

Impact: Results & Use of Results Reported by Goal



Annual Program Plan Communication Studies

Strategic Direction 1 - Student-Centered Curriculum

Annual Program Plan Communication Studies

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Inconclusive Data

Analysis of Data: Retention over the last year dropped to 91% which is right between the retention of the last two years (90 & 92% respectively). Given that the majority of sections offered have an oral performance emphasis, this retention is remarkable. Our retention rate is comparable with SBCC but 7 points higher than Pasadena City over the same time frame. However, our success rates are higher than both. Though our success rate dropped from 83% to 80%, it is 3 points higher than SBCC's 77% and 15 points higher than Pasadena's 65%.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: The pandemic forced us to find ways to effectively teach Public Speaking in a fully online environment. Our comparative success rates suggest we are on the right track. Over the course of the pandemic, we developed a number of tools and approaches to facilitate success in the online environment. Prior to the pandemic, we had only ever offered one section of fully online Public Speaking. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: The productivity goal of 525 is always problematic for Comm Studies. With over 50 sections capped at 32, 100% enrollment would only yield 480. Despite this, during the pandemic we increased from a productivity measure of 449 to 465. This reflects running at 91% of cap.

When compared with enrollment caps of 24-28 for all of our peer colleges, this suggests we are exceeding what similar Comm Studies departments are doing.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Strategic Direction 1 - Student-Centered Curriculum

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: In line with SD1.D.1, Comm Studies has developed two professionally oriented certificates which include courses which are ideal for professionals seeking career advancement. Over the last year, we have begun to offer those courses and are confident that the demand for these courses will grow over the next few years.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Continue to offer these courses in a reliable/predictable pattern. Additionally, now that we are offering these classes, we need to publicize these courses in local business environments. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: SD1-F articulates the goal of increased High Impact Training. Several members of the COMM Faculty have already completed these trainings. Four have had Safe Zone training. Jenna Patronete has worked with TMOCA and has also completed her MHFA Certification (SD4-C). Anasheh Garabighi has attended the HSI conference multiple years in a row. Both Jenna and Anasheh have shared what they've learned with other faculty in the discipline and helped alter the approach to our classes which has further bolstered our success in closing equity gaps.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: In line with SD1.C.1, Comm Studies has made great strides in the area of developing effective online curriculum. Several members of the department are POCR reviewers and two of our most in demand courses (M01 and M04) should be certified for the CVC OEI this year.

Additionally, the innovations we have made in the delivery of these courses project to continue to increase our offerings online in a post COVID world.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Strategic Direction 2 - Student Access

Annual Program Plan Communication Studies

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: The number of majors in Comm Studies has continued to grow year after year. Comm Studies remains one of the 10 largest programs on campus in terms of declared majors. However, when measured by the percent of declared majors who complete an AA or AS, Comm Studies has the second highest percentage on campus, trailing only Child Development.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: We need to continue to expand our marketing to and offerings for our majors to facilitate completions. Given the increase in majors, this is not the time to be contracting our offerings. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: Comm Studies continues to be a major FTES generator for the campus. In fact, despite the campus wide decrease in enrollment, Comm Studies increased from 450 to 496.5 FTES last year - a 10% increase. This is a clear indication that the demand for Comm Studies classes continues to increase, independent of larger trends on campus.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Continue to increase the number of sections of Comm Studies courses - in particular COMM M01 as faculty availability allows. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: • SD2-B focuses on expanding Dual Enrollment students. COMM has been consistent in offering several courses in this program over the past few years. While this has been challenging in many ways, we remain committed to the Dual Enrollment program

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Continue as is. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Strategic Direction 2 - Student Access

Analysis of Data: SD2-C addresses expanding DE offerings. Even prior to the demands of Covid, in 19/20 we expanded these offerings by 75%. Preparing for the future in which Covid no longer dictates our scheduling decisions, we plan on continuing to grow our DE offerings in both number and variety. Additionally, as noted elsewhere, we are currently putting two courses through the POCR process for the CVC-OEI under Anasheh Gharabighi's leadership.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Continue to grow our offerings in this area. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: SD2-C.3 Focuses on short term sections. COMM was one of the first disciplines on campus to offer sequential 8 week sections of classes during the full semester. We continue to increase our offerings of classes scheduled in that way - more than doubling them this semester. Additionally, we have offered multiple sections of COMM in every semester since the PACE program began.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Continue as is. (09/27/2021)

