

# Santa Rosa Junior College

## Program Resource Planning Process

### Communication Studies 2019

#### 1.1a Mission

##### **Mission of the Communication Studies Department:**

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

The CSD is committed to:

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

#### 1.1b Mission Alignment

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

The CSD responds to economic, demographic, intellectual and technological changes. We have moved many courses to either hybrid or fully online (COMM 1, 5, 6, 7, 9, 10, 60, JOUR 1, JOUR 2, JOUR 54 and MEDIA 4) to help students who are geographically isolated, have mobility issues, or have jobs that hinder their ability to take traditional classroom courses. We offer evening and occasional weekend classes to accommodate students who cannot attend classes during the day.

We continue to integrate technology into our classes and reflect technology trends in both the courses we offer and the focus of those courses. For example, we offer a range of digital filmmaking classes, a multimedia reporting class and use conferencing technology to facilitate

debate in our COMM 9 online class. In addition, our JOUR 52 news media class now focuses primarily on providing news through online and mobile platforms, rather than the traditional print medium. We will introduce a new COMM 51 which will be a *Practical Experience in Public Speaking course*. In the future, we hope to offer a course on the production of podcasts.

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

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

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

### **Communication Studies Courses for fulfillment of the AA Degree**

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

Area D: Social & Behavioral Sciences (COMM 7)

Area E: Humanities (COMM 2)

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

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

Area A1: Oral Communication (COMM 1, 60)

Area A3: Critical Thinking (COMM 3, 9)

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

Area C2: Humanities (COMM 2)

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

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

### **Communication Studies Courses for fulfillment of IGETC**

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

Area 1 Group C: Oral Communication (COMM 1)

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

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

The CSD provides outreach to the community on many levels. First, the SRJC Forensics Team has hosted an annual speech & debate tournament that brings to the campus some of the top two-year and four-year programs in the state (and sometimes *outside* the state). This tournament is open to the public and many community members take the opportunity to watch some of the competitions. We will put this event on hiatus in the Fall due to budget constraints, however we hope to reactivate it in the future.

The Forensics Program also partakes in outreach to local high school programs. We help new programs develop and assist traditional programs by offering coaching, judges and leadership. We visit high schools and demonstrate debates and speeches. We offer seminars that teach new high school students how to debate (theory and procedure), teach new high school coaches how to coach debate and inform parents how to judge debates. We attend local high school tournaments and volunteer time to help direct tournaments as well as judge events.

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

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

Second, the CSD houses the student news media, (<http://www.theoakleafnews.com>) and the Oak Leaf Magazine, as well as social media sites on Facebook, Instagram, Twitter and Snapchat.. The Oak Leaf newspaper went online-only in Fall 2018 when we also introduced the inaugural magazine issue. In addition, the Oak Leaf mobile app became available for download in 2018. *The Oak Leaf* allows students as well as community members an opportunity to have their voices heard on campus, local and state issues. *The Oak Leaf* staff is healthy with between 25 and 30 JOUR 52A/B/C/D students and COMM 98 interns combined. A new Strong Workforce grant will allow us to develop self-guided curriculum on Canvas to help advance all Oak Leaf students' multimedia skills.

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

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

Funding remains a challenge for the Journalism Program because each year the college “loans” The Oak Leaf money that it must earn back through ad revenue. According to a 2015 survey that Anne Belden conducted of colleagues at 24 other journalism programs in California, The Oak Leaf is the only student news media program that is not college-funded. The Oak Leaf has redesigned its ad platforms to include website, social media, mobile app and magazine ad buys, but it is uncertain how much annual income these will yield, especially during the first few years.

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

Programs, partnered with us to produce programming for the Petaluma community. Other committees have been created, including an advisory committee and a screening committee for the festival comprised of students, faculty, and leaders from throughout the community. Michael has also developed a strong volunteer staff to assist with planning, marketing and fund development.

The CSD has developed a film festival -- Film Fest Petaluma -- that attracts filmmakers from around the state, the nation and the world. Community members have an opportunity to attend the festival, view the films and take part in discussions. In 2018 it celebrated its 10th anniversary by presenting a program of more than 30 short films with directors, writers and producers from 10 countries worldwide present to discuss their films.

In addition, thanks to Michael Traina's hard work, both the SRJC Student Film Festival and the downtown Petaluma Film Fest have been expanded to offer increased opportunities to showcase student work. Another popular event is our Sonoma County Student Film Festival. This film event is open to any student in Sonoma County, and has become an effective recruiting tool for the Digital Media Program. Furthermore, this festival gives many of our students their first festival experience, and important job-related activity. With the development of the Media 20 (Introduction to Digital Filmmaking) course, along with now having a full-time instructor to oversee the filmmaking program, we expect to continue to see a steady increase in student production and increased interest in Film & Media Studies.

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

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

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

## 1.1c Description

The CSD houses three (3) disciplines: Communication Studies, Journalism and Media Studies. The department serves primarily transfer students; however it also serves re-entry students seeking to upgrade their work skills. Further, the department serves students who seek technical training in video production and digital filmmaking. The CSD is home to the college's student news media, *The Oak Leaf*, Rosa Roots Magazine (<https://medium.com/rosa-roots->

magazine), Oak Leaf Magazine, the Petaluma Cinema Series, Film Fest Petaluma, the Sonoma County Student Film Festival and the Forensics Program.

## 1.1d Hours of Office Operation and Service by Location

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

## 1.2 Program/Unit Context and Environmental Scan

### **Degree Programs, Transfer Majors, General Education and Basic Skills**

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

#### **Transfer requirements in the works:**

A new major - AA in Film Studies - was approved in for Fall 2018. As far as individual courses go, there have not been any changes that would affect their transferability to the CSU or UC systems.

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

There are a multitude of new employment opportunities and jobs involving use of multimedia and social media. These skills are rapidly becoming a core requirement for many positions including in the field of Journalism.

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

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

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

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

In addition, the department having a digital film instructor onboard consolidates our goal of elevating the digital filmmaking program and making SRJC a transfer destination for high school students wishing to pursue this area of study. Unfortunately, many of the local high schools actually have superior equipment to that currently used at the college. When many high school students arrive at SRJC, they are quickly disappointed to see that they will be working on lower end technology than they had used the previous year. In order for the digital media program to gain a reputation of excellence, it must continue to invest in state-of-the-art technology and must further make a commitment to keep this equipment updated. We continue to apply for grants to support this need and have had some success in doing that. However, it is vital to their success that the programs have access to current technology be that grant or college funded.

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

Journalism is creating partnerships in conjunction with area news outlets -- both online and print variety-- for internships (both paid and unpaid). The Journalism Program is also working to articulate with out-of-state private and public journalism programs, such as the Walter Cronkite School of Journalism at Arizona State.

In 2016 a new Journalism Digital AS Major and Certificate were approved. This major is part of SRJC's Digital Media Program and, as journalism jobs head online, this major will offer new students education that is tied to the current job market. The new major/certificate may also attract journalism graduates and professional journalists who want a "digital" overlay to complement their print journalism skills.

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

The Journalism Program revamped its magazine article writing class into one that includes production to help produce both an online and print magazine. Students would learn how to envision, design and create content for both types of publications. This new program will help students get internships at both print and web magazines and acceptance on magazine staffs at four-year schools. The magazine program is currently on hold because of SRJC's budget cuts and downsizing. The journalism program plans to offer a photojournalism class in spring 2019 and its new Editing for the News Media course in Fall 2020.

## 2.1a Budget Needs

The most immediate budgetary needs of the Communication Studies Department are support for the Speaking in Public/Forensics Team classes, *The Oak Leaf* news media and Journalism student travel accounts. The latter two have remained flat over the past decade and the former has essentially been eliminated entirely.

In an effort to deal with the budget elimination, the Forensics class is restructuring significantly with the goal of spreading the focus from solely on competitive team tournaments (with their inherent travel costs) to a mix of tournaments and other opportunities that prepare students to speak in public. It is hoped that this restructuring will also attract a broader student base. However, a small travel budget would afford some opportunity for students to experience the college tournament environment, where SRJC competitors have gained distinction over the past few years. At minimum, an additional \$5,000 should be added to the student travel budget. The budget has been reduced over the years (\$30,000 to \$24,000 to \$19,000 to \$19,645 to \$18,501) while travel costs (hotel rates, van rentals, mileage rates, entry fees, etc.) have all drastically increased.

The Forensics Team has been fundraising for many years now, which helps offset the district budget a little, but this sort of fundraising cannot generate the funds that have been lost over the years. Recently the Forensics program has begun to draw funds from their Foundation accounts to make up the difference in cost between the budget the District provides and the actual cost of running the program.

The restructured program will be run on a far lower costs basis than in the past and fundraising efforts are continuing with plans to reach out to local businesses and organizations.

Journalism is also suffering from an already low travel budget that suffered a 20 percent cut this academic year. It also needs money for equipment and supplies, magazine printing costs, contest entrée fees, web hosting, organization dues, the ad manager's salary and more.

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. For the past two years, 2018 and 2019, the program has won a JACC Pacesetter award, given to colleges who win the most awards overall at the conference. Some students were finalists and winners in even more prestigious state, regional and national competitions.

