	

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023
Communication Studies	76.4%	98.4%	96.1%	145.3%	92.6%	101.4%	86.7%	91.3%	80.0%	101.3%	93.5%	
Journalism	0.0%	105.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Media Studies	0.0%	83.9%	64.7%	86.7%	94.8%	87.9%	86.7%	84.0%	65.2%	80.0%	90.3%	
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	76.4%	92.3%	81.8%	128.6%	93.3%	97.6%	86.7%	89.2%	75.2%	95.2%	92.3%	

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023
Communication Studies	102.7%	104.0%	94.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	76.0%	
Journalism	0.0%	0.0%	86.7%	0.0%	0.0%	0.0%	0.0%	59.3%	48.3%	0.0%	0.0%	
Media Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	102.7%	104.0%	92.3%	0.0%	0.0%	0.0%	0.0%	59.3%	48.3%	0.0%	76.0%	

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023
Communication Studies	90.6%	99.2%	95.1%	102.5%	91.6%	94.2%	85.3%	90.1%	79.2%	87.1%	87.1%	
Journalism	0.0%	98.2%	75.7%	0.0%	71.2%	87.8%	0.0%	52.8%	46.7%	0.0%	70.2%	
Media Studies	99.1%	95.2%	85.2%	93.8%	94.7%	91.9%	78.0%	91.3%	71.0%	83.3%	87.3%	
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	92.4%	98.1%	91.6%	100.2%	90.9%	93.4%	83.2%	88.5%	74.8%	86.0%	86.3%	

Communication Studies - FY 2019-22

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

A) Communication Studies Courses:

At the Santa Rosa campus, Communication courses continue to have very high enrollment efficiency with a slight drop off in F21. However this drop off is minimal when compared to the statewide drop of 15% in community college enrollment and is trending upwards since F21.

At Petaluma, Communication courses are approaching and at times exceeding 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. We are also offering multiple formats of Comm 1 classes to meet differing student needs - ie hybrid, in-person, fully online. We are tracking this closely also to ensure our mix reflects demand going forward and in Fall '22 added a late-start section of Comm 1 to support increased demand.

B) Journalism Courses:

Journalism courses at Santa Rosa continue to grow and expand in offerings.

A drop off in Fall 21 reflects a number of students transferring to a 4 year college and enrollment has grown significantly since as the new incoming students enroll in higher level journalism courses.

No summer Journalism classes are offered.

C) Media Courses:

Media classes are in high demand as reflected in the above 80% enrollment rates and the pick-up in enrollment post covid.

All Media 4 classes fill each semester.

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 & 4: 25 student cap

COMM 3 and 9: 20 student cap

COMM 5: 35

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

Media 4, 6: 30 student cap

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

In Spring 2023 our department offered ninety-four (94) total sections of different classes. Of those, sixty-eight (68) [71%] were the above COMM courses, seven (7) were Media 4 (7%), eight (8) were Journalism sections (8.5%). 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. Also, when looking at our enrollment efficiency rating for all classes (high 80s 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 2019 - 22

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

Santa Rosa Campus

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	22.9	25.0	23.7	23.5	22.7	22.8	21.3	22.1	19.8
Journalism	0.0	29.0	20.3	0.0	20.2	26.3	0.0	8.0	13.0
Media Studies	28.5	31.3	30.3	27.5	27.5	27.7	22.8	26.7	20.0
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	24.3	26.4	24.7	24.5	23.6	23.9	21.6	22.0	19.8

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	21.0	25.4	24.4	36.3	24.2	25.7	21.7	22.8	20.0
Journalism	0.0	21.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Media Studies	0.0	53.5	38.2	26.0	32.0	24.6	26.0	26.3	20.0
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	21.0	31.8	28.0	33.8	26.1	25.4	22.8	23.7	20.0

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	25.7	26.0	23.5	0.0	0.0	0.0	0.0	0.0	0.0
Journalism	0.0	0.0	26.0	0.0	0.0	0.0	0.0	16.0	14.0
Media Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	25.7	26.0	24.0	0.0	0.0	0.0	0.0	16.0	14.0

