**Peralta Community College District**

## Annual Program Update Template 2014-2015

## DISTRICT-WIDE DATA by Subject/Discipline Fall Semesters

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| I. Overview | | | |
| BI Download: | 10/24/2014 | Dept. Chair: | Jennie Braman and Laura Ruberto |
| Subject/Discipline: | COMM | Dean: | Antonio Barreiro |
| Campus: |  | | |
| Mission Statement | **The Department of Arts and Cultural Studies mission is to promote students’ interdisciplinary perspective on culture, critical theory, and the visual and performing arts through a number of degrees, certificates, learning communities and transfer courses. The department is divided into distinct disciplines and programs all within the liberal and applied arts, including: Art History, Communication, Humanities (Film Studies, Religious Studies, Liberal Arts), Music, Philosophy, and Studio Art (Mural Art, Figure Drawing, Painting, etc.). Together these programs all support BCC’s overall goals, missions, and ILOs.**  **The mission of Communication at BCC is primarily to support transfer through its AA-T in Communication, through individual transfer-level courses, and through supporting other degrees, certificates, and learning community programs at BCC.** | | |

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| II. Enrollment | | | | | |
|  | Alameda | Berkeley | Laney | Merritt | District |
| Census Enrollment F11 | 494 | 349 | 467 | 495 | **!Undefined Bookmark, A\_CENSUS\_** |
| Census Enrollment F12 | 456 | 332 | 438 | 398 | **!Undefined Bookmark, A\_CENSUS\_** |
| Census Enrollment F13 | 561 | 403 | 445 | 407 | **!Undefined Bookmark, A\_CENSUS\_** |
| Sections F11 | 10 | 9 | 11 | 12 | **!Undefined Bookmark, A\_SECTION** |
| Sections F12 | 10 | 9 | 11 | 10 | **!Undefined Bookmark, A\_SECTION** |
| Sections F13 | 13 | 11 | 11 | 11 | **!Undefined Bookmark, A\_SECTION** |
| Total FTES F11 | 49.40 | 37.27 | 46.70 | 49.52 | **!Undefined Bookmark, A\_FTES\_F1** |
| Total FTES F12 | 47.45 | 36.68 | 43.80 | 39.79 | **!Undefined Bookmark, A\_FTES\_F1** |
| Total FTES F13 | 58.03 | 40.45 | 44.50 | 40.74 | **!Undefined Bookmark, A\_FTES\_F1** |
| Total FTEF F11 | 2.00 | 1.80 | 2.20 | 2.40 | **!Undefined Bookmark, A\_FTEF\_F1** |
| Total FTEF F12 | 2.22 | 1.80 | 2.20 | 2.00 | **!Undefined Bookmark, A\_FTEF\_F1** |
| Total FTEF F13 | 2.60 | 2.20 | 2.20 | 2.20 | **!Undefined Bookmark, A\_FTEF\_F1** |
| FTES/FTEF F11 | 24.70 | 20.70 | 21.23 | 20.65 | **!Undefined Bookmark, A\_FTESFTE** |
| FTES/FTEF F12 | 21.41 | 20.38 | 19.91 | 19.93 | **!Undefined Bookmark, A\_FTESFTE** |
| FTES/FTEF F13 | 22.32 | 18.39 | 20.23 | 18.55 | **!Undefined Bookmark, A\_FTESFTE** |

Note: Attendance Method “X” classes are excluded from the calculations.

