INSTRUCTIONAL PROGRAMS AND AREAS
PROGRAM REVIEW/PLANNING AND EVALUATION PROCESS

QUESTIONNAIRE FOR INSTRUCTIONAL PROGRAMS

INSTRUCTIONS:

Complete all sections as instructed. Click the shaded sections to type your answer.
When completed, please save your file and e-mail it as an attachment to tanya_hanton@westvalley.edu.

A. INTRODUCTORY QUESTIONS

1. Program Name: ***Communication Studies***

2. Person(s) completing the questionnaire: *Randy Fujishin, John Hannigan, Meg Farrell, and Paul Sanders*

3. Date of completion: *Oct 12, 2007*

4. What are the primary purposes of the program? Check all that apply.

- **X** WVC Degrees and Certificates
- **X** Transfer Courses
- **X** WVC General Education
- **X** Lifelong Learning/Life Enrichment
- ☐ Occupational / Vocational Courses
- ☐ Student Support Services
- ☐ Academic Support Services
- ☐ Administrative Functions

5. In one paragraph, how does the program further the College's mission and goals? (only new information need be added)

The Communication Studies Department furthers the mission of West Valley College by facilitating successful learning for our students in the various subject areas of Communication Studies and providing students with a wide variety of educational experiences designed to fulfill their academic and career needs. The Communication Studies Department accomplishes the goals of West Valley College by developing a sense of community within each of our classes and within the communities we serve, encouraging shared responsibility in the learning experience for both students and instructors alike. We create collaberative learning environments through inclusive and effective communication between people of different backgrounds and foster an atmosphere of mutual respect, trust, and support.

6. In one paragraph, what significant events have affected or impacted the program since the last program review?

One event that has impacted the Communication Studies Program in the past four years has been the lower student enrollment college-wide that has decreased our department's enrollments by 3-8% depending upon the semesters compared. Despite this decrease in enrollment, Communication Studies remains one of the strongest departments in terms of percentage of initial section enrollment, percentage of end of the semester success rate (approximately 82% compared to 66% college-wide), and an ever-increasing number of students who successfully complete the requirements for the Communication Studies Certificate (approximately 65-80 students per semester!).

B. DATA ELEMENT ANALYSIS SECTION (ANALYSIS AND RESPONSE)

1. Using the enrollment data from Table 1 from previous program review, add or revise as appropriate.

a) What significant trends are revealed in the data?
b) What factors might contribute to any program differences compared to the College data?
c) What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

a) Communication Studies has experienced a 15% relative growth in headcount compared to the rest of the college F'02/S'03 compared F'05/S'06. While the college experienced a 3.2 decrease in FTEs/FTEf between S'03 and S'05, the Communication Studies Department had only a 0.7 decrease in FTEs/FTEf during the same time period.

b) The primary factors that might explain Communication Studies' superior performance with both indicators is the outstanding instruction and the real-world application benefits of the Communication Studies courses.

c) Communication Studies will be requesting more prime-time classrooms to accommodate the increased interest and enrollment in our program.

2. Using the demographic data from Table II from previous program review, add or revise as appropriate.

a) What significant trends are revealed in the data?
b) What factors might contribute to any program differences compared to the College data? See attachment for college-wide statistics.
c) What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

a) Approximately 90% of Communication Studies students are 25 or younger.

We are getting increasingly more male students in Communication Studies (from 56% female / 44% male in F '02 to 52% female / 48% male in S '06).

Communication Studies averages 67% white students, compared to the 60% white population college-wide. The relative breakdown of minority student representation in our classes is consistent with their representation in the college population.

b) Communication Studies enrolls more 25 and younger students (90%) as compared to the college average of 60% 25 and younger, primarily due to the fact that the majority of our students are satisfying their oral communication requirement and transfering to 4-year colleges and universities.

More male students are enrolling in our courses due to the increased interest in our Communication Studies Certificate.

Communication Studies enrolls more white students than the respective college average representation due to the fact that a higher percentage of white students transfer to 4-year colleges than do minority students.

c) We will be requesting more prime-time classrooms to accommodate the increased interest and enrollment in our program.