The program needs an additional \$2,500- \$3,000 for student travel. The Journalism program this year had a travel budget of \$3800. While this amount was a great start, it is not adequate. *The Oak Leaf* adviser used to take 8-12 students to the state and Northern California journalism conferences and now more than 20 want to go. The state conference alternates

annually between Sacramento and Southern California, with greater expenses for the Southern California years. Registration for the state competition alone is \$250 *per* student. With the cost for travel, hotel and food, the current budget will only cover around 4-6 students. More students means more hotel rooms and higher food budgets. Ideally *The Oak Leaf* needs a minimal travel budget of \$7,500 that is not tied to *The Oak Leaf* advertising revenue. Most of the other community colleges attending JACC pay for their students' registration costs along with hotel and food.

The burgeoning *Oak Leaf* population also requires more funding for equipment and supplies. Student numbers in Journalism 52A, B, C, and D continue to increase following a drop-off during Anne Belden's sabbatical. *The Oak Leaf* has 28 on staff including COMM 98 interns. With the move to online news media students require more equipment to cover photo, video and podcasting involved in an online offering. While this transition saves money in printing costs, it does come with increases in technology costs to provide students with the training and equipment students need to launch a successful career in journalism today.

Given *the Oak Leaf's* 90-year history, we are producing one printed *Oak Leaf Magazine* each semester. The first edition was published in Fall 2018 and contained only three ads because it was difficult to sell advertising into a product that didn't yet exist. The second edition contained many additional ads, but it is unclear if the ad revenue will cover printing costs. The *Oak Leaf* ad manager also sells website ads and social media posts. But as we transition to online only and experiment with new advertising products, *The Oak Leaf's* revenue stream is uncertain. In the 2018/19 academic year, the *Oak Leaf* will run a deficit. 2019/20 may be different as *Oak Leaf Magazine* adds more advertising revenue.

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.

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

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

4510 — Graphics: \$77.00

4390 — Supplies: \$408.00

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

## **Proposed Oak Leaf Budget Reshaping**

**How it works now:**

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

The \$20,000 covers the following:



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

2330 — STNC \$5035

4320 — Periodicals and Magazines: \$170.00

4330 — Off-Campus Printing: \$10,624.00

4390 — Supplies: \$510.00

4510 — Graphics: no budget

5220 — Student Travel \$462.00

5300 — Dues and Memberships: \$2119.00

5690 --- Other contracts \$630

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

- **Annual deficits:** When Anne Belden became full time in 2006, she inherited a \$4000 deficit from the previous year. Every year since we typically have run a \$4000 deficit. Over the years, deans and chairs have routinely had to pull money from other sources at the end of the year to cover the deficit. This was especially true during the recession.
- **Unpredictable revenue:** Because we're billing advertisers through May each year, we cannot always predict these deficits in advance. Typically, *The Oak Leaf* has run more ads in the spring making it harder to project deficits until the fiscal year ends.
- **Surpluses not accessible:** When we do have a surplus (earn over \$20,000) we cannot access it the next year until our revenue reaches \$20,000, which doesn't happen until the very end of the fiscal year. So in effect, it's very difficult to access any surpluses for well over a year after earning them. Our ad revenue doesn't all come in until the end of each semester or academic year, which leaves us unable to pay bills in a timely manner until the \$20,000 is reached. If we don't reach it, we can't access the money we do earn.
- **Ad revenue doesn't cover the advance:** *The Oak Leaf* earned \$800 to \$1500 in ads per newspaper issue with an average of \$1000/issue. But print advertising in college newspapers dried up nationwide, forcing many to go online only. Most community colleges that still have newspapers have print budgets fully funded by their colleges. As stated above, as we move to online only, it is uncertain whether *Oak Leaf Magazine*, *theoakleafnews.com* and social media ads will cover costs at *The Oak Leaf*. This is a phenomenon that online news organizations and colleges are struggling with - monetizing web and social media.
- **Additional income:** We also receive \$300/month revenue from Gotcha (the company that provides the green kiosks on campus).

### **Why is change needed?**

- **Enrollment increases:** The current *Oak Leaf* staff is around 30 with interns. More students also means more articles and higher page counts.
- **Magazine printing costs:** Magazine printing costs run between \$4500 and \$5500 per issue, depending on page count.
- **Increased dues:** Dues for organizations like the Journalism Association of Community Colleges (JACC), which hosts the two annual conferences that *Oak Leaf* students attend, have more than doubled, from \$200 to \$500 each year.
- **Additional costs:** We now have webhosting costs of \$600 a year and additional mobile app costs of \$500. Currently we cannot find the money to cover this bill. Most California colleges have purchased news management systems but those costs run

\$500 to \$1000/year. We are using free software systems like Airtables and Slack that we've adapted to our purposes.

- **Travel costs:** For the past two years, I've taken 18 students to the state conference. That number is limited by the number Anne Belden can legally chaperone. The combined *Oak Leaf* and Journalism travel budgets pay for hotel rooms for all, registration for those students who cannot afford it, and a food stipend for attendees. Registration is \$250 per student. Sending 18 students for three nights means paying for six hotel rooms. The conferences alternate between Southern California and Sacramento. During Southern California years, we have to figure out how to get all these students to and from Burbank, further increasing travel costs. In essence, our travel costs exceed our ability to earn more ad revenue.
- **Instructional supplies:** *The Oak Leaf* Newspaper Production (Journalism 52A/B/C/D) is a 5-unit class and should receive an instructional supplies budget as Forensics and other classes do. Other JACC advisers say that their printing costs are covered by instructional supplies.
- **Lower ad revenue:** In talking with other advisers and in survey results, many noted that ad revenues are declining rapidly.
- **Fairness:** *The Oak Leaf* is the only class on campus that must earn its entire budget to cover educational supplies and costs.

### What do other schools do?

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

Responder #	Amount of money college provides	Printing budget covered by college?	# Students in production classes	Advertising revenue earned
1	\$20,000 to \$25,000	Partial	30	\$25,000*
2	\$10,000 to \$15,000	Yes	7	\$3000
3	Over \$25,000	Yes	65	\$20,000
4	Over \$25,000	Yes	20-25	\$6000
5	\$0 to \$5000	No	12	\$4000
6	Over \$25,000	Yes	50	\$7000
7	\$20,000 to \$25,000	Partial	27-35	\$20,000* (down from \$34K)
8	\$20,000 to \$25,000	Yes	16	\$8000
9	\$5000 to \$10,000	Partial	12-21	\$5000-\$6000
10	\$10,000 to \$15,000	Yes	14-25	\$1500
11	\$0 to \$5000	No	27	\$15,000

12	\$10,000 to \$15,000	Yes	37	\$10,000* (down from \$15-\$20k)
13	Over \$25,000	Yes	21	\$30,000
14	\$5000 to \$10,000	Yes	20	\$4500
15	\$15,000 to \$20,000	Yes	35	None
16	\$20,000 to \$25,000	Partial	16	\$10,000
17	\$5000 to \$10,000	Partial	18	\$7000
18	\$5000 to \$10,000	Yes	20	\$2000 - \$5000
19	\$0 to \$5000	Partial	8	\$4000
20	\$20,000 to \$25,000	Yes	15	\$5000
21	\$5000 to \$10,000	Yes	11	\$9000

\* Respondents noted drop in revenue over past few years.

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

### Survey conclusions

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

### What would work better?

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

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	01	\$4,000.00	Additional funds needed for journalism students to travel to competitions and conferences.
0002	Santa Rosa	01	01	\$5,000.00	Additional funds needed for forensics students to travel to tournaments.
0003	Santa Rosa	02	01	\$7,000.00	The Oak Leaf needs a base level of funding that is granted, not loaned. Ad revenue can cover the rest, but without this base level, we cannot cover our website hosting, mobile app, dues and fees for journalism organizations, printing costs, supplies and other materials necessary to run a newsroom. This funding could be considered "instructional materials" because without base funding, the Oak Leaf cannot execute its student learning outcomes of operating a newsroom.

## 2.2a Current Classified Positions

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

## 2.2b Current Management/Confidential Positions

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

## 2.2c Current STNC/Student Worker Positions

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

## 2.2d Adequacy and Effectiveness of Staffing

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

*The Oak Leaf* news media class serves four semesters of students (JOUR 52A/B/C/D) during one class that meets twice a week for six hours total. It's difficult for one adviser to meet the learning needs of four semesters of students who are writing, editing, taking photos, producing videos and podcasting at four different skill levels. The *Oak Leaf* needs to hire a second person (or one person for both positions) to take on the role of *The Oak Leaf* Production/Instructional Assistant who will oversee the lab; act as a liaison with Information Technology; instruct students in Indesign, Photoshop, Adobe Premier, video editing, website management, podcasting and other multimedia skills; check out equipment and help supervise newspaper production. Ideally, this should be a classified position during fall and spring semesters, not an STNC.

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

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	01	02	Ad Manager	Ad Manager - request a one year increase to 25 hr/	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/Speech	Teaches primarily Speech and Communication courses.
Comm/Speech	Teaches primarily Speech and Communication courses.
Comm/Speech	Teaches COMM 5, COMM 1 and COMM 9 courses. Offers many online and hybrid courses.
Comm/Speech	Teaches primarily Speech and Communication courses. 50% reduced load - only teaches spring semester
Comm/Speech/Forensics	Teaches Speech 52 and other Speech/Comm courses. Starting Fall2019 will no longer teach forensics
Journalism	Faculty Advisor to The Oak Leaf and teaches Journalism courses.
Film/Media	Petaluma anchor. Teaches Film & Media Studies and directs the programs of the Petaluma Film Alliance.
Film/Media	Santa Rosa anchor. Primarily teaches digital media production and screenwriting.
Comm/Speech	Petaluma anchor. Teaches Speech and Communication courses.
Comm/Speech	Petaluma anchor. Teaches Speech and Communication courses.