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| III. Student Success | | | | | |
|  | Alameda | Berkeley | Laney | Merritt | District |
| Total Graded F11 | 470 | 341 | 450 | 479 | **!Undefined Bookmark, A\_TOTAL\_G** |
| Total Graded F12 | 430 | 323 | 424 | 384 | **!Undefined Bookmark, A\_TOTAL\_G** |
| Total Graded F13 | 569 | 403 | 448 | 421 | **!Undefined Bookmark, A\_TOTAL\_G** |
| Success F11 | 379 | 259 | 333 | 283 | **!Undefined Bookmark, A\_SUCCESS** |
| Success F12 | 304 | 243 | 327 | 268 | **!Undefined Bookmark, A\_SUCCESS** |
| Success F13 | 433 | 292 | 334 | 220 | **!Undefined Bookmark, A\_SUCCESS** |
| % Success F11 | 0.81 | 0.76 | 0.74 | 0.59 | **!Undefined Bookmark, A\_SUCCESS** |
| % Success F12 | 0.71 | 0.75 | 0.77 | 0.70 | **!Undefined Bookmark, A\_SUCCESS** |
| % Success F13 | 0.76 | 0.72 | 0.75 | 0.52 | **!Undefined Bookmark, A\_SUCCESS** |
| Withdraw F11 | 42 | 46 | 55 | 72 | **!Undefined Bookmark, A\_WITHDRA** |
| Withdraw F12 | 70 | 49 | 48 | 62 | **!Undefined Bookmark, A\_WITHDRA** |
| Withdraw F13 | 97 | 79 | 92 | 139 | **!Undefined Bookmark, A\_WITHDRA** |
| % Withdraw F11 | 0.09 | 0.13 | 0.12 | 0.15 | **!Undefined Bookmark, A\_WITHDRA** |
| % Withdraw F12 | 0.16 | 0.15 | 0.77 | 0.16 | **!Undefined Bookmark, A\_WITHDRA** |
| % Withdraw F13 | 0.17 | 0.20 | 0.21 | 0.33 | **!Undefined Bookmark, A\_WITHDRA** |

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| IV. Faculty | | | | | |
|  | Alameda | Berkeley | Laney | Merritt | District |
| Contract FTEF F11 | 0.97 | 0.00 | 0.85 | 1.80 | **!Undefined Bookmark, A\_FCONT\_F** |
| Contract FTEF F12 | 0.93 | 1.00 | 0.90 | 1.80 | **!Undefined Bookmark, A\_FCONT\_F** |
| Contract FTEF F13 | 1.00 | 1.00 | 0.93 | 1.00 | **!Undefined Bookmark, A\_FCONT\_F** |
| TEMP FTEF F11 | 1.00 | 1.80 | 1.00 | 0.60 | **!Undefined Bookmark, A\_FTEMP\_F** |
| TEMP FTEF F12 | 1.11 | 0.80 | 1.00 | 0.20 | **!Undefined Bookmark, A\_FTEMP\_F** |
| TEMP FTEF F13 | 1.60 | 1.20 | 1.00 | 1.20 | **!Undefined Bookmark, A\_FTEMP\_F** |
| Extra Service FTEF F11 | 0.04 | 0.00 | 0.35 | 0.00 | **!Undefined Bookmark, A\_FEXSV\_F** |
| Extra Service FTEF F12 | 0.18 | 0.00 | 0.30 | 0.00 | **!Undefined Bookmark, A\_FEXSV\_F** |
| Extra Service FTEF F13 | 0.00 | 0.00 | 0.27 | 0.00 | **!Undefined Bookmark, A\_FEXSV\_F** |
| Total FTEF F11 | 2.00 | 1.80 | 2.20 | 2.40 | **!Undefined Bookmark, A\_FTOTL\_F** |
| Total FTEF F12 | 2.22 | 1.80 | 2.20 | 2.00 | **!Undefined Bookmark, A\_FTOTL\_F** |
| Total FTEF F13 | 2.60 | 2.20 | 2.20 | 2.20 | **!Undefined Bookmark, A\_FTOTL\_F** |
| % Contract/Total F11 | 0.48 | 0.00 | 0.39 | 0.75 | **!Undefined Bookmark, A\_FCONT\_F** |
| % Contract/Total F12 | 0.42 | 0.56 | 0.41 | 0.90 | **!Undefined Bookmark, A\_FCONT\_F** |
| % Contract/Total F13 | 0.38 | 0.45 | 0.42 | 0.45 | **!Undefined Bookmark, A\_FCONT\_F** |

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| V. Qualitative Assessments | |
| **CTE and Vocational**: Community and labor market relevance. Present evidence of community need based on Advisory Committee input, industry need data, McIntyre Environmental Scan, McKinsey Economic Report, licensure and job placement rates, etc. |  |
| Transfer and Basic Skills: Describe how your course offerings address transfer, basic skills, and program completion. | **The discipline of Communication is represented** **at Berkeley City College by a series of core communication courses structured as primarily transfer classes and as such focus not only on the major lines of inquiry within communication (rhetoric and speech) but also on strengthening general educational skills such as critical thinking, student writing, and student study skills. Communication 3, the basic communication course provides students with a basic overview of the discipline as well as basic public speaking skills. Communication courses at BCC are part of cohort programs at the college (i.e. PACE ). The majority of sections of Communication classes offered at the college are those classes required of students for transfer through IGETC, primarily Introduction to Speech and Interpersonal Communication, but also including Public Speaking, and Persuasion/Critical Thinking. Interpersonal Communication, Intercultural Communication, and Mass Media are elective classes. With our new contract faculty, we now offer 100% online and 50% online hybrid courses. We also have an AA-T degree in communication as of Fall 2014.** |