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	23.2	25.1	23.8	25.9	23.1	23.5	21.3	22.3	19.8
Journalism	0.0	27.0	21.8	0.0	20.2	26.3	0.0	9.3	14.0
Media Studies	28.5	36.9	32.9	27.2	28.4	26.8	23.4	26.6	20.0
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	24.2	27.5	25.4	26.2	24.1	24.3	21.9	22.2	19.8

Santa Rosa Campus

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	22.9	25.0	23.7	23.5	22.7	22.8	21.3	22.1	19.3
Journalism	0.0	29.0	20.3	0.0	20.2	26.3	0.0	8.0	13.7
Media Studies	28.5	31.3	30.3	27.5	27.5	27.7	22.8	26.7	20.6
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	24.3	26.4	24.7	24.5	23.6	23.9	21.6	22.0	19.3

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	21.0	25.4	24.4	36.3	24.2	25.7	21.7	22.8	20.0
Journalism	0.0	21.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Media Studies	0.0	53.5	38.2	26.0	32.0	24.6	26.0	26.3	20.2
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	21.0	31.8	28.0	33.8	26.1	25.4	22.8	23.7	20.1

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	25.7	26.0	23.5	0.0	0.0	0.0	0.0	0.0	0.0
Journalism	0.0	0.0	26.0	0.0	0.0	0.0	0.0	16.0	14.5
Media Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	25.7	26.0	24.0	0.0	0.0	0.0	0.0	16.0	14.5

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	23.2	25.1	23.8	25.9	23.1	23.5	21.3	22.3	19.5
Journalism	0.0	27.0	21.8	0.0	20.2	26.3	0.0	9.3	14.0
Media Studies	28.5	36.9	32.9	27.2	28.4	26.8	23.4	26.6	20.5
Speech	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	24.2	27.5	25.4	26.2	24.1	24.3	21.9	22.2	19.4

II. Discipline

A. Communication Courses (COMM 1, 3, 5, 6, 7, 9, 10, 52, 60)

Speech classes have enrollment caps ranging from 20 (COMM 3, 9) to 25 (COMM 1, 4, 52,). 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. Average class size hovers between 22 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.

The Communication courses (COMM 5, 6, 7, 10) have enrollment caps ranging from 25 to 35 (only one class Comm 5 has 35) students. As can be seen by the table above, enrollments for all Communication classes at all campuses combined have been in the low 20s, reflecting the preponderance of Comm 1 classes with their 25 student cap. Petaluma class size for these courses tracks Santa Rosa closely. Overall, the Communication classes are filling to near the cap.

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

All Journalism courses have caps of 30 students. However each semester several students in Journalism 52 (*The Oak Leaf*) do so under independent study programs (Comm 49 and Comm 98) so these numbers do not capture all of those students interested in Journalism. The Fall '21 numbers reflect the fact that many of the students in the class of 20/21 transferred or completed their degree/certificate and a new incoming class is working towards qualification to enroll in higher level journalism classes. By F'22 we see an uptick in enrollment which should continue as those students work through the advanced courses.

C. Media Courses (MEDIA 4, 6, 10, 14, 15, 18, 19, 20, 21, 22)

The Media 4 classes also have caps of 30. The Media (film) 10, 14, and 15 classes have caps of 35 at the Santa Rosa Campus. Media 18, 19, 20, 21 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 students per section.

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

Petaluma Campus (Includes Rohnert Park and Sonoma)

Communication Studies		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	4.25	31.30	36.09	10.83	31.68	36.64	6.51	27.64	26.72
	FTEF	0.40	2.42	2.81	0.62	3.63	2.80	0.62	3.10	3.02
	Ratio	10.64	12.95	12.84	17.55	8.72	13.09	10.55	8.90	8.86

Journalism		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	0.00	3.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	12.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Media Studies		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	0.00	28.76	26.61	2.60	16.43	17.37	2.60	12.53	11.93
	FTEF	0.00	1.41	1.69	0.21	1.00	1.45	0.21	0.93	1.13
	Ratio	0.00	20.33	15.75	12.64	16.42	11.95	12.64	13.42	10.55