## 2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
District Communication classes	4.6100	31.0000	8.6000	69.0000	Starting in Fall 2018 all speech and comm classes are under the COMM rubric in order to align with industry standards. We have between 15-17 Comm adjuncts, 5 media/film adjuncts and 1 journalism adjunct who can teach both media and journalism. In Petaluma we have two Comm contract faculty who teach most of the classes as well as 1-2 adjuncts. In Media, we typically have one adjunct assigned to Petaluma. The others are assigned to Santa Rosa. In Fall 2018 we had to do an emergency adjunct hire due to adjunct illness and the fact that all current adjuncts were unavailable to substitute because of existing commitments. This underscored the need to increase our contract faculty
District Communication Studies All Dept. Classes	6.4600	31.0000	11.3400	69.0000	
District Journalism	0.5700	41.0000	0.2800	58.0000	Up until 2018, Anne as the sole full time journalism instructor, has taught 100% of the journalism classes. With her taking over as Dept. Chair we are recruiting to try to expand the pool of adjuncts beyond the current one - who may have limited availability going forward. We have also expanded the range of journalism classes offered and want to ensure we continue to have adjuncts to cover those classes.
District Media Studies	1.2800	28.0000	2.4600	72.0000	We have two fulltime media/film instructors and five film/media adjunct instructors. We lost a new adjunct instructor at the end of Fall 17 semester. A search for additional Media adjuncts in Summer 2018 and Fall 2018 added just one adjunct to the pool due to the low quality of candidates. Several of the adjuncts are only available to teach online classes and most are focused on teaching Media 4, leaving a noticeable shortfall in adjuncts to support the other media classes.
PET Comm Studies All PET Classes	1.5400	36.0600	1.8200	63.4600	During part of Spring 2018 and all of Fall 2018 one contract faculty member who teaches COMM was on maternity leave and her replacements were all adjuncts.
PET Comm Studies classes	0.8100	30.5700	1.6200	69.0500	
PET Journalism	0.2700	48.0000	0.0000	52.0000	
PET Media Studies	0.6000	45.0000	0.2000	55.0000	

## 2.3c Faculty Within Retirement Range

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

At least one Comm faculty will retire in the next three years and very probably several within five years. One faculty has recently reduced their workload to one semester per year. When a retirement occurs these positions must be replaced immediately or a significant number of Communication classes will be impacted. Even after opening all our hiring pools in 2018 we are experiencing a staffing crisis in both Communication Studies and Media. We added four adjuncts to the pools in 2017/ 2018 and only two were available to teach by Fall 2018. In Fall 2018 we had to do two annualized contracts to ensure class staffing and that was followed by an emergency hire when a staff member fell ill and later passed away. Media adjunct hiring in 2017/18 resulted in the addition of two adjuncts to the pool, one of whom resigned in Fall 2017. Faculty are leaving at rates quicker than we can replace them. It is also likely that the ERI program will have an impact on the Department with up to two retirements.

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

The analysis below is based on the current faculty staffing. One Speech faculty is retiring in December 2019 under the current ERI program.

### **Speech/Communication Studies Instructor for the Santa Rosa Campus**

The need for a new Speech & Comm Studies hire in Santa Rosa is critical. Although there are 10 contract faculty in Communication Studies, only 5 of those positions teach COMM 1 on the Santa Rosa Campus. Only 5 of the positions in our department teach any Speech or Comm Studies courses in Santa Rosa (2 positions are in Petaluma, 2 are in Film & Media, and 1 is in Journalism). To date of the 5 remaining Santa Rosa faculty 80% contract load is reassigned to coach the Forensics team, though that will change in Fall 2019 as we are forced to have adjuncts take over those responsibilities due to budget constraints. At least one Santa Rosa instructor plans to retire in the next three years, and possibly two and we already have one position is at 50% reduced load. As a historical point of comparison, in Fall 1991 at the Santa Rosa campus there were 5 full-time Speech instructors and the total number of Speech classes offered was 26. Presently, there are 4 full-time Speech instructors at the Santa Rosa campus and 30 COMM 1 classes are offered, plus 17 other COMM classes. Thus, since 1991, the number of COMM 1: Public Speaking classes has increased while the full-time instructors have decreased from 5 to 4. Our current full-time to part-time ratio in transferable Speech and Communication Studies offered in Santa Rosa is approaching 1:10. (By contrast, English is around 1:5 and Math around 1:3.) Currently approx. one-third of COMM 1: Public Speaking offered in Santa Rosa are taught by full-time faculty.

COMM 1: Public Speaking is required for the AA degree and for CSU transfer for all students. It is also a core requirement in the Communication Studies TMC. Despite repeatedly opening the hiring pool, finding adjunct faculty has been an ongoing challenge and many of our adjuncts are

at 60% load (3 full-timers are also at 40% overload). COMM 1 is a course that remains around 100% enrollment efficiency and student demand only continues to grow.

### **Media/Film Instructor for the Santa Rosa Campus**

A priority staffing need for the Communication Studies Department is a Media & Film Studies anchor faculty for the Santa Rosa campus. The Santa Rosa campus has lacked a full-time Media & Film Studies position since Ed LaFrance retired in 2010 (and was never replaced). Over this same period of time, demand for MEDIA courses has only grown. In the spring of 2019, more than 350 students enrolled in 11 MEDIA courses on the Santa Rosa campus and only the two media production courses (40 total students) were taught by full-time faculty. All sections of MEDIA 4: Introduction to Mass Communication, as well as MEDIA 10: Film Appreciation, were taught by adjuncts. This position would teach only fully transferable GE credit classes.

There are 2 contract faculty in media (10 faculty in the entire Comm Studies Dept.). Mike Traina is full-time in Petaluma (who acted as Chair pre sabbatical in 2017/18). He receives 40% reassignment for managing the programs of the Petaluma Film Alliance. He also received 51% reassignment time as chair. Brian Antonson teaches media production and spends two days in Santa Rosa and two days in Petaluma. He receives 5% reassignment for coordinating the Digital Media Certificate and Advisory Committee. We have had no contract vacancies in the past in Media in the past 7 years. We have had one new hire in the department since 2014, with three new contract speech hires (2 Petaluma - 2013 & 14, 1 Santa Rosa 2013 ) and one media production hire (1/2 Santa Rosa & Petaluma) in the last six years.

Despite opening the hiring pool every year for the past three years, the Department has had an extremely difficult time finding and retaining qualified adjuncts. During the 2016 hiring cycle, four candidates were selected for interviews and all four withdrew from consideration. In 2017 we re-opened the media pool and hired one adjunct who resigned after his first semester of teaching during the fall of 2017. The pool was opened again in Summer 2018 and no qualified candidates were found. In Fall 2018 we were only able to hire one candidate for the pool. We lost another media instructor, who moved out of area in the summer of 2018. In summary, we are simply unable to meet student demand with our two full-time faculty and five adjuncts.

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

### **Journalism/Media Instructor**

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

### **Speech/Forensics at the Santa Rosa Campus**



Though in 2013 we have hired a full-time Speech/Forensics, after 6 years as Director of Forensics, that instructor has decided to relinquish that position . The Forensics Program is set up so that two instructors share the responsibilities of the class. Due to budget cuts the team's travel budget has virtually disappeared and the program is undergoing a restructuring in 2019/2020. For now two adjuncts will share responsibility for Forensics classes and the focus of the class will change significantly. SRJC will no longer have an active travelling Forensics team nor will the college host an annual forensics tournament. Coming off a 2018 season where the team was incredibly successful, becoming the first two-year institution in the twenty-five year history of the National Parliamentary Debate Association to win the overall collegiate national championship sweepstakes beating, amongst others, UC Berkeley, it is disappointing to not have the funds and the instructors to continue. However, a restructured section may bring new opportunities for students and continue to make an impact. It would be ideal to have a committed forensics instructor who could also teach other communications classes. Speech 52 is part of the Communication Studies TMC and is the only academic intercollegiate competition offered at SRJC that is open to all students regardless of sex, age, or physical abilities.

## 2.3e Faculty Staffing Requests

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

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

### **Justification for work on PET Doyle 245 and furniture for that space**

The Music Department's Digital Audio program is in the process of renovating Doyle 246 and creating an audio recording studio in the space that is currently the equipment storage area in the classroom where the Digital Filmmaking program stores the gear for its classes. As a result, Digital Film classes has to move out, next door into room 245. The good news is that room 245 is available and free for Digital Film to use that space. The bad news is that classroom isn't set up as a science lab, not as a production space. In order to make it suitable for production classes it needs:

- a. A Storage Room to secure large cases and gear items
- b. Storage Cabinets to secure smaller cases and items
- c. Sound Proofing so that Digital Audio and Digital Film classes don't audibly clash
- d. Flexible Furniture to allow for the various phases that production classes move through over the course of the semester
- e. Technology for media production, editing and playback

We need stackable furniture for that room because what are in there now are big heavy lab tables that work for science but not for production where we need a flexible working environment.

### **Justification for technology equipment/light fixtures/extenders/mics for Digital Media Lab**

Light fixtures/Mics/Extenders - These items are to replace items that have failed after twelve plus years of use in the main TV Production Studio, replacing them with up to date, more efficient fixtures.