3. Using the success data from table III from previous program, add or revise as appropriate.

a) What significant trends are revealed in the data?
b) What factors might contribute to any program differences compared to the College data?
c) What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

a) Communication Studies consistently demonstrates 81-85% success every semester, compared to the 65% success rate of the college.

b) The factors that contribute to our high success rates are the talented, dedicated, and popular faculty, the real-life benefits of the skills learned, the Communication Studies Certificate, and the oral requirement for transfer.

c) We will be requesting more prime-time classrooms to accommodate the increased interest and enrollment in our program.

4. Are there any data or factors (e.g. integration of technology; college, district, or state expectation or mandates) concerning staffing in the program, that suggest a need for increasing or decreasing program staff (e.g. permanent and associate FTE, permanent and hourly classified staffing or administrative staffing)?

Due to the strong and ever-increasing demand for Communication Studies classes and the popularity of its instructors, we will be seeking to increase the number of sections offerings and full-time faculty positions in the future. We will also be requesting more prime-time classrooms immediately.

C. CURRICULUM SECTION (ANALYSIS AND RESPONSE)

1. Based on your program's curriculum information, as published in the most recent West Valley College catalog, what curriculum changes are anticipated in the next three years? (These changes could include major course revisions, curriculum deletions, new courses, revised or new options within a program, or proposed new programs.)

Communication leadership course (3 unit)

Enhance our certificate program by exploring the expansion of certificates to include a Leadership certificate, Relationship certificate, and Intercultural certificate.

Consider designing a special projects course for foreign/all comm students (1-unit).

Increase the number of online/hybrid courses.

**Update all departmental course syllabi.*

2. The attached excel document shows classes that have not been offered since Spring 04. Please list the courses you intend to submit to the Curriculum Committee by February 8th for de-activation prior to publication of the 08/09 catalog.

**None.*

3. Considering the new course and program level Student Learning Outcomes that have been developed since the last program review:

   a) What relevant findings have been derived through the SLO assessment process since the last program review?
   b) What changes have been implemented, or are planned, based on the findings since the last program review?
   c) What conclusions do you draw from this analysis that could form the basis for an action, objective or request for resources?

NOTE: Please contact LeAnn McGinley (741-2402), Assessment Coordinator with any questions concerning SLOs.

*Communication Studies has completed the development phase of the SLO assessment process for Comm Studies 001: Public Speaking. We will be collecting data this Fall 2007 semester in all of our Comm 001 sections and anaylzing the results in the Spring 2008.

*We will also be developing SLOs for additional courses in the future.

D. EXTERNAL INFLUENCES SECTION (ANALYSIS AND RESPONSE)

1. If applicable, considering the effects of external influences on the program's purposes and goals:

   a) How do accreditation requirements, government regulations, advisory boards, labor market demand, transfer institution articulations or other external factors affect the program?
   b) How might these influences form the basis for an action, objective, or request for resources?

The formulation of the SLOs for our courses constitutes one of the most significant external influences upon our program. The Communication Studies faculty will be working cooperatively, creatively, and enthusiastically in our efforts to formulate, implement, and examine the results of the Student Learning Outcomes process. We're excited about our future conversations/actions regarding this very significant departmental experience.

E. STUDENT FACTORS SECTION (ANALYSIS AND RESPONSE)

1. What program changes or initiatives has the program implemented in the last three years to meet the needs of its student population?

**The International Partners Program with the ESL Department at WVC.*

**Online hybrid Communication 012: Intercultural Communication course.*

F. SUMMARY AND CONCLUSION SECTION:

1. General conclusions and summary statement.

The Communication Studies Department continues to service the needs of approximately 700-750 West Valley College students each semester. The Communication Studies faculty enjoys immense student popularity for its vitality, enthusiasm, creativity, and commitment, while continuing to hold the respect of faculty, administration, and staff alike.

2. Program Strengths:

The primary strength of the Communication Studies Program is the full-time and associate faculty, who continue to bring a sense of discipline integrity, institutional commitment, a love for students, and a joy for life to work each and every day.

3. Program Challenges:

**For full-time and associate faculty members to meet the high cost of living in the Bay Area.*

G. ACTIONS AND OBJECTIVES SECTION

Based on the foregoing analyses and findings in Sections A. through F., what are the program's intended actions or objectives for the next three years?