Speech		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

Communication Studies		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	39.64	170.76	161.55	41.49	141.07	145.43	32.05	135.23	116.3
	FTEF	3.49	13.25	13.01	3.29	13.43	12.59	3.08	12.94	12.2
	Ratio	11.37	12.88	12.42	12.61	10.50	11.55	10.40	10.45	9.5

Journalism		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	0.00	14.04	14.07	0.00	11.66	10.88	0.00	8.08	7.9
	FTEF	0.00	1.11	1.15	0.00	1.40	0.86	0.00	1.12	1.1
	Ratio	0.00	12.70	12.21	0.00	8.33	12.68	0.00	7.19	7.0

Media Studies		X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
	FTES	11.27	73.04	59.63	13.46	63.71	54.77	12.92	53.37	43.6
	FTEF	0.82	4.16	3.83	1.03	4.45	4.14	1.09	3.99	4.3
	Ratio	13.70	17.54	15.56	13.09	14.30	13.21	11.86	13.37	10.0

COMMUNICATION CLASSES:

The FTES/FTEF ratios for all combined Santa Rosa and Petaluma Communication courses (Spring and Fall only) ran close to 12 with a steady upward trend post pandemic.

JOURNALISM CLASSES:

The FTEF/FTES ratios for Journalism classes has held steady at 7+ 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 ratio for Media classes (Santa Rosa and Petaluma combined) recently tracked in the 12-14 range. Higher ratios in Petaluma are likely the result of more production classes, which have lower caps, and are all taught at Santa Rosa.

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 5	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				
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 4					

5.5 Successful Program Completion

While data for this academic year 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. The impact of the pandemic is clearly seen in the completion numbers but we're beginning to see a reversal of that downward trend.

Communication Studies for Transfer AA Major

Data for the academic years is listed below.

	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
	62	57	64	57	34	6

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. The AA-O is in the process of being discontinued.

	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
AA-T	8	5	11	5	3	4
AA-O	2	1	2	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 Department offers both an AA and a Certificate in Digital Journalism.

	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
AS-O	2	2	2	0	0	0
Cert.	3	1	1	0	0	0

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	2019/20	2020/21	2021/22	2022/23
AA	5	7	3	6	1

AS in Digital Filmmaking

The Department offers both an AS and a certificate in Digital Filmmaking. The complete course offering for a TMC in Film, TV and Electronic Media was initially offered in Fall 2021. Going forward students will be able to complete an AS-T in this field

Numbers for students completing these qualifications are listed below.

	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
AS-O	14	4	4	6	11	2
AS-T	-	-	-	-	-	3
Cert.	8	5	4	5	9	1

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	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	83.6%	82.0%	75.5%	87.8%	79.5%	81.4%	0.0%	76.3%	81.1%
Journalism	0.0%	69.9%	79.7%	0.0%	85.1%	82.1%	0.0%	82.9%	81.1%
Media Studies	87.7%	89.1%	78.2%	89.9%	71.4%	76.5%	0.0%	77.4%	81.1%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
ALL Disciplines	84.9%	82.9%	76.3%	88.4%	77.9%	80.3%	0.0%	76.7%	81.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	97.6%	84.5%	80.2%	94.4%	77.1%	83.7%	0.0%	74.3%	81.1%
Journalism	0.0%	85.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
Media Studies	0.0%	67.8%	61.2%	100.0%	70.5%	67.8%	0.0%	67.6%	81.1%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
ALL Disciplines	97.6%	77.9%	73.4%	95.5%	75.0%	79.8%	0.0%	72.5%	81.1%

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	80.5%	59.6%	74.5%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
Journalism	0.0%	0.0%	74.1%	0.0%	0.0%	0.0%	0.0%	75.0%	81.1%
Media Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
ALL Disciplines	80.5%	59.6%	74.4%	0.0%	0.0%	0.0%	0.0%	75.0%	81.1%

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Communication Studies	84.5%	81.7%	76.5%	89.6%	79.0%	82.0%	0.0%	75.8%	81.1%
Journalism	0.0%	73.1%	78.0%	0.0%	85.1%	82.1%	0.0%	80.7%	81.1%
Media Studies	87.7%	81.3%	71.6%	91.9%	71.1%	74.2%	0.0%	75.2%	81.1%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
ALL Disciplines	85.3%	81.2%	75.4%	90.2%	77.2%	80.2%	0.0%	75.8%	81.1%