Tripods/Lenses/Cameras - These items are both to replace equipment that was purchased seven years ago with our first IELM and CTEA money, and to invest in new, more innovative production technologies. Digital Media equipment is in constant flux and requires on-going replacing and updating to stay relevant and useful.

### **Justification for office chairs for *The Oak Leaf*:**

As noted above, *The Oak Leaf's* student population has grown significantly (Spring 2019 staff of 27) and the newsroom badly needs a furniture facelift. *The Oak Leaf* offices should be furnished to a similar standard as other instructional rooms. The newsroom is also used for department meetings, hiring committees and Journalism Advisory Committee meetings. In the fall, we hosted two U.S. Congress members for endorsement hearings. Yet all of our chairs are stained and broken. We "shop" at what is known as the "warehouse," a depository for old and broken furniture. We often take our most stained and broken chairs there to trade for less stained and broken chairs. Our couches are from Craigslist. We would like to purchase professional rolling chairs for the newsroom. We need to make *The Oak Leaf* look and feel more professional with a minimum of newer, working office chairs.

### **Justification for Camera and Video Equipment for *The Oak Leaf***

We do not have any easy-to-use, stand-alone video cameras. With video such an important medium, the students need to learn how to shoot video on something more advanced than their cell phones. These Sony cameras are used at professionally at many news media and prepare students for professional opportunities. At *The Oak Leaf*, we have still cameras with limited videocapabilities and poor but sound quality, even when enhanced using Rode mics.

Last year we purchased some lenses and accessories with grant funds but we have not gotten any new cameras in four years and the use of photos and video for social and mobile media has increased exponentially during that time. All of this equipment reflects the needs of students producing an online and mobile newsmedia site for *The Oak Leaf* rather than a printed publication as in past years. Given *The Oak Leaf* is now solely an online media, it is even more urgent that we provide instructional support that reflects that fact.

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

The camera kits we purchased during the Fall 2016 semester are excellent and affordable large-sensor cameras. But we couldn't afford many of the accessories that normally come with these cameras, accessories that really make the camera an effective digital filmmaking tool. These accessories include battery chargers. Filter kits and prime lenses allow creation of different visual styles. 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 54, JOUR 55, Media 19, Media 20, Media 21 and CS 50.32.

### **Justification for DSLR cameras**

*The Oak Leaf* last received a few new DSLR about four years ago that are used to train students in basic electronic newsgathering. The rest of the cameras are now 8 years old or older and need to be replaced. Students in Journalism 1 and 2 often need to check out equipment as well to complete assignments, so three or four newer DSLR cameras with an array of lenses would help ensure we have enough working "go-bags." We are also bringing back JOUR 54: Magazine Article Writing and Production in Fall 2019. Students in that class will need to check out cameras to take photos for their stories.

### **Digital Media Computer Lab Updates (for Santa Rosa and Petaluma):**

The computers in our labs are 6 or 7 years old, which is a very long time for this industry. Fortunately when they were purchased, they were top of the line, so they are aging relatively well. Within 2-4 years these computers will become unable to perform in the way classes need. RAM, processing speed and memory will make them too slow to do any of the editing or programming that we currently do on them. In Digital Media the industry is moving toward 4K acquisition (high resolution video). We have a few 4K cameras on the campus that are in use. That is where in the industry is clearly going. You can buy a 4K GoPro camera for under \$500. Phones are being released with the capability of shooting in 4K. Our labs cannot handle this processing. We estimate that in 2-4 years we will be in situation where our labs aren't able to sustain the basic activities our classes demand.



## 2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Petaluma	01	01	20 laptop computers on moblecart if class is moved	1	\$40,000.00	\$40,000.00	Brian Antonson	Doyle Media Lab or Santa Rosa classroom	
0002	Santa Rosa	04	07	Chairs Office Star™ ProGrid® for The Oak Leaf	20	\$205.00	\$4,100.00	Anne Belden	643 Analy Village	Anne Belden
0003	Petaluma	01	01	Equipment Cases for Lights and Cameras	20	\$150.00	\$3,000.00	Brian Antonson	Doyle Media Lab	Brian Antonson
0004	ALL	01	01	Florescent light fixture - in grid	5	\$800.00	\$4,000.00	Brian Antonson	Tv Studio	Brian Antonson
0005	Santa Rosa	01	01	Zoom lens	2	\$5,000.00	\$6,000.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson
0006	Santa Rosa	01	01	Viewfinders	4	\$230.00	\$920.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson
0007	Santa Rosa	01	01	Camera Aecessories -SD cards	10	\$15.00	\$150.00	Anne Belden	643 Analy Village	Anne Bleden
0008	Santa Rosa	01	01	Lighting Gels - variety	1	\$550.00	\$550.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson
0009	Santa Rosa	01	01	RF Focus control	2	\$975.00	\$1,950.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson
0010	ALL	01	01	RF lav mics	6	\$800.00	\$4,800.00	Brian Antonson	Doyle Media Lab	Brian Antonson
0011	Santa Rosa	01	01	Camera Accessory: Prime Lens Kits	3	\$5,000.00	\$15,000.00	Brian Antonson	Maggini Project Room 2901	Brian Antonson
0012	Santa Rosa	01	01	Camera accessories batteries, cords and chargers	1	\$850.00	\$850.00	Anne Belden	643 Analy Village	Anne Belden
0013	ALL	01	01	retractable extenders	5	\$460.00	\$2,300.00	Brian Antonson	Tv Studio	Brian Antonson
0014	Santa Rosa	01	01	Light bulbs variety	1	\$850.00	\$850.00	Brian Antonson	Doyle Media Lab	Brian Antonson
0015	Santa Rosa	01	01	Canon 4K camera C300 EFmount	1	\$10,000.00	\$10,000.00	Brian Antonson	Doyle Media Lab	Brian Antonson
0016	Santa Rosa	01	01	Cameras Canon EOS with EF 24-105mm lens	7	\$2,000.00	\$14,000.00	Anne Belden	643 Analy Village	Anne Belden
0017	Santa Rosa	01	01	Video camera Sony PXW x70	2	\$2,000.00	\$4,000.00	Anne Belden	643 Analy Village	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
0001	Petaluma	01	01	Locking Cabinets and Drawers	8	\$1,000.00	\$8,000.00	Brian Antonson	Doyle 245	Jennifer O'Mahony
0001	Petaluma	01	01	flexible stacking tables	10	\$420.00	\$4,200.00	Brian Antonson	Doyle 245	Jennifer O'Mahony
0001	Santa Rosa	01	01	Locking storage equipment cabinets	4	\$400.00	\$1,600.00	Anne Belden	Analy 643	Jennifer O'Mahony
0002	Petaluma	01	01	flexible stacking chairs	25	\$300.00	\$7,500.00	Brian Antonson	Doyle 245	Jennifer O'Mahony
0003	Petaluma	01	01	Sound proofing between rm 245 and 246	1	\$12,000.00	\$12,000.00	Brian Antonson	Doyle 245 - 246	Jennifer O'Mahony

## 2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	01	01	Urgent	Analy Temps	681T	\$175.00	install thermostat to provide independent room temperature control. We have daily issues with heat and cool levels in instruction rooms due to differeing needs of rooms.
0001	Petaluma	01	01	Urgent	PET Doyle	245	\$12,000.00	Sound proofing between 245 and 246
0002	Petaluma	01	01	Urgent	PET - Doyle	245	\$21,000.00	Secure storage room construction - forced to move from 246 need to renovate 245 so can be functional for class 15K for room 6K for door to hallway or connecting door to 246

## 2.5b Analysis of Existing Facilities

### **A DEPARTMENT IN SEARCH OF A HOME**

For years, the Communication Studies Department has been fractured with classes, the department office and faculty offices spread among several buildings on the Santa Rosa campus, with a few faculty members solely in Petaluma. This has created a fractured department. Faculty and adjunct instructors don't have a shared common space. We have held out hope for a promised floor of the new Barnett building.

We learned this year that Barnett has been cancelled and our temporary quarters for part of the department in Analy Village will be razed to make room for parking. The Analy Village facilities can only support instructional spaces for a small percentage of the classes offered so our department's classes are scattered throughout the two campuses. While the four instructional rooms in Analy Village are adequate, we have spent a lot of faculty and administrative time dealing with heating and lighting issues and these are not entirely resolved.

The Department is very concerned about finding a space to call home now that constructing a new Barnett building has been cancelled. Communication Studies brings in a considerable amount of FTES for the district. In Spring 2019, with budget cuts, Communication Studies offered 82 sections of speech, journalism and media (including film and film production) classes. We are one of the largest departments at SRJC.

We have been working with Leigh Sata/Serafin Fernandez to find a space that works for us. The initial proposal of half a floor of Maggini does not by any stretch serve our needs. However a follow-up proposal to restructure the ground floor area of the Doyle Library is far more acceptable and we hope to work with the facilities team to make this option come to fruition.

### **MEDIA PRODUCTION IN MAGGINI:**

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

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



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

## **MEDIA/FILM STUDIES**

In Petaluma the Music Department's Digital Audio program is in the process of renovating Doyle 246 and creating an audio recording studio in the space that is currently the equipment storage area in the classroom where the Digital Filmmaking program stores the gear for its classes. As a result, Digital Film classes have to move out, next door into room 245. The good news is that room 245 is available and free for Digital Film to use that space. The bad news is that classroom is set up as a science lab, not as a production space. In order to make it suitable for production classes it needs: moveable/stackable chairs and tables, a storage room, storage cabinets that are locable and appropriate editing technology equipment.

