On November 1, 2013, the Communication Studies SAC presented their Program Review findings to an audience of PCC administrators and others with an interest in the discipline. Both the written report and the presentation were informative and thought provoking. Your presentation provided an opportunity for engagement with those in attendance through an informative and interactive dialogue.

This Administrative Response will: A) note particular highlights of the Communication Studies Program and Program Review; B) provide suggestions and observations; and C) provide the administrative response to the SAC recommendations.

**Noteworthy Efforts or Achievements**

- Per recommendation in the prior program review, you successfully changed the discipline name from Speech Communication to Communication Studies in keeping with the broader context of the discipline as defined by the National Communication Association.
- Additional courses in distance learning to keep up with the demands of students.
- Additional courses added at PCC centers to meet the needs of students in more locations.
- Received Assessment Award for Presentation of Assessment Results from the Learning Assessment Council.
- Addition of a SAC Dual Credit Liaison to ensure dual credit courses remain aligned with the curriculum.
- Consistently reach out to part-time faculty to ensure they are involved with curriculum issues and SAC business.
- Faculty are actively involved in professional development and share their experiences with others at PCC.
- Improved technology in the classroom to enable students to use USB flash drives to capture their student speeches.
- Engagement in student retention strategies including developing relationships with various programs.
- Development of a Communication Studies Focus Award.
- Inclusion of service learning component or option in some courses.
- Your course outcomes are aligned with the College Core Outcomes.
- Extensive use of the assessment/feedback/program improvement planning and implementation as evidenced in the changes to courses and assignments.
- Inclusion of an International component in some courses.
- Placement of textbooks on Course Reserve at the Library.
- As appropriate and schedules allow, include The Illumination Project, SAFE and Art Beat events into instruction.
- Due to feedback from external groups, added a requirement in COMM 111 that each speaker must use technology-based presentation aids.
Suggestions and Observations

Coordination of Scheduling – During the program review, a discussion was held about the challenges of coordinating scheduling across the district, especially when one campus does not currently have a full-time faculty position. We recommend that you continue to reach out and attempt to coordinate scheduling across the campuses to include the Southeast Center.

Coordination with Other Disciplines – During the program review, the need to coordinate among other disciplines was discussed. We suggest that you reach out to the Multi-Media program to research synergies.

Low-Enrolled Courses – During the program review, a discussion was held about ways to encourage students to enroll in low-enrolled courses. We suggest that you consider working with your division dean to send low-enrolled class lists to advising in the weeks before the start of the term.

Additional Course Offerings – Interest was expressed in creating a New Media course to articulate with the new degree at Oregon State University. We encourage you to research this possibility and learn more about the new program at OSU.

Administrative Response to Communication Studies Recommendations

Recommendations:

Add Additional Full-Time Faculty Positions – In order to maintain our current curriculum the most important recommendation we have identified as a result of this program review is the need for two additional full-time faculty, one at RC and one at SE. We also need to retain two full-time positions at CA, three at SY and the current two at RC. Our current low full-time to part-time ratio supports this recommendation. As our discipline continues to grow throughout the OUS system, we may need even more new full-time faculty in the next five years.

_Given the current and near term budget environment, adding new Full Time Faculty is difficult. Please continue to dialog with your division dean about specific campus needs._

Additional Dedicated Classrooms – Our second most important request is to have two dedicated classrooms with built-in video-recording equipment at CA, RC and SY, as well as one at SE.

_This recommendation is campus specific. Please dialog with your division dean and dean of instruction about specific campus needs and the possibility of the allocation of an existing classroom with the appropriate equipment._
**Additional Paid Winter In-Service** – Our third request is for an additional paid in-service day, preferably Winter term, to better meet the growing demands on SAC workload. And we also request a one-class, one-term release for one SAC member to lead Program Review.

*While this recommendation may have merit, implementing it is well beyond the scope of an administrative response to a Program Review. This issue potentially impacts all SACs and could impact the amount of student contact/instruction. The number of faculty instructional days is a contractual issue and as such would need to be addressed in negotiations. Many SACs hold additional meetings throughout the academic year, both face-to-face and through online communication tools such as email, groups pages, Spaces and Google.*

We recommend you assess the possibility of holding your own additional SAC meetings in these varied formats, and/or on an existing non-instructional day. For example, Friday, January 3, before classes start and Monday, January 20th, a holiday that faculty don’t get.

**Lecture Series** – As a SAC we would like to initiate a district-wide speech or lecture series. This speaker series may have both students and/or speakers from the community and could be called PCC Speaks, similar to PCC Reads or even TED Talks.