Santa Rosa Junior College - Program Unit Review

Communication Studies

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	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	82.2%	79.4%	73.4%	87.8%	76.3%	78.6%	0.0%	73.3%	74.4%
Journalism	0.0%	65.1%	78.1%	0.0%	82.6%	76.9%	0.0%	78.0%	85.4%
Media Studies	83.3%	86.9%	77.3%	88.1%	69.1%	73.4%	0.0%	74.8%	73.3%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	82.5%	80.4%	74.4%	87.9%	75.0%	77.3%	0.0%	73.8%	74.4%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	97.6%	82.2%	77.9%	93.5%	74.0%	82.6%	0.0%	72.8%	73.3%
Journalism	0.0%	85.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Media Studies	0.0%	60.3%	60.2%	100.0%	69.1%	67.0%	0.0%	62.7%	83.3%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	97.6%	73.7%	71.6%	94.7%	72.4%	78.8%	0.0%	70.1%	76.6%

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	80.5%	59.6%	74.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Journalism	0.0%	0.0%	70.4%	0.0%	0.0%	0.0%	0.0%	68.8%	78.3%
Media Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	80.5%	59.6%	73.6%	0.0%	0.0%	0.0%	0.0%	68.8%	78.3%

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	83.5%	79.3%	74.5%	89.3%	75.8%	79.6%	0.0%	73.2%	74.4%
Journalism	0.0%	69.2%	75.8%	0.0%	82.6%	76.9%	0.0%	75.4%	82.6%
Media Studies	83.3%	77.2%	70.6%	90.4%	69.1%	71.7%	0.0%	72.0%	76.6%
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	83.5%	78.3%	73.6%	89.6%	74.4%	77.7%	0.0%	72.9%	75.4%

Santa Rosa Junior College - Program Unit Review

Communication Studies

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

Santa Rosa Campus

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	3.05	3.00	3.24	3.49	3.07	3.14	0.00	2.95	2.95
Journalism	0.00	3.09	3.10	0.00	3.27	3.22	0.00	3.44	3.44
Media Studies	3.07	3.09	3.19	3.33	2.78	2.80	0.00	2.90	2.90
Speech	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	3.06	3.02	3.22	3.45	3.01	3.06	0.00	2.95	2.95

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	3.73	3.02	3.26	3.92	3.23	3.40	0.00	2.98	2.98
Journalism	0.00	3.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Media Studies	0.00	2.21	2.84	3.77	3.05	2.83	0.00	2.39	2.39
Speech	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	3.73	2.66	3.10	3.89	3.16	3.24	0.00	2.79	2.79

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	2.99	2.33	3.42	0.00	0.00	0.00	0.00	0.00	0.00
Journalism	0.00	0.00	3.22	0.00	0.00	0.00	0.00	2.38	2.38
Media Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speech	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	2.99	2.33	3.41	0.00	0.00	0.00	0.00	2.38	2.38

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

Discipline	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2021
Communication Studies	3.12	2.98	3.26	3.61	3.11	3.21	0.00	2.96	2.96
Journalism	0.00	3.08	3.11	0.00	3.27	3.22	0.00	3.10	3.10
Media Studies	3.07	2.75	3.05	3.42	2.86	2.81	0.00	2.78	2.78
Speech	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	3.11	2.92	3.20	3.56	3.04	3.11	0.00	2.91	2.91

5.7 Student Access

Santa Rosa Junior College - Program Unit Review Communication Studies

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	2019-20	Percent	2020-21	Percent	2021-22	Percent	2022-23	Percent
	White	1089	36.0%	1053	38.4%	900	38.9%	815	38.9%
	Asian	120	4.0%	119	4.3%	84	3.6%	74	3.6%
	Black	97	3.2%	69	2.5%	74	3.2%	69	3.2%
	Hispanic	1199	39.6%	1069	39.0%	889	38.4%	789	38.4%
	Native American	15	0.5%	14	0.5%	11	0.5%	11	0.5%
	Pacific Islander	11	0.4%	12	0.4%	9	0.4%	9	0.4%
	Filipino	27	0.9%	27	1.0%	20	0.9%	20	0.9%
	Other Non-White	143	4.7%	145	5.3%	169	7.3%	169	7.3%
	Decline to state	327	10.8%	236	8.6%	159	6.9%	159	6.9%
	ALL Ethnicities	3028	100.0%	2744	100.0%	2315	100.0%	2315	100.0%