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

## **JOURNALISM**

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

The Oak Leaf needs a space that allows students independent access after hours. It needs a breakoff room for Anne's office and a place to safely store equipment that is not in the main room. Ideally, it will also have an area that can serve as a lounge with a sink. A conference room where editors can meet or record podcasts (currently that's all done in my office) is also needed. Access to restrooms are also important.

### **3.1 Develop Financial Resources**

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

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

Both the Journalism and the Film Production classes have benefited from CTEA and Strong Workforce grants in recent years. The Journalism Program has been awarded three CTEA grants: \$25,000 in 2012/13, \$15,000 in 2013/14 and \$20,000 in 2015/16. In 2016/17 the journalism adviser was on sabbatical and her replacement did not apply for any grants. However, in May 2019, we were notified that we will receive \$22,000 for equipment from CTEA and \$37,500 for a Strong Workforce Grant to develop Oak Leaf/Journalism Program online curriculum. Equipment for the Digital Film Production classes have received more than \$100,000 in grants in recent years. This has enabled the department to considerably increase the quality of classroom experience and the range of classes offered. We have purchased the equipment and technology necessary to support learning in domains such as Film Production and Editing. This has also allowed SRJC to spearhead initiatives such as the Sonoma County Student Film Festival and provide support for film experts attending FilmFest Petaluma to host workshops and classes for students. Without the equipment acquired through these grants, that would not have been possible. Because production technologies are in constant flux, students (and teachers) need to be aware of these changes and be able to effectively use a variety of technologies in the classroom, while at the same time instructing basic production skills and fundamentals. For example, recently there have been innovations in lighting (the use of LED's), image resolution (first 4K and now 8K) and camera stabilization (drones and MOVI's). Employers are seeking crew members that have experience in these varying technologies. If we can provide education and experiences in those advances, without losing sight of basic production skills, we can give our students a significant advantage when they enter the labor market.

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

## 3.2 Serve our Diverse Communities

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

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

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

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

## 3.3 Cultivate a Healthy Organization

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

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

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

However until all or a majority of the Department staff are located and teach in a single building or area, it is difficult to maintain the level and caliber of collegiality we seek to build and encourage within the Department. Our classes currently take place in four separate areas spread throughout the SR campus and even within those areas often on separate floors. As one of the larger departments within the college, bringing in a considerable amount of FTES for the district, we are concerned that we have not been allocated space that reflects department needs and encourages a healthy organization.

## 3.4 Safety and Emergency Preparedness

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

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

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

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

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

### 3.5 Establish a Culture of Sustainability

Over the last several years, the CSD has reduced by over 50% the amount of copying it does at the Copy Center and continues to promote copy reduction and support recycling. We encourage our instructors to consider online resources for their classes and currently have 13 instructors using solely online resources for at least one of their classes. We also strive to have instructors send out documents to students via email/File Depot or to place documents on their Canvas sites. We offer Zoom conferencing for department meetings so instructors don't always have to drive to the SR campus.

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

### 4.1a Course Student Learning Outcomes Assessment

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

Progress on that schedule is on track to date.

### 4.1b Program Student Learning Outcomes Assessment

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

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



Comm 52		X	X	X	X		X	X	X	X	X	X	X	X	X	X
Comm 6			X	X	X		X	X	X	X	X	X	X	X	X	X
Comm 60			X	X	X		X	X	X	X	X	X	X			X
Comm 7			X	X			X	X	X	X	X	X	X	X	X	X
Comm 9			X	X	X		X	X	X	X	X	X	X			X
Jour 1		X	X	X	X		X	X		X	X	X	X	X	X	X
Jour 2		X	X	X	X		X	X		X	X	X	X			X
Jour 52		X	X	X	X		X	X		X	X	X			X	X
Jour 54		X	X	X	X		X	X		X	X	X	X		X	X
JOUR 55		X	X	X	X		X	X		X	X	X	X	X	X	X
Media 10		X	X	X			X	X		X	X	X	X			X
Media 123		X	X	X			X			X		X		X	X	X
Media 14			X	X			X	X		X	X	X	X			X
Media 15			X	X			X	X		X	X	X	X			X
Media 19		X		X	X				X	X		X		X	X	X
Media 20		X	X	X	X		X	X		X		X	X		X	X
Media 21		X	X	X	X		X	X		X		X	X		X	X
Media 22		X	X	X			X			X		X		X	X	X
Media 4			X	X			X	X		X	X	X	X			X
Media 77		X	X	X	X	X	X	X	X	X	X	X	X			X
Media 78			X	X	X		X	X				X	X			X
Media 79			X	X	X		X	X				X	X			X

## 4.2b Narrative (Optional)

### Student Learning Outcomes

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

See previous sections for timeline details.

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

In addition, at department meetings, we have an agenda item where SLO assessments are shared and discussed.

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

## 5.0 Performance Measures

Not applicable.

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

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

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

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

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

**ONLINE:** We offer a number of our classes completely online (Comm 5, 9, 10, Media 4, JOUR 1) and continue to expand our online offerings.

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

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

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

**JOURNALISM MAJOR FOR TRANSFER:** The Journalism major is offered at the Santa Rosa Campus.

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

**DEMAND:** Speech classes, particularly Comm 1, are in very high demand. Presently we are offering over thirty (30) sections of Comm 1 at the Santa Rosa campus and eight (8) sections at Petaluma. Due to budget cuts that necessitated class reductions, we have downsized the number of classes we offer. Predictably, such reductions have had an impact on students; however, we have worked to minimize these impacts. We still offer a wide variety of courses and we still offer Comm 1 and Media 4 courses in great numbers, both critical strategies for allowing students to meet the public speaking requirement for the AA degree and/or meet transfer requirements. Offering those classes in either a hybrid or online form has also enabled us to serve even greater numbers of students.

## 5.2a Enrollment Efficiency

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

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

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

## Santa Rosa Junior College - Program Unit Review

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

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

#### Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0%	106.7%	106.8%	0.0%	111.2%	103.4%	112.0%	90.0%	87.0%
Journalism	0.0%	82.2%	86.7%	0.0%	73.3%	59.3%	0.0%	93.3%	95.0%
Media Studies	100.0%	96.2%	94.2%	103.3%	101.3%	96.7%	90.8%	92.9%	95.0%
Speech	85.6%	98.2%	99.3%	78.7%	98.4%	94.3%	83.7%	98.5%	98.0%
<b>ALL Disciplines</b>	<b>88.2%</b>	<b>97.8%</b>	<b>98.2%</b>	<b>83.4%</b>	<b>99.0%</b>	<b>93.0%</b>	<b>86.8%</b>	<b>95.8%</b>	<b>96.0%</b>

#### Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	84.0%	108.2%	95.3%	92.0%	100.0%	111.3%	48.0%	97.0%	91.0%
Journalism	0.0%	78.0%	0.0%	0.0%	90.0%	0.0%	0.0%	55.0%	0.0%
Media Studies	0.0%	72.5%	57.9%	0.0%	74.5%	53.8%	0.0%	85.1%	65.0%
Speech	80.0%	93.1%	88.1%	89.0%	92.8%	80.6%	68.0%	89.6%	93.0%
<b>ALL Disciplines</b>	<b>80.8%</b>	<b>82.4%</b>	<b>70.1%</b>	<b>89.6%</b>	<b>83.4%</b>	<b>67.7%</b>	<b>63.0%</b>	<b>85.5%</b>	<b>76.0%</b>

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

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

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	84.0%	107.2%	103.4%	92.0%	107.5%	105.6%	80.0%	92.4%	88.0%
Journalism	0.0%	80.7%	86.7%	0.0%	76.4%	59.3%	0.0%	71.4%	92.0%
Media Studies	100.0%	82.9%	72.6%	103.3%	87.2%	71.7%	90.8%	89.4%	79.0%
Speech	84.4%	96.3%	97.2%	82.6%	97.4%	91.4%	81.8%	97.5%	98.0%
<b>ALL Disciplines</b>	<b>86.7%</b>	<b>92.3%</b>	<b>89.0%</b>	<b>86.0%</b>	<b>94.3%</b>	<b>84.7%</b>	<b>83.4%</b>	<b>93.1%</b>	<b>90.0%</b>

#### A) Communication Studies Courses:



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

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

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

### **B) Journalism Courses:**

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

In Fall 2014 we offered Journalism 1 at Petaluma for the first time. The efficiency rate of nearly 78% was encouraging and student interest in the class remains strong. We will be offering sections of this course every Fall semester assuming qualified instructors are available.

No summer Journalism classes are offered.

### **C) Media Courses:**

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

Summer classes in particular are in high demand and regularly top 100%, supporting the demand for these classes.