*1. Formulate SLOs for additional courses.

*2. Update departmental course syllabi.

Timelines
Over the next three years, what are the program's timelines (in terms of predicted initiation and completion dates) for the stated actions or objectives?

**Next three years we will attempt to formulate SLO for two more courses.*

**Next three years we will attempt to update three department course syllabi*

Which of these actions or objectives would be initiated and completed within the coming year, given adequate resources?

**Formulate SLOs for one of our courses.*

H. RESOURCE REQUESTS 2006-2007

1. Please indicate if any of the resource requests identified in the previous program review were funded through one or more of the various WVMCCD resource allocation processes that were available in 06 – 07 (e.g. FTE allocation, classified staff, one time funding, budget augmentation, facilities, Land Corporation):

Please complete the following table (leave blank if the answer is not applicable):

	FUNDED by WVMCCD?
Full-time faculty FTE: *Click once here and type your response*	☐ Yes ☒ No ☐ Partially
Associate faculty FTE: *Click once here and type your response*	☐ Yes ☒ No ☐ Partially
Classified Staff FTE: *Click once here and type your response*	☐ Yes ☒ No ☐ Partially
Classified Hourly (in dollars): *Click once here and type your response*	☐ Yes ☒ No ☐ Partially

Administrative Staff FTE: *Click once here and type your response*	☐ Yes ☒ No ☐ Partially
Facilities (brief narrative description): *We requested (1) that the wall between LA20 and LA21 be moved so that rooms are equal in size and (2) make two individual offices from the one large office in LA4e, so our two instructors can each have their own individual office.* *Both requests have been withdrawn, since the future remodeling of the LA/SS building/classrooms will hopefully incorporate these building changes.*	☐ Yes ☒ No ☐ Partially
Equipment (brief narrative description with estimated total cost): None requested.	☐ Yes ☒ No ☐ Partially
Supplies (brief narrative description with estimated total cost): 500 blank certificates for the Communication Studies Certificates ($125), Miscellaneous electrical cords, DVD disks, VHS tapes, and remote controllers ($700). We did not need the 500 blank certificates because we are using the generic WVC certificates supplied by Printing Services. We did not need the electrical cords, DVD disks, VHS tapes, or the remote controllers.	☐ Yes ☒ No ☐ Partially
Staff Development (brief narrative description): *We did not hold a departmental retreat.*	☐ Yes ☒ No ☐ Partially
Other (please specify):	☐ Yes ☒ No ☐ Partially

2. What have you been able to accomplish as a result of the resource obtained?
(e.g. improved retention success and persistence, improved equity, new SLOs, higher enrollment, new online or satellite campus classes….)

NOTE: The Program Review Committee realizes that in some cases, accomplishments and changes resulting from resource acquisition are too recent to be measurable. The current Program Review process is only one year old. Future reviews of funding requests will focus on accomplishments and change occurring over a two-year period.

Nothing received.

I. RESOURCE REQUESTS 2007-2008

1. What **new or additional** resources are required to accomplish the stated actions and objectives?

Please complete the following table (leave blank if the answer is zero or none):

Full-time faculty FTE *Click once here and type your response*

Associate faculty FTE **As needed.*

Classified Staff FTE: *Click once here and type your response*

Classified Hourly (in dollars): *Click once here and type your response*

Administrative Staff FTE: *Click once here and type your response*

Facilities (brief narrative description):

1. Two more prime-time classrooms on both MW/TTh (9:20, 10:55)

Equipment (brief narrative description with estimated total cost):

1. Two Sony DVD digital camcorders (#DCRDVD108) $380 each.
2. Two laptop computers for LA20 and LA21 ($1,900 each)
3. Two 3' x 5' desks with pull out keyboard tray for LA20 and LA21 ($150 each)

Supplies (brief narrative description with estimated total cost):

1. 30 Cases of Mini-DVDR disks ($300)
2. 20 cases of dry erase felt markers for white boards ($200)

Staff Development (brief narrative description):

Overnight department retreat (4 full-timers) at a local retreat center ($400)
Morning retreat for entire department at local retreat center ($300)

Other:

When completed, please save your file and e-mail (using the File: Send To menu) to tanya_hanton@westvalley.edu