Journalism	Ethnicity	2019-20	Percent	2020-21	Percent	2021-22	Percent	2022-23	Percent
	White	74	44.3%	89	49.7%	61	51.3%	51	51.3%
	Asian	6	3.6%	4	2.2%	4	3.4%	4	3.4%
	Black	1	0.6%	9	5.0%	0	0.0%	0	0.0%
	Hispanic	46	27.5%	50	27.9%	40	33.6%	40	33.6%
	Native American	0	0.0%	0	0.0%	1	0.8%	1	0.8%
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Filipino	2	1.2%	3	1.7%	0	0.0%	0	0.0%
	Other Non-White	15	9.0%	13	7.3%	8	6.7%	8	6.7%
	Decline to state	23	13.8%	11	6.1%	5	4.2%	5	4.2%
	ALL Ethnicities	167	100.0%	179	100.0%	119	100.0%	119	100.0%

Media Studies	Ethnicity	2019-20	Percent	2020-21	Percent	2021-22	Percent	2022-23	Percent
	White	433	41.4%	411	42.2%	355	43.5%	355	43.5%
	Asian	43	4.1%	40	4.1%	35	4.3%	35	4.3%
	Black	25	2.4%	16	1.6%	27	3.3%	27	3.3%
	Hispanic	345	33.0%	329	33.8%	267	32.7%	267	32.7%
	Native American	6	0.6%	8	0.8%	8	1.0%	8	1.0%
	Pacific Islander	2	0.2%	3	0.3%	4	0.5%	4	0.5%
	Filipino	13	1.2%	6	0.6%	6	0.7%	6	0.7%
	Other Non-White	56	5.3%	55	5.7%	63	7.7%	63	7.7%
	Decline to state	124	11.8%	105	10.8%	52	6.4%	52	6.4%
	ALL Ethnicities	1047	100.0%	973	100.0%	817	100.0%	817	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, Media 19 in Spring. 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 or as an online option. 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 most semesters as a hybrid course and as an online synchronous course.

List A: *Two of the following must be taken:* Comm 3, Comm 9, Comm 5, Comm 6.
Comm 3 is currently offered every semester at Santa Rosa and online.
Comm 9 is offered every semester at Santa Rosa and online

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

List B: *Any two (can't use a class taken in Area A):* Comm 5, 6, 7, 10; Media 4, Comm 2, 3, 4, 9, 52.

Comm 7 is offered on both at Santa Rosa and online every semester.

Comm 10 is offered every semester at Santa Rosa and either online or at Petaluma.

Media 4 is offered every semester at Santa Rosa and Petaluma and online.

Comm 2 is offered at Santa Rosa every semester.

Comm 4 is offered every semester at Santa Rosa and online.

Comm 52A, B are offered every semester at Santa Rosa but not Petaluma.

List C: *Any class (not taken in Area A or B):* Journalism 1, 2, 52A; Media 4; Communication 2, 3, 4, 5, 6, 7, 9, 10, 49, 98.

Communication 49, 98 - independent study - is offered on both campuses every semester.

Journalism 1 is offered at Santa Rosa both semesters.

Journalism 2 is offered during Spring semester at Santa Rosa.

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 or online as well as by taking only Santa Rosa-based classes.

JOURNALISM TRANSFER MAJOR

Journalism 1 is currently only offered at Santa Rosa as demand in Petaluma has not always supported a class. Journalism 55 is only offered in the Fall. Journalism 56 and 59 are offered on an alternating basis and subject to demand.

The Journalism TMC looks as follows:

Core Class (*Complete 11.5 units*):

Journalism 1/1L: Offered every semester at Santa Rosa.

Journalism 52A: Offered every semester.

Media 4: Offered every semester.