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

## 5.2b Average Class Size

### **I. Student Enrollment Cap Overview**

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

COMM 1 & 60: 25 student cap  
 COMM 3 and 9: 20 student cap  
 Journalism 1, 2, 54, 55: 30 student cap  
 Media 4: 30 student cap  
 Comm 6, 7, 10: 25-30 student cap

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

In Spring 2019 our department offered eighty-eight (88) total sections of different classes. Of those, sixty-three (63) [71%] were the above COMM courses, nine (9) were Media 4 (10%), six (6) were Journalism sections (7%). Given that these classes make up almost 90% of our department's course offerings, it stands to reason that our overall class size is going to be below the college goal of thirty-five (35). And this is the case. The average class size for all Communication Studies classes (all locations combined) has been consistently around twenty-seven (27) per class. Also, when looking at our enrollment efficiency rating for all classes (mid 90s to low 100s% range), the numbers strongly suggest that our department is doing a very good job of attracting and retaining students. All four disciplines have high enrollments given the nature of their courses. It is probably best to examine each discipline independently.

**Rationale For Caps**

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

## Santa Rosa Junior College - Program Unit Review Communication Studies - FY 2015-18 (plus current FY Summer and Fall)

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

**Santa Rosa Campus**

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0	32.0	31.3	0.0	31.5	30.3	28.0	26.0	27.0
Journalism	0.0	24.7	26.0	0.0	22.0	17.8	0.0	28.0	27.0
Media Studies	30.0	31.3	31.0	31.0	32.9	31.8	27.3	30.0	30.0
Speech	21.1	24.0	24.3	19.9	24.1	23.0	21.2	23.9	23.0
<b>ALL Disciplines</b>	<b>22.5</b>	<b>26.1</b>	<b>26.3</b>	<b>21.8</b>	<b>26.2</b>	<b>25.0</b>	<b>22.8</b>	<b>25.4</b>	<b>26.0</b>

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

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

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Journalism	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Media Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speech	0.0	19.7	24.6	29.0	24.3	23.8	24.0	27.0	27.0
<b>ALL Disciplines</b>	<b>0.0</b>	<b>19.7</b>	<b>24.6</b>	<b>29.0</b>	<b>24.3</b>	<b>23.8</b>	<b>24.0</b>	<b>27.0</b>	<b>27.0</b>

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

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

## II. Discipline

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

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

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

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

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

The Media 4 classes also have caps of 30. The Media (film) 10, 14, and 15 classes have caps of 55 at the Santa Rosa Campus while having caps ranging from 75 to 150 at Petaluma, where they are offered in the medium and large lecture format. Media 19, 20 and 22 (Filmmaking and Screenwriting), due to the production nature of the courses, are capped at 20.

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

### D. Speech Courses (COMM 1, 2, 3, 9, 52, 60)

The Speech classes have enrollment caps ranging from 20 (COMM 2, 3, 9) to 25 (COMM 1, 52, 60). These lower limits are required due to the performance nature of the courses, as students must each deliver 3-5 speeches in these classes, including student speaking time and time spent on oral critiques. One additional student consumes up to 50 minutes of

class time over the course of the semester, which directly limits the instructor's lecture time. Overall, the average class size hovers between 23 and 25. There is no appreciable difference between the Speech class sizes at Santa Rosa and Petaluma. Finally, Summer classes are also averaging over 20 per class at first census.

### 5.3 Instructional Productivity

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

#### Overview

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

- COMM 1 & 60: 25 student cap
- COMM 3 and 9: 20 student cap
- JOUR 1, 2, 54 : 30 student cap
- JOUR 55 : 20
- MEDIA 4: 30 student cap
- MEDIA 19, 20, 21 : 20 student cap
- COMM 6, 7, 10: 25-30 student cap

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

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

## Santa Rosa Junior College - Program Unit Review Communication Studies - FY 2017-18 (plus current FY Summer and Fall)

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

#### Santa Rosa Campus

Communication Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	20.58	23.76	0.10	20.56	22.78	2.82	25.26	24.3
	FTEF	0.00	1.20	1.40	0.00	1.25	1.40	0.21	1.80	1.8
	Ratio	0.00	17.15	16.97	0.00	16.43	16.27	13.71	14.03	13.5

Journalism		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	3.42	22.12	0.00	9.60	10.10	0.00	4.33	6.0
	FTEF	0.00	1.07	1.33	0.00	0.80	1.10	0.00	0.27	0.4

	<b>Ratio</b>	<b>0.00</b>	<b>3.21</b>	<b>16.59</b>	<b>0.00</b>	<b>12.00</b>	<b>9.17</b>	<b>0.00</b>	<b>15.98</b>	<b>15.2</b>
--	--------------	-------------	-------------	--------------	-------------	--------------	-------------	-------------	--------------	-------------

<b>Media Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	8.98	45.21	42.82	9.13	47.59	43.77	10.74	47.09	43.7
	<b>FTEF</b>	0.61	2.80	2.66	0.61	2.80	2.67	0.81	3.02	2.6
	<b>Ratio</b>	<b>14.83</b>	<b>16.16</b>	<b>16.08</b>	<b>15.07</b>	<b>17.01</b>	<b>16.37</b>	<b>13.33</b>	<b>15.62</b>	<b>16.3</b>

<b>Speech</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	33.60	120.60	116.12	29.42	119.98	109.84	29.34	113.09	100.9
	<b>FTEF</b>	3.21	9.80	9.40	3.02	9.85	10.01	2.83	9.06	7.9
	<b>Ratio</b>	<b>10.46</b>	<b>12.31</b>	<b>12.35</b>	<b>9.75</b>	<b>12.18</b>	<b>10.97</b>	<b>10.35</b>	<b>12.48</b>	<b>12.5</b>

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

<b>Communication Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	2.09	9.81	8.33	2.16	8.74	9.15	1.13	13.70	7.6
	<b>FTEF</b>	0.19	0.60	0.62	0.19	0.62	0.62	0.19	1.01	0.6
	<b>Ratio</b>	<b>10.75</b>	<b>16.36</b>	<b>13.50</b>	<b>11.12</b>	<b>14.17</b>	<b>14.83</b>	<b>5.80</b>	<b>13.55</b>	<b>12.5</b>

<b>Journalism</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	5.45	0.00	0.00	3.00	0.00	0.00	4.75	0.0
	<b>FTEF</b>	0.00	0.53	0.00	0.00	0.27	0.00	0.00	0.55	0.0
	<b>Ratio</b>	<b>0.00</b>	<b>10.21</b>	<b>0.00</b>	<b>0.00</b>	<b>11.25</b>	<b>0.00</b>	<b>0.00</b>	<b>8.69</b>	<b>0.0</b>

<b>Media Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	47.32	40.63	0.00	40.51	39.02	0.00	39.56	41.5
	<b>FTEF</b>	0.00	2.47	2.89	0.00	2.21	2.68	0.00	1.74	2.4
	<b>Ratio</b>	<b>0.00</b>	<b>19.18</b>	<b>14.04</b>	<b>0.00</b>	<b>18.32</b>	<b>14.54</b>	<b>0.00</b>	<b>22.71</b>	<b>17.1</b>

<b>Speech</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	8.00	27.23	25.02	8.69	24.46	27.20	4.91	23.74	26.0
	<b>FTEF</b>	0.80	2.21	2.22	0.80	2.00	2.61	0.80	2.00	2.4
	<b>Ratio</b>	<b>10.01</b>	<b>12.35</b>	<b>11.25</b>	<b>10.86</b>	<b>12.23</b>	<b>10.44</b>	<b>6.14</b>	<b>11.87</b>	<b>10.5</b>

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

<b>Communication Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>

<b>Journalism</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.7
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.1
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>19.0</b>

<b>Media Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>

<b>Speech</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	5.90	12.30	2.90	9.70	9.50	2.40	8.10	8.6
	<b>FTEF</b>	0.00	0.60	1.00	0.21	0.80	0.80	0.21	0.60	0.6
	<b>Ratio</b>	<b>0.00</b>	<b>9.83</b>	<b>12.30</b>	<b>14.10</b>	<b>12.13</b>	<b>11.88</b>	<b>11.67</b>	<b>13.50</b>	<b>14.3</b>

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

<b>Communication Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	2.09	30.39	32.09	2.26	29.30	31.93	3.95	38.96	32.0
	<b>FTEF</b>	0.19	1.80	2.02	0.19	1.87	2.02	0.40	2.81	2.4
	<b>Ratio</b>	<b>10.75</b>	<b>16.89</b>	<b>15.91</b>	<b>11.63</b>	<b>15.68</b>	<b>15.83</b>	<b>9.87</b>	<b>13.86</b>	<b>13.2</b>

Journalism		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	8.87	22.12	0.00	12.60	10.10	0.00	9.08	8.7
	FTEF	0.00	1.60	1.33	0.00	1.07	1.10	0.00	0.82	0.9
	Ratio	0.00	5.54	16.59	0.00	11.82	9.17	0.00	11.11	16.2

  

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

  

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

**COMMUNICATION CLASSES:**

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

**JOURNALISM CLASSES:**

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

**MEDIA CLASSES:**

The overall FTES/FTEF ration for Media classes (Santa Rosa and Petaluma combined) normally tracks in the 15-16 range Higher ratios in Petaluma are likely the result of two conditions: 1) Petaluma offers medium/large lecture loads while Santa Rosa does not and 2) more production classes, which have lower caps, are taught at Santa Rosa than at Petaluma.

**SPEECH CLASSES:**

Because all Speech classes have a maximum enrollment cap of 25, the FTES/FTEF ratio does not equal the District's goal of 18.7. The ratio for Speech through the years, regardless of campus or semester (Summer, Fall Spring), hovers around 12.00 with slight fluxuations from semester to semester. Santa Rosa-based Speech classes have a slightly higher ratio than Petaluma. As mentioned in the previous section, Speech classes have an average class size of 24 so there really is no way to increase the enrollment per section. These classes fill very quickly and in Fall 2018 and Spring 2019 we initially had many classes where students were requesting add codes and concerned about being able to find a class with capacity that fit their schedules.