Strategic Direction 3 - Student Success

Annual Program Plan Communication Studies

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Down

Analysis of Data: In line with SD1.F.3 we made strong progress over the past four years in closing equity gaps, with the success rates improving every year during that period. Currently, the only two groups where there is any gap at all are African American Students and Hispanic students. However, during the pandemic, our progress with both of those groups took a step backwards. The success rate for African American students dropped significantly from 77% to 55%. While the overall sample size was small, an analysis of our SLO data in this area indicates that the primary correlations that are associated with this decrease was related to technology in performance courses and a higher than normal disengagement in asynchronous courses which relied on extensive video lectures. While there is no clear causal relationship that can be inferred from such a small sample size (82 students total census enrollment for the year in this demographic group), it is something we will be paying particularly close attention to moving forward. With Hispanic identifying students the drop in success rate was from 78% to 76% which was nominal and returned us to the previous year's success rate. Even though this is a small percentage, with nearly 1500 students in this group, any drop represents a significant number of students. We will continue to monitor this as we move back to an environment with more on ground sections this year.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Continue to monitor, with special attention to the SLO assessment data. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: SD3-D.1 focuses on Promoting Civic Engagement and Advocacy and Global Perspective. While this is an inherent part of many of the COMM courses, we have formally decided to make it a required part of the culminating speech in all of our M01 and M02 sections. That means that over 100 sections per year now meet this institutional goal.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: Implement agreed upon curricular adaptation. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: SD3-D.2 focuses on Promoting Civic Engagement and Advocacy and Global Perspective through co-curricular activities. This is the Speech and Debate program by definition. Every event that we train students in, and that they compete in, is geared towards civic engagement and most are specifically in the area of social justice.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Strategic Direction 3 - Student Success

Suggested Action: Continue, as we have been. (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: SD3-F focuses on increasing involvement in student clubs. To that end, we created the Comm Studies club and created a chapter of the Sigma Chi Eta National honorary society on campus. In the first year of existence, the club has maintained over 40 active members. Additionally, many of our students have qualified for the Honorary Society.

Entered By: Rolland Petrello

Analysis Dates: 09/27/2021

Suggested Actions

Suggested Action: continue as is (09/27/2021)

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: Success rate for courses delivered through DE have increased every single year over the past four years, even as the number of students enrolled in this modality has also grown. This reflects the mentoring and sharing of resources/best practices among our discipline faculty - We all share all of our lecture videos and other resources with each other.

The one area that does not look good is the success rate of African American students in this modality which is under 40%. This is not only far below the 78% success rate in DE overall, it lags far behind the success rate for this cohort in the on ground modality.

Entered By: Rolland Petrello

Analysis Dates: 09/29/2021

Suggested Actions

Suggested Action: We need to ascertain the causality for the equity gap for our African American students. While there are simplistic answers that focus on technology/resources, we need to dig deeper to see if that is empirically true for this group of students and then come up with a plan to address this gap. (09/29/2021)

Strategic Direction 4 - Campus Safety and Wellness

There are no Data Analysis and Suggested Actions for this Strategic Direction

Strategic Direction 5 - Organizational Effectiveness

There are no Data Analysis and Suggested Actions for this Strategic Direction

Dean Signature - Dean Signature indicates review.

Annual Program Plan Communication Studies

Analysis of Data

Reporting Year: 2021 - 2022

Conclusion: Trending Up

Analysis of Data: Demand for Communication Studies courses has remained high with small increases over the past five years. Offering a larger number of online courses and more 8-week courses has proven successful as well.

Entered By: Priscilla Mora

Analysis Dates: 10/01/2021

Suggested Actions

Suggested Action: Expand the number of 8-week classes offered. (10/01/2021)

Assessment: Program Overview (SWOT)



Annual Program Plan Communication Studies

Program Description: Speech is one of the most fundamental skills any student can acquire. Oral communication competence is the most highly prized and sought after skill in the professional world, and an indispensable requirement for succeeding in all academic disciplines. The Communication Studies Department offers both theoretical and practical classes. The College's award-winning Forensics Team also puts these skills into action in intercollegiate competition each semester.

Program Plan Writer/Editor/Contact Person: Rolland Petrello

Department Chair / Coordinator / Program Lead: Rolland Petrello

Dean/Manager: Priscilla Mora

2021 - 2022

Strengths: Despite campus wide enrollment drops, Comm Studies increased its FTES generation by over 10% last year. This is indicative of a continuing (and increasing) demand for our course offerings. As we argued would be the case, this was enabled by hiring the additional FT faculty member that was necessary.

We offer the most diverse/comprehensive curricula in our discipline within the California Community College system. Members of the PRT team that visited our campus four years ago lauded Moorpark as the statewide model for Comm Studies curriculum. Additionally, working in conjunction with CSUCI we developed six new courses and two Certificates to meet the needs of our students for both transfer and workplace preparation. We will also be adding 2-3 more over the next two years that will serve all of our transfer majors and one of which may address an additional need for all transfer students.