Area A (*Complete 3 units*):

Journalism 59

Journalism 2/2L: Offered Spring semester.

Journalism 52C: Offered every semester.

Journalism 55: Offered in the Fall

Area B (*Complete 6 units*):

Art 19

Comm 10: Offered every semester at Santa Rosa and during Fall semester online or 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 online.

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

MEDIA MAJORS : AA INFILM STUDIES AND AS-T IN FILM, TELEVISION & ELECTRONIC MEDIA

The Film Studies Major AA is as follows:

Classes for the Film Majors are offered in both Santa Rosa and Petaluma However to complete all the requirements for the AS-T students will have to take several classes in Santa Rosa.

Core Class (*Complete 20 units*):

Media 10: Offered every semester both online and int Petaluma.

Media 14: Offered in Santa Rosa in Fall semester

Media 15: Offered in Santa Rosa in Spring semester

Media 20: Offered at Santa Rosa both semesters

LIR 10: Offered online and at both campuses

Select 3 units from any of the courses below

Media 4: Offered on both campuses and online

Media 6: Offered every semester at Santa Rosa and either online or at Petaluma.

Media 22: Offered both semesters mainly at Petaluma campus.

The Film, Television & Electronic Media Major AS-T is as follows:

many classes are offered only in Santa Rosa.

Core Class (*Complete 19-21 units*):

CS 74.22 Only offered at Santa Rosa and online

(Two of Media 4, 10, 22)

Media 4: Offered every semester at both Santa Rosa, Petaluma and online.

Media 10: Offered every semester at both online and in Petaluma.

Media 18: Offered only in Santa Rosa

Media 19 or 20

Media 19: Usually offered in Spring only in Santa Rosa

Media 20: Offered every semester at Santa Rosa

Media 22: Offered both semesters mainly at Petaluma campus.

Lir 10: Offered online and at both campuses

and at least one from the following:

Media 6: Offered every semester int Santa Rosa and either online or int Petaluma.

Media 14: Offered in Santa Rosa in Fall semester

Media 15: Offered in Santa Rosa in Spring semester

Media 21: Offered at Santa Rosa in Spring semester

Jour 55: Usually offered in Fall only at 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 4s that every student who desires an AA degree or transfer to the CSU system must take. These courses are offered both in-person and online. In addition, the CSD offers Comm 3 and Comm 9 classes, including some online courses in both 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 5: Multimedia Reporting and Jour 59 Photojournalism to better meet the needs of students transferring, seeking internships and entering the job market. Because multimedia skills are now essential, the Journalism Program offers both an AS in Digital Journalism and an AA-T in Journalism. Students can choose different emphases. The emphases 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 Jour 56 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 2021 the course offering were expanded to cover the TMC for an AA-T in Film, Television and Electronic Media. 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, the Communication Studies Transfer Major and the Journalism Transfer Major and the Film Transfer Major have at least 50% overlap with required courses at transfer destinations.

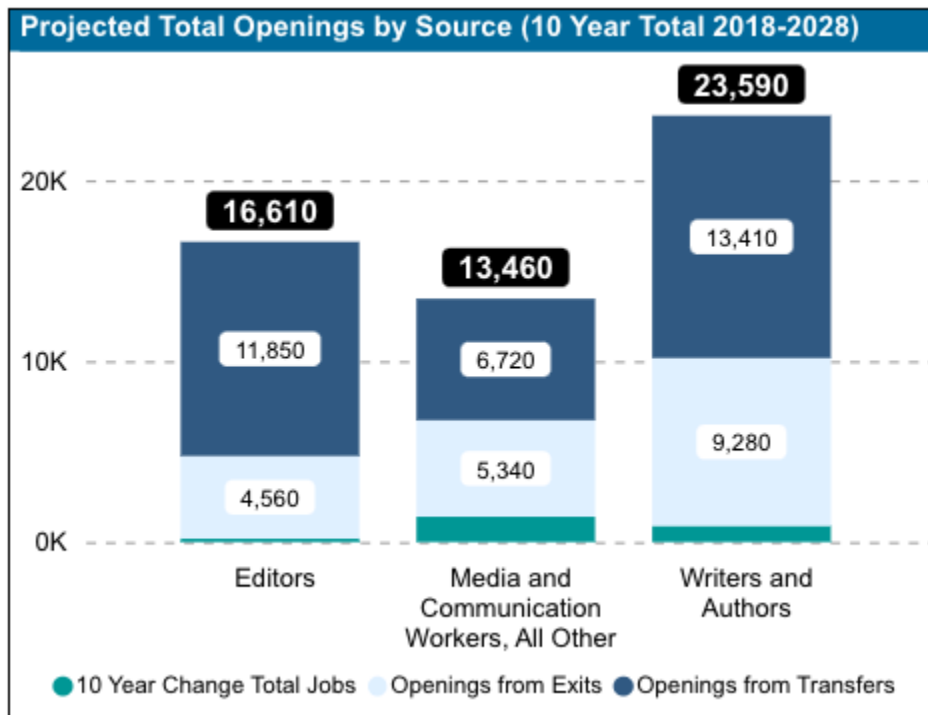
5.11a Labor Market Demand (Occupational Programs ONLY)