## 5.4 Curriculum Currency

All classes in the Communication Studies department are on a rotation list to be reviewed. The spreadsheet below, provided by the Academic Affairs Curriculum Office, indicates when each course is scheduled to be reviewed.

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

## 5.5 Successful Program Completion

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

### Communication Studies for Transfer AA Major

Data for the academic years is listed below.

**2015/16    2016/17    2017/18    2018/19**

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.

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

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

### **AS in Digital Journalism**

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

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

### **AA in Film Studies**

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

	<b>2018/19</b>
AA	5

### **AS in Digital Filmmaking**

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

	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
AS-O	6	6	14	4
Cert.	8	7	8	5

## 5.6 Student Success



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

**Santa Rosa Campus**

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

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

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

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

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

# Santa Rosa Junior College - Program Unit Review

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

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

**Santa Rosa Campus**

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0%	82.4%	84.4%	100.0%	89.3%	87.4%	96.3%	86.0%	89.1%
Journalism	0.0%	82.7%	83.7%	0.0%	71.2%	85.4%	0.0%	81.6%	83.1%
Media Studies	80.0%	74.8%	83.1%	87.1%	82.1%	82.4%	79.6%	80.6%	76.1%
Speech	89.1%	79.0%	78.7%	85.7%	77.6%	78.7%	86.1%	80.7%	80.1%
<b>ALL Disciplines</b>	<b>87.2%</b>	<b>78.6%</b>	<b>80.6%</b>	<b>86.1%</b>	<b>79.7%</b>	<b>81.0%</b>	<b>85.1%</b>	<b>81.4%</b>	<b>80.1%</b>

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

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

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Journalism	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%
Media Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speech	0.0%	69.5%	65.0%	72.4%	57.7%	77.9%	100.0%	82.3%	79.1%

<b>ALL Disciplines</b>	<b>0.0%</b>	<b>69.5%</b>	<b>65.0%</b>	<b>72.4%</b>	<b>57.7%</b>	<b>77.9%</b>	<b>100.0%</b>	<b>82.3%</b>	<b>80.0%</b>
------------------------	-------------	--------------	--------------	--------------	--------------	--------------	---------------	--------------	--------------

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Communication Studies	90.5%	83.5%	85.9%	91.7%	89.6%	87.1%	97.4%	85.2%	89.0%
Journalism	0.0%	74.6%	83.7%	0.0%	77.4%	85.4%	0.0%	77.5%	82.0%
Media Studies	80.0%	70.2%	74.8%	87.1%	73.8%	76.3%	79.6%	71.3%	73.0%
Speech	89.8%	78.8%	77.3%	85.1%	76.8%	77.7%	86.0%	80.4%	80.0%
<b>ALL Disciplines</b>	<b>88.1%</b>	<b>76.7%</b>	<b>77.9%</b>	<b>85.8%</b>	<b>77.3%</b>	<b>78.8%</b>	<b>85.5%</b>	<b>78.5%</b>	<b>79.0%</b>

## Santa Rosa Junior College - Program Unit Review

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

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

**Santa Rosa Campus**

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

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

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

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

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

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

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

## 5.7 Student Access

## Santa Rosa Junior College - Program Unit Review

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

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

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

Communication Studies	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	White	318	56.6%	291	50.4%	309	47.5%	281
	Asian	12	2.1%	15	2.6%	25	3.8%	15
	Black	28	5.0%	29	5.0%	32	4.9%	25
	Hispanic	159	28.3%	163	28.2%	216	33.2%	185
	Native American	2	0.4%	0	0.0%	4	0.6%	0
	Pacific Islander	2	0.4%	2	0.3%	1	0.2%	0
	Filipino	1	0.2%	2	0.3%	6	0.9%	0
	Other Non-White	33	5.9%	46	8.0%	25	3.8%	15
	Decline to state	7	1.2%	29	5.0%	33	5.1%	15
	<b>ALL Ethnicities</b>	<b>562</b>	<b>100.0%</b>	<b>577</b>	<b>100.0%</b>	<b>651</b>	<b>100.0%</b>	<b>561</b>

Journalism	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	White	109	56.5%	89	56.3%	119	49.0%	105
	Asian	9	4.7%	4	2.5%	9	3.7%	0
	Black	6	3.1%	1	0.6%	2	0.8%	0
	Hispanic	45	23.3%	41	25.9%	70	28.8%	45
	Native American	0	0.0%	0	0.0%	0	0.0%	0
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	0
	Filipino	1	0.5%	0	0.0%	2	0.8%	0
	Other Non-White	15	7.8%	15	9.5%	22	9.1%	10
	Decline to state	8	4.1%	8	5.1%	19	7.8%	10
	<b>ALL Ethnicities</b>	<b>193</b>	<b>100.0%</b>	<b>158</b>	<b>100.0%</b>	<b>243</b>	<b>100.0%</b>	<b>180</b>

Media Studies	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	White	785	58.1%	713	54.4%	665	50.5%	605
	Asian	41	3.0%	45	3.4%	41	3.1%	35
	Black	27	2.0%	18	1.4%	34	2.6%	25
	Hispanic	359	26.6%	373	28.5%	407	30.9%	355
	Native American	4	0.3%	2	0.2%	10	0.8%	5
	Pacific Islander	2	0.1%	1	0.1%	2	0.2%	0
	Filipino	17	1.3%	9	0.7%	9	0.7%	5
	Other Non-White	94	7.0%	91	6.9%	73	5.5%	65
	Decline to state	22	1.6%	58	4.4%	77	5.8%	45
	<b>ALL Ethnicities</b>	<b>1351</b>	<b>100.0%</b>	<b>1310</b>	<b>100.0%</b>	<b>1318</b>	<b>100.0%</b>	<b>1160</b>

Speech	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	White	1515	52.8%	1246	45.0%	1210	45.4%	1105
	Asian	119	4.2%	122	4.4%	113	4.2%	105
	Black	78	2.7%	67	2.4%	66	2.5%	65
	Hispanic	894	31.2%	997	36.0%	928	34.8%	855
	Native American	15	0.5%	17	0.6%	15	0.6%	15
	Pacific Islander	5	0.2%	11	0.4%	13	0.5%	10
	Filipino	19	0.7%	32	1.2%	30	1.1%	25
	Other Non-White	187	6.5%	144	5.2%	137	5.1%	125
	Decline to state	35	1.2%	130	4.7%	151	5.7%	105
	<b>ALL Ethnicities</b>	<b>2867</b>	<b>100.0%</b>	<b>2766</b>	<b>100.0%</b>	<b>2663</b>	<b>100.0%</b>	<b>2400</b>

## 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 Journalism and Media classes are rotated. Jour 55 is offered in Fall only as is Media 19. Media 21, 22 and 123 are offered in Spring only. Media 14 and Media 15 are now offered on an alternating schedule.

### COMMUNICATION STUDIES TRANSFER MAJOR

All of the classes necessary to complete the Communication Studies Transfer Major are offered at both the Santa Rosa and Petaluma campuses. We have tried to minimize the effects of class cuts, due to budget cuts, on students.

#### **The Communication Studies TMC looks as follows:**

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

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

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

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

**Area B:** *Any two (can't use a class taken in Area A):* Comm 5, 6, 7, 10; Media 4, 10, Comm 2, 3, 9, 57, 60.

Comm 7 is offered on both campuses every semester.

Comm 10 is offered every semester at Santa Rosa and during the Fall semester at Petaluma.

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

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

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

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

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

Journalism 1 is offered at Santa Rosa both semesters and during the Fall semester at Petaluma.

Journalism 2 is offered during Spring semester at Santa Rosa but not at Petaluma.

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

### JOURNALISM TRANSFER MAJOR

Only Journalism 1 is offered at both Santa Rosa and Petaluma and not every semester in Petaluma as demand has not always supported a class. Journalism 55 is only offered in the Fall at

Petaluma. It is no longer offered at Santa Rosa, starting Fall 2015. All other Journalism classes are only offered at Santa Rosa.

**The Journalism TMC looks as follows:**

**Core Class** (*Complete 11 units*):

Journalism 1: Offered every semester at Santa Rosa and during the fall at Petaluma (contingent on demand).

Journalism 52A: Offered every semester.

Media 4: Offered every semester.

**Area A** (*Complete 3 units*):

Art 59

Journalism 2: Offered Spring semester.

Journalism 52C: Offered every semester.

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

**Area B** (*Complete 6 units*):

Art 19

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

Econ 1: Offered every semester.

Econ 2: Offered every semester.

Engl 5: Offered every semester.

Phil 3: Offered every semester.

Phil 4: Offered Spring semester.

Pols 1: Offered every semester.

Pols 2: Offered Fall semester.

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

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

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

**The Film Major AA is as follows:**

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

**Core Class** (*Complete 20 units*):

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

Media 14: Offered in Petaluma in Fall semester

Media 15: Offered in Petaluma in Spring semester

Media 20: Offered on both campuses

LIR 10: Offered online and at both campuses

Select 3 units from either of the courses below

Media 4: Offered on both campuses

Media 22: Offered in Santa Rosa in Spring semester

**The Digital Filmmaking Major AS is as follows:**

many classes are offered only in Santa Rosa.

