

**Administrative Response to Program Review
Communication Studies/Speech Communication
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On March 13, 2009, the Communication Studies SAC presented their Program Review findings to an audience of PCC administrators and others with an interest in the discipline. We found both the written report and the presentation to be informative and thought provoking, and are very appreciative of the engagement of this SAC in both the process and reflective intent of program review. We enjoyed the opening that described the history and context of communication studies at PCC, and in the larger world going back to 5th century B.C. This was followed by a thoughtful and very interactive discussion of the many components of the review.

This response consists of three sections: areas for which we particularly wish to commend the SAC, areas for further consideration and finally, our response and comments to your recommendations and/or requests.

Of Note

The Communication Studies Program serves students well, and embodies an approach of continuous improvement, continuing to look for ways to further serve students. We offer our commendations for such an approach, particular examples of which we note below:

- Multiplicity of pedagogical approaches and strategies including service learning, lectures, small and large groups, guest speakers, projects, video recordings, etc.
- The integration and infusion of technology, AV & library into instruction.
- Movement into developing Distance Learning courses, and establishing cross campus agreed upon processes for DL course development and eligibility to teach.
- A continued valuing of, and attention to student retention, the success of which is reflected in retention rates higher than PCC average.
- Identifying and naming the program's connection to college core outcomes.
- External benchmarking by use of the National Communication Association (NCA) Guidelines for program assessment.
- Reporting and assessment of their progress since last program review.
- Data collection via student survey (780+ responses) and PT faculty survey, both with open-ended questions.
- Commitment to on-going improvement in levels of support and integration of PT faculty

- Faculty engagement with a variety of cross-discipline and cross-campus initiatives

For Further Consideration

Has the SAC engaged in discussion of possible reasons for the drop in enrollment (headcount) which occurred in 05-06 and 06-07? While the drop seems to be resolving (with enrollments trending up again) it might be useful to explore this topic.

We appreciate that the CCOG's provided with the program review document include course level outcomes and assessment measures. We encourage this SAC to engage in further reflection on those outcomes. This could include consideration of how the assessments provide evidence that students are meeting course outcomes, and how those assessment results are (or could) drive changes in instruction over time.

Administrative Response to Communication Studies SAC Recommendations

1. Name change: as is perhaps evident from my repeated use of "Communication Studies" in this report, the DOI's are in support of your recommendation for a name change to Communication Studies. You will need to process the change through the Curriculum process. Communication with other community colleges and the Oregon Department of Community Colleges and Workforce Development shows that Communication Studies as a name and COMM as a prefix are both fine.
2. We endorse and echo your intent to explore further alignment of curriculum with other 2-year and 4-year institutions, as well as high schools. Such alignment benefits students and can often lead to other program benefits related to the instructor to instructor connections which typically emerge from such alignment activities
3. We also endorse and support your intent to provide further support and coordination for PT faculty. We recommend that you engage with your campus division deans and the SAC's administrative liaison in this effort, and also with the campus TLC's.
4. We are aware of and sensitive to the continued need and desire to increase FT faculty in many disciplines, including Communication Studies. As you are probably aware, FT faculty positions are added through a new initiative process. Due to statewide funding limitations, PCC did not fund any new initiatives in the current funding cycle, and we don't anticipate funding improving in the near future. However, disciplines still need to plan, and requests for FT faculty positions should be advanced through campus-based

- process, where they will be considered and prioritized along with requests from other disciplines. That said, there are many disciplines with lower FT/PT ratios, along with new program development that will also require new faculty positions. Given those circumstances, we suggest that along with continuing to advocate for additional staffing, you continue your efforts (as we know you are doing) to implement your recommendations relying on current resources within and external to the department.
5. Improve classroom technology: we appreciate the needs you have identified and supported via data collection from students. We suggest you work with your campus division deans to ensure they understand and can advocate for your classroom technology needs, and in some instances perhaps help with funding. With Bond related remodeling and development at the Rock Creek and Cascade campuses in the works, it is important that your needs be considered for compatibility with Bond criteria.
 6. We also endorse your intent to explore the development of a Focus award in Communication Studies.

Thank you for sharing the results of your program review with us. We very much enjoyed learning about the program and your many successes and plans for the future. We look forward to working with you to supporting your on-going work on continuous program improvement.