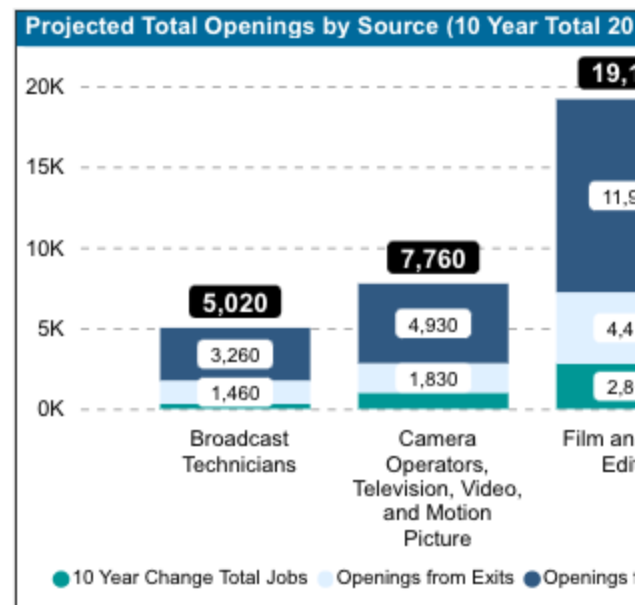
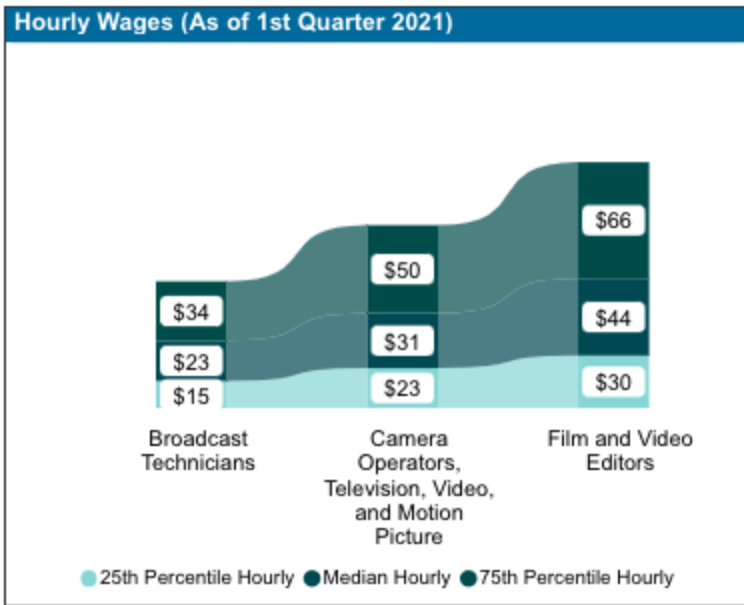
Job opportunities : 2018 - 2028

The U.S. Dept. of Labor figures show demand for Reporters and Correspondents increasing by 2 % in California, though decreasing by 14% nationwide. Opportunities for proof readers and copy editors are set to rise by 4% in CA and +/- 1% change nationwide.. Openings for Editors show an increase of 3% in California and +/- 1% change nationwide.