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

CS 74.11 Offered on both campuses  
CS 74.21A Only offered in Santa Rosa  
CS 74.21B Only offered in Santa Rosa  
Media 10: Offered every semester at both Santa Rosa and Petaluma.  
Media 19: Only offered in Fall only in Santa Rosa  
Media 20: Offered on both campuses  
Jour 55: Offered in the Fall at Petaluma only. The facilities are simply inadequate at Santa Rosa.  
CS 50.32 Only offered in Spring only in Santa Rosa  
Lir 10: Offered online and at both campuses

and at least 6 units from the following:

Media 21: Offered in Petaluma in Spring semester  
Media 22: Offered in Santa Rosa in Spring semester  
CS 74.21C: Only offered in Santa Rosa in Spring semester.  
Aptech 63: Only offered in Santa Rosa in Spring semester.  
Aptech 64: Only offered in Santa Rosa in Fall semester.  
Art 82: Offered online only  
CS 70.11B: Offered in Santa Rosa and online.  
Thar 63: Offered in Spring in Santa Rosa

## 5.9a Curriculum Responsiveness

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

The Journalism courses meet the needs of those wishing to go into the field of newspaper and magazine, both print and online, but the job market favors and increasingly requires journalism students with multimedia skills. The Journalism program introduced Journalism 55: Multimedia Reporting in Spring 2013 to better meet the needs of students transferring, seeking internships and entering the job market. In 2018 much of the work in JOUR 52 transitioned to working in an online environment. Because multimedia skills are now essential, the Journalism Program is working to combine the AS and AA majors into one umbrella major with five emphases. The emphases will aim to help students gain needed skills in podcasting, video/documentary, broadcast, photojournalism or writing/print/online. The program will also offer a new course in Editing for the News Media geared to better prepare students with skills they will need for jobs and internships.

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

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

Not applicable.

## 5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

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

## 5.11a Labor Market Demand (Occupational Programs ONLY)

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

The U.S. Dept. of Labor figures show demand for Reporters and Correspondents increasing by 3 % in California, though decreasing by 10% nationwide. Openings for Editors show an increase of 6% in California and +/- 1% change nationwide. Job opportunities for Audio/Video Producers show an increase of 8% in California and 12% nationwide. Finally, PR openings are forecast to increase by 11% in California and 9% nationwide.

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

## 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
0000	ALL	02	01	Address lack of funding for Forensics program in meaningful way to ensure students success	To help transition the Forensics program to a sustainable model through introduction of a new course COMM 51 with lower overhead	Spring 2020	Course drafted and efforts to attract students underway
0001	ALL	02	01	Increase funding and support for the Department's major programs: (1) Journalism; (2) The Petaluma Film Alliance programs	To eliminate the structural deficits for Journalism with a sustainable base funding source (i.e. SRJC) because all other California community colleges fund their news media programs. Continue to expand and evolve the online model for The Oak Leaf production and review the need for two magazines per year.	On going	Transitioned The Oak Leaf to online from print model and added two Oak Leaf Magazines per year. Have not received source of steady funding from college.
0002	ALL	02	01	Increase full-time faculty by two positions: (1) COMMUNICATION STUDIES (2) MEDIA	Ensure continuity of teaching for students and avoid situations such as those of Fall 2018 where students had 3 or more instructors over the course of a semester due to staffing issues.	On going	Approval for the positions from the District which are well justified from FTES and retirements (as well as load reductions) that were never replaced.



## 6.2b PRPP Editor Feedback - Optional

The Communication Studies Dept. had a strong, if somewhat challenging, year. All programs - Comm, Media and Journalism continue to thrive. Enrollment is strong, in particular in the core courses of COMM 1 and MEDIA 4, where some instructors had to turn away students at more popular times. The department continues to add to its online and hybrid offerings.

Despite some of its stars from the collegiate champion team transferring to four-year colleges, the Forensics team marked some notable successes in tournaments, winning many individual speaker awards. The team also captured sweepstakes championships at both University of the Pacific and the Las Positas Invitational Speech Tournament, in addition to winning Hartnell College's competition. The team wrapped up the season being only the 6th college or university to have remained in the top 24 teams nationally for the past 12 consecutive years in the National Parliamentary Debate Association's Season Sweepstakes, 2008-2019

The Oak Leaf marked a major shift in its history, moving from print to primarily online offerings. Students stepped up to the demands of a 24 x 7 news media cycle, learning skills that will serve them well in today's marketplace. A centennial issue of The Oak Leaf was warmly welcomed and applauded in Spring 2018. The first edition of Oak Leaf Magazine appeared in Fall 2018 to well-earned kudos. This evolution represents a key step in addressing the budget challenges experienced by The Oak Leaf and delivers on one of the Department's goals of making significant progress on that path. While the second issue of Oak Leaf Magazine attracted a lot of advertising, the first one did not (difficult to sell into a product that doesn't exist). The Oak Leaf is still exploring ways to earn revenue, but without a base level of support from the college as well as structural changes to its accounting system, it may continue to run deficits.

In 2019 the students continued to garner awards at the annual JACC Conference, once again winning a Pacesetter award for a college who had won most awards across categories. In addition, the students won first place awards in feature writing, team feature, online excellence, column writing, critical review, and magazine photo; and the program director, Anne Belden was awarded Educator of the Year. Oak Leaf students took home an unprecedented 39 awards in the 2018/19 academic year, with 26 of those being statewide awards.

The Digital Filmmaking program continues to grow. Thanks to a Strong Workforce grant, the program has increased its marketing and outreach in the following ways: a team of students visited local high schools to pitch our program to filmmaking students; our Sonoma County Student Film Festival expanded to include three award categories and a mixer after the event; and the Film Fest Petaluma expanded through the creation of a week of workshops leading up to the festival held by industry professionals. A Film Club was formed by students with Brian Antonson serving as advisor. They created Digital Filmmaking merchandise, including hats, shirts and stickers, which have been successfully sold at various events this year. The Petaluma Film Series held two strong seasons and a very successful Petaluma Film Fest 2019. Brian Antonson stepped up to help Alex Pirolini, who subbed in the absence of Mike Traina, currently on sabbatical.

The challenges experienced by the Department came primarily in two areas: staffing and facilities.

Early in the Fall semester, one of the Department adjuncts was hospitalized (and subsequently passed away and is missed by all her colleagues). One of the two adjunct hires scheduled to come on board in Fall 2018 opted not to accept their class assignment. One member of contract faculty was on sabbatical and another is now only teaching in the Spring semester. This accentuated the critical shortage of faculty and resulted in two adjuncts being offered annual contracts in order to cover class needs and an emergency hire of an additional adjunct. During the search, students suffered as instructors stepped in temporarily to cover classes; continuity in teaching staff was lacking. Hiring for the adjunct pools in Comm and Media added only one person to the pool in each discipline - the Comm hire being the same person who had been the emergency hire in Fall. With five of the Santa Rosa based contract faculty over 55 and several over 60 and one faculty member accepting an early retirement package, it's likely that further staffing issues will plague the department in the coming years unless new hiring is addressed.

Additionally, the Director of Forensics has decided to resign that position, due in part to the severe budget cuts to the program which will prevent the team travelling to tournaments. With the support of two adjuncts, Anne Belden, Dept. Chair, is working to restructure the program, broaden its appeal, lower the cost of running it and hopefully increase class size over time.

The department is also working on finding a permanent home, having been told that the plan to move into Burbank has been cancelled. One option is the ground floor of Doyle Library which is currently under discussion. The Oak Leaf also needs a new home closer to the center of campus and is evaluating proposals to ensure they meet space needs.

#### **Additional Note from Dean Kerry Loewen (June 2019):**

Although District funding for Forensics team travel was almost entirely lost in the summer 2018 budget cuts, the team still went on to win a national championship. Part of their success has been due to a .80 FTE devoted to the class, and allowing low enrolled classes made for great faculty training and mentoring opportunities. The lead Forensics faculty member decided that potential course cancellations resulting from low enrollments could result in that faculty member's loss of overload assignments, this was an unacceptable risk so the faculty member requested reassignment to other COMM courses. Adjuncts have been scheduled to teach the fall Forensics course and they are rewriting the course in hopes of increasing enrollments and lowering the travel requirements.

The Oak Leaf has made great strides in their transition from a traditional newspaper to online and magazine based publications. Although the initial magazine edition ran a deficit, the quality of the publication enabled the ad manager to break even on the spring edition. It is anticipated that the Oak Leaf will break even going forward.

### 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	02	01	Increase funding and support for the Department's major programs: (1) Intercollegiate Forensics; (2) Journalism; and (3) The Petaluma Film Alliance programs.	To eliminate the structural deficits for Forensics and Journalism. Move the majority of The Oak Leaf production to an online model and review the need for few if any print editions. 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	Address department staffing shortfall	Increase full-time faculty by two positions: (1) MEDIA and (2) COMMUNICATION STUDIES.	On going	Approval for the positions from the District which are well justified from FTES and retirements (as well as load reductions) that were never replaced.
0003	Santa Rosa	04	07	Work with Facilities and architects to find new homes for the Communication Studies Department, the Oak Leaf and Digital Filmmaking on the Santa Rosa and Petaluma campuses.	To unite the department and its faculty under one roof before the Analy temps are raised to make way for parking.	1-2 years	Financial and other support for furniture and supplies in new space in Doyle may be needed.