*We support the exploration of the creation of a district-wide lecture series. Is this something you could create in concert with another PCC event? Please explore with others. We look forward to hearing more about your findings.*

**Dedicated COMM Lab** – An ambitious goal is to have a dedicated COMM lab with recording technology and tutors, at each campus.

*We concur and support your recommendation. This may be an opportunity to partner with the Library or Student Learning Center.*

**Articulation Agreements** – As mentioned earlier, Journalism is in a transitional period and as a SAC we have discussed the future of this program. Until the early 2000s, Journalism primarily focused on print and broadcast media. With the advent of new technologies the discipline has dramatically changed. Now a concentration on new media (internet and social networks) has become the norm and other Journalism programs across the nation are taking note. For example, Oregon State University created a Digital Media/New Media program in an effort to keep up with the changing nature of the field and new demands. As a SAC we are aware of these changes and have some ideas on how to move forward. One idea is to include Journalism courses under the COMM prefix. This would require contacting U of O, OSU and other OUS schools to update existing articulation agreements. Another option is to model what OSU has done in regards to creating a New Media Program. This would require revisiting our Journalism CCOGs and updating them to reflect the new nature of the program. We plan to conduct a student survey to assess the needs and future of the Journalism program and make changes.

*We concur and support your recommendation. We look forward to learning more about your articulation with the new degree offered at Oregon State University.*
**Course Promotion** – We are examining current course offerings in order to promote courses in the catalog that have been offered infrequently. We also need to promote courses overall as well as create new courses for our dynamic discipline.

*We concur and support your recommendation to provide varied and dynamic offerings.*

**Distance Learning Courses** – As a SAC, one of our main goals this year is to discuss our distance learning offerings. We need to determine how to more effectively assess on-line courses, and how to ensure we are offering an appropriate ratio of face-to-face and on-line classes.

*We concur with this recommendation and look forward to hearing the results of your discussion. The Distance Education department is working with Division Deans and FDCs to develop better methods of evaluating online classes. Please be sure to coordinate your work with theirs.*

**Focus Award** – The degrees and certificates committee are in the process of defining recommendations for focus awards. Thus we will need to revise the structure of our focus award. Once that is complete we plan to develop promotional materials to help us recruit students.

*We concur with this recommendation.*

**SAC Retreat** – We plan to apply for a professional development grant for a SAC retreat that will allow us to exchange ideas and inspire and enrich us as educators. The retreat will allow both part-time and full-time instructors to share techniques and strategies to improve our teaching.

*We support professional development for both full-time and part-time faculty. We agree that it is essential to continuously work to improve teaching.*

**Conference Attendance** – An ambitious goal would be to support full-time faculty attendance at NCA or ICA. Traveling together and sharing our findings will ensure we are current in our field and also allow us to explore innovations in curriculum development.

*We support professional development and the sharing of information. There is value in the attendance of national conferences that promote ways for faculty to stay current in their field.*

**Focus Award Celebration** – We had two students complete our Focus Award this year. In the coming years we envision a formal celebration with many students being recognized. It could be combined with our PCC Speaks event.

*We support the celebration of the completion of focus awards and applaud your efforts to encourage additional students to complete the award.*
AAOT – We plan to discuss expanding our course offerings to meet completion of the AAOT, which may include DL classes. We are considering applying for support for researching how to improve success rates of our DL students.

We encourage exploring the expansion of course offerings to meet completion of the AAOT, especially those classes that can be offered via distance learning. We recommend that the SAC look at courses that other Oregon Community Colleges offer as part of the AAOT, to determine whether our versions of these courses meet the outcomes and criteria for the Oral Communication AAOT requirement. In addition, we encourage research into ways to improve success rates of distance learning students, and would entertain requests for support into this kind of professional development.

Focus Groups – We plan to discuss conducting focus groups with community organizations, local businesses, and CTE programs to determine their needs and how our curriculum can better serve them.

We support the plan to conduct focus groups and look forward to hearing how the curriculum is impacted by the research.

Closing

In closing, we want to again thank the Communication Studies SAC for sharing the results of your program review with us. We enjoyed learning more about the discipline of Communication Studies, your successes and plans for the future. We look forward to supporting your on-going work on continuous program improvement.

Administrative Response submitted by Cheryl Scott, on behalf of the Deans of Instruction and Dean of Academic Affairs.

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Cheryl Scott, Rock Creek Campus
Kurt Simonds, Cascade Campus
Jeff Triplett, Sylvania Campus
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