EDD CA DATA

Current California labor market information





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.	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 and are increasingly impacted by economic hardship amongst local businesses.
0001	Santa Rosa	02	01	Set up a Speech Lab within Garcia	Complete the curriculum 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. Getting the Lab operational has been delayed due to delays in tech. installations.
0002	Santa Rosa	04	07	Finalize the technical installations in Garcia Hall and start the next academic year in a position for faculty and students to reap full benefit from the specialized spaces and infrastructure the building offers.	To unite the department and its faculty under one roof . Use the new facility to optimize student learning, in particular taking advantage of the dedicated newsroom and screening room. Using the infrastructure and flexibility of layout of the media lab to the advantage of both media and comm students.	1 year	Faculty are taking full advantage of the flexible design and the use of a laptop cart. Progress has been impinged at times due to building infrastructure issues and delays in technical installations.
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.	1-3 years	A new faculty member came onboard in Fall '22 and has spearheaded this work to highly encouraging results. Future success hinges on financial support for a travel budget.

6.2b PRPP Editor Feedback - Optional

The Communication Studies Department, like all Depts. on campus, was faced with the challenges of a student body returning to in-person learning following almost two years of pandemic impacted learning. We are increasingly seeing students coming from high school less prepared for the rigors of college classes and with weaker groundwork in writing, comprehension and strategic thinking.

Two new hires joined the Dept. in Fall 2022, both SR based, - Josh Hamzehee for Comm with a focus on forensics and Gina Stahl-Haven who has worked in the college for many years as an associate. her focus is on Comm 1, 6 and 9. We had one associate retire in 2022 and two more in 2023. GOing forward with potentially two retirements among full time faculty and possibly one associate we will need to open hiring pools in 2023/24.

The Dept. also moved into the newly renovated Garcia Hall. As a Dept. supporting one of the largest student bodies on campus we feel the move is well earned. The new space includes a screening room, a newsroom and a speech lab. However much of the year was spent working through installation and infrastructure issues. Though many are now resolved the speech lab is still not installed and some of the functionality of the screening room and media lab remains to be completed. We hope this will happen during summer.

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. 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 20+ awards from the JACC in state wide competitions. The Oak Leaf also won two national award categories, one for news coverage and the other for the web site.

The journalism program also benefited from a SWP/ CTE grant to support JOUR 55 - Multimedia Journalism and Journalism 59 Photojournalism. The purchase of podcasting and camera equipment greatly enhances the student experience and helps increase their expertise in both audio, video and still photography. In addition, grant funds supported SRJC/Oak Leaf logod apparel so that students were readily identifiable as coming from SRJC during competitions and conferences.

Journalism is pleased that the new Garcia Hall includes 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 course in Contemporary World Cinema will also debut in Fall '23.

The Student Film Festival drew increased entries and xx shorts from the xx plus entries were chosen for Film Fest Petaluma held in May.

In May the Petaluma Film Fest joined forces with Alexander Valley Film Festival to present the annual shorts festival. Viewers also benefited from a rich and lively Q&A as directors from across the globe joined to discuss their productions.

The Dept. is working intensely on finalizing the 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

The forensics program was revamped and CORs and units revised to reflect current and future student needs, in addition to supporting equity and diversity. The arrival of a new faculty member, Josh Hamzehee, reenergized the forensics program. While we did achieve one-time budget support we hope to regain our lost travel budget in 22/23 and recommence active on-going participation in tournaments.

Success of the forensics program was reflected in participation by students in 76 tournament events, including 15 students who traveled to either states or nationals. Every student who attended a travel tournament received an award or assisted in winning a team sweepstakes award. Two students became state champions, another student became a national semifinalist, and team director received the "New Coach of the Year Award" from the Northern California Forensics Assoc. Two intramural tournaments drew over 70 participating students and the annual showcase had an audience of close to 100. The program is off to an incredibly strong start and the range of students drawn has expanded to span diverse backgrounds reflective of the SRJC campus and community demographics. A diverse set of majors and students represented Communication Studies to Computer Science to simply advancing career skills.

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 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.
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.		Potentially financial support for a travel budget.