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| VI. Course SLOs and Assessment | |
|  | Fall 2014 |
| Number of active courses in your discipline | 8 |
| Number with SLOs | 8 |
| % SLOs/Active Courses | 100% |
| Number of courses with SLOs that have been assessed | 5 |
| % Assessed/SLOs | 63%  N.B. the remaining have not been assessed either because they are new courses or they are being phased out of the program |
| Describe types of assessment methods you are using  Varies by course but includes critrical thinking and communication assessment methods | |
| Describe results of your SLO assessment progress  Varies but will be properly reviewed in spring 2015 | |
| Describe how assessment results and reflection on those results have led to improvements.  Will be properly reviewed in Spring 2015 | |

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| VII. Program Learning Outcomes and Assessment | |
|  | Fall 2014 |
| Number of degrees and certificates in your discipline | 6  N.B. one degree in Comm but at least 3 degrees or programs that it supports, see below |
| Number with Program Learning Outcomes | 6 |
| Number assessed | For COM AA-T it is active as of Fall 2014 so has not been assessed.  For other degrees/programs, please review those APUs |
| % Assessed |  |
| Describe assessment methods you are using  See above | |
| Describe results of assessment. Describe how assessment of program-level student learning outcomes led to certificate/degree program improvements.  See above.  N.B. Communication courses are part of the AA-T in Communication. They also support the following:  IGETC, AA in Liberal Arts (Social Science and Arts & Humanities), BCC- GE, PACE, Global Studies, TEACH and any CSU or UC transfer degree | |

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| VIII. Strategic Planning Goals | |
| Check all that apply.  Advance Student Access, Success & Equity  Engage our Communities & Partners  Build Programs of Distinction  Create a Culture of Innovation & Collaboration  Develop Resources to Advance & Sustain Mission | Describe how goal applies to your program.  In as much as our courses and our AA-T both fulfill GE and degree completion requirements we fulfill many Strategic goals. We are working to understand better what the needs of students are outside of our courses and to allign our courses more with 4 year offerings. We also are doing more out reach and in reach to our students so that they are made more aware of the new AA-T degree.  We would like to consider the ways COMMUNICATION STUDIES could be aligned with more CTE programs.  COMPARISON to other Peralta Phil programs:  BCC’s program remains more modest in size than our sister schools and yet we have very high success rates. As we expand our offerings and sections we will work to continue our high rate of success and retention that we have with our students. |

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| IX. College Strategic Plan Relevance |
| Check all that apply    New program under development  Program that is integral to your college’s overall strategy  Program that is essential for transfer  Program that serves a community niche  Programs where student enrollment or success has been demonstrably affected by extraordinary external factors, such as barriers due to housing, employment, childcare etc.  Other |

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| X. Action Plan |
| Please describe your plan for responding to the above data (quantitative, qualitative, and data specifically from course and program learning outcomes assessment). Consider curriculum, pedagogy/instructional, scheduling, and marketing strategies. Also, please reference any cross district collaboration with the same discipline at other Peralta colleges.  Include overall plans/goals and specific action steps.     1. Continue to advertise the AA-T in communication, as well as the new courses in communication, and the new online/hybrid course offerings 2. Assess results of current FIG project (on students fear of public speaking and how that correlates with course work involving public speaking) as it might impact COMM classes and program. 3. Continue developing the need for a speech lab. 4. Work with administration, curriculum committee, and PFT to reduce COM 3/COM 45 enrollment to a max. of 30 students, in order to provide enough time for all students to practice their public speaking skills. 5. support faculty professional development both within BCC (by service outside the classroom/department) and outside BCC |

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| XI. Needs |
| Please describe and prioritize any **faculty, classified, and student assistant** needs.    1. -student assistant in the speech lab (see below)  2. -second full-time faculty projected for one year from now (this is our second year requesting this we would like the search to be for this year)  3. Release time for faculty to be faculty advisors  4. Release time for faculty and classified staff assistance to further strengthen the