Our retention and success rates are also well above the state-wide averages.

Our completion rates are among the top in the country in Comm Studies programs.

Measured by percent of majors completing an AA each year, the Comm Studies has the second highest completion rate on campus, behind Child Development by less than 1/2%.

Our Forensics team is consistently among the top three teams in the country, winning our 11th National Championship last year.

Comm Studies Faculty are actively involved and/or leading many of the campus-wide initiatives:

1. We are at the forefront of Guided Pathways - Mapping. We were one of the first programs to complete our mapping and remain active on Guided Pathways committees/workgroups.
2. Most of the courses in Comm Studies inherently focus on Advocacy and Social Justice Issues. This is reflected in the material being studied and the assignments given. One of the areas that evidence this is the over 100 sections of Comm Studies annually that require civic engagement training and practice as a part of the course material.
3. We have been active with ZTC for many years, with over 90% of Comm Studies sections designated as ZTC.
4. We are actively finalizing CVC-OEI certification for several of our courses.
5. Several of our faculty members are actively involved in the High Impact Trainings and programs on campus and are actively using that training to share with others in the discipline and improve our approach in classrooms to close equity gaps.
6. Comm Studies Faculty members are actively involved on nearly all of the major campus committees.

Weaknesses: As with most disciplines, the pandemic demanded that we move to fully online delivery of our courses. While this had only a nominal effect on our retention and success rates overall, it disproportionately affected African American students. Given that we will continue to offer courses in this modality in the future, we need to ascertain why there was such a disproportionate effect on one group of students, beyond mere speculation. To that end, we are looking at disaggregated SLO data and will be looking at whether the effect is more closely associated with a specific modality (asynchronous, synchronous,

hybrid, etc...).

While the number of our majors that are completing their AA was 32% over the last two years, we would like to see that move up to at least 60%. In order to facilitate that we are continuing to ask for increased functionality in Degree Works, or similar program.

Opportunities: As mentioned above, we have the opportunity to develop the program in several areas:

1. The CVC OEI certification of several courses should open the opportunity to offer courses on the exchange. Given the quality of the courses and the instructors involved, this should allow us to continue to grow our FTES, as well as providing an increased profile for the program at the state level.
2. We are aggressively looking for ways to close the gap between the number of declared majors and completers.
3. Workforce Education - Our new courses and certificates should help us reach an underserved population in our area. We made the conscious choice to offer these new courses at least once before seeking to advertise to this new audience. At the completion of Fall 2021, we will have completed that goal and will seek out opportunities to publicize these courses and certificates.

Threats: We are grateful that the only apparent looming threat to the program are the economic pressures that are faced by the entire campus. However, we feel that our FTES generation increase over the past year illustrates that our discipline is to some degree 'recession resistant'.

Program Plan



Annual Program Plan Communication Studies

Program Description: Speech is one of the most fundamental skills any student can acquire. Oral communication competence is the most highly prized and sought after skill in the professional world, and an indispensable requirement for succeeding in all academic disciplines. The Communication Studies Department offers both theoretical and practical classes. The College's award-winning Forensics Team also puts these skills into action in intercollegiate competition each semester.

Program Plan Writer/Editor/Contact Person: Rolland Petrello

Department Chair / Coordinator / Program Lead: Rolland Petrello

Dean/Manager: Priscilla Mora

Initiative: Expand Enrollment

Increase enrollment and meet the needs of students and labor market demand.

Initiative Status: Active

Initiative Year(s): 2016 - 2017

Resource Requests

(A) Active Request - Increased functionality in Degree Works to identify (or other system), and communicate with, target students. (Active)

Justification: We have worked with Institutional Research to identify "completor gaps". Now that we have that information, we need to find a way to identify students who have completed, or are close to completing all the requirements for the Communication Studies ADT and then notify these individuals to increase completion rates.

Contact Person for Request: Rolland Petrello

Resource Category - Where does this request belong?: (F) Other

Priority: High

Work Plan

Increase course offerings at local High Schools - Rolland Petrello

Details: WE are actively involved with the Dual Enrollment program.

Status of Action Step: Active

We need to find a way for Degree Works (or other system) to identify students who have completed, or are close to completing all the requirements for the Communication Studies ADT and then notify these individuals to increase completers.

Status of Action Step: Active

We need to increase the number of AA-T's awarded.

Initiative: Classroom and Technology Updates

Updating Classroom and Technology

Initiative Status: Active

Initiative Year(s): 2018 - 2019

Start Date: 09/01/2017

Annual Program Plan Communication Studies

Resource Requests

(C) Pending/Future Need - Development of a dedicated Communication Studies Learning Center (Active)

Justification: The presence of these facilities at several of our peer colleges have demonstrated a significant increase in retention and success rates.

Contact Person for Request: Rolland C Petrello

Resource Category - Where does this request belong?: (C) Facilities Need, (D) Technology Need, (E) Review for Space Allocation

Funding Source: General Fund

Initiative: Maintain Forensics Program

Expand Faculty Assignments allowing for more students and coaching to develop those students.

Initiative Status: Active

Initiative Year(s): 2016 - 2017

Resource Requests

(A) Active Request - Additional load for coaches - 1.0 per semester (.2 each faculty member) (Active)

Justification: Return to having five faculty (FT or adjunct) members assigned to the forensics class for a .2 load each. This would be a total of 1.0 load for faculty coaches each semester.

Prior to the major budget cuts in 2008, there were five faculty members assigned to the forensics class each semester. This allowed each of the coaches to have forensics count as .2 of their load. The rationale for this is that the coaches spend an average of 14 – 20 hours a week coaching students. Currently, one faculty member is assigned to a class assignment and two other faculty members split an assignment for a total of .4 load per semester (by comparison, the Moorpark College Football team gives four coaches each a .46 load for coaching for a total 1.84 load).

The Forensics team averages 20+ students a semester. Each of those students is required to put in a minimum of 70 hours. Almost all coaching is done individually which means there is about 1400 student contact hours. While returning to five coaches getting a .2 load each does not add up to 1400 hours it is an important compensation for work they are required to do.. Comparison, the community colleges with forensics programs that are most comparable in size with Moorpark have the following load/assignment for their faculty coaches (in addition to their stipends).

El Camino – Two full time faculty members get .2 load for forensics each semester and there is an additional .8 release/assign time that they are allowed to divide up between those two faculty coaches and any adjuncts that are working with the program. This is a total of 1.2 load for faculty coaches each semester.

Mt San Antonio College - Three full time faculty members get .4 load for forensics each semester. This is a total of 1.2 load for faculty coaches each semester.

Saddleback College - Four full time faculty members get .4 load for forensics each semester. This is a total of 1.6 load for faculty coaches each semester.

Pasadena City College - Three full time faculty members get .6 load for forensics each semester. This is a total of 1.8 load for faculty coaches each semester.

Orange Coast College - Five faculty members get .2 load for forensics each semester and there is an additional .8 release/assign time that they are allowed to divide up between any faculty that are working with the program. This is a total of 1.8 load for faculty coaches each semester.

Proposal –

To return to having five faculty (FT or adjunct) members assigned to the forensics class for a .2 load. This would be a total of 1.0 load for faculty coaches each semester. Currently the load is .4 per semester – any movement towards the goal would be important and beneficial.

Contact Person for Request: Rolland Petrello

Annual Program Plan Communication Studies

Resource Category - Where does this request belong?: (F) Other

Funding Source: General Fund

Priority: High

(A) Active Request - Increase forensics team's travel budget by \$3,000. (Active)

Justification: The budget is currently \$43,000 and our expenditures increased each of the past four years from 40,000 in 2011/12 to 54,000 last year. We have made up the difference from fundraising. However, because of increasing costs (tournament fees, hotels, transportation) we have had to cut back in many areas. For example, even though students on the team may travel as many as 50 days during the season, they are only given a per diem at the State and National tournaments (less than a quarter of their travel days) and that per diem (\$20 a day) does not meet their needs. For the affluent students this is not a problem but for economically disadvantaged students this becomes a barrier to participation as they are required to take many days off work and cannot afford to eat even modest meals. This has resulted in very talented students who are economically disadvantaged having to quit the team. This has become a major equity issue.

Additionally, as we work on growing the programs numbers to generate FTES that puts further strain on the budget.

Additionally, the switch from a custom textbook (which paid us royalties) has significantly reduced our fundraising efforts for the team.

Contact Person for Request: Rolland Petrello

Resource Category - Where does this request belong?: (F) Other

Funding Source: General Fund

Priority: High

Overall / Aggregate Cost: 3000

(A) Active Request - Investigate and Implement Priority Registration for Forensics Team (Active)

Justification: We need to get priority registration for members of the forensics team. The travel schedule requires students to miss classes if they aren't able to get the classes they need on specific days/times. The practice schedule is also inhibited by the inability to get the necessary class schedule.

This is the same system that all the college athletes get and for the same reasons.

Contact Person for Request: Rolland Petrello

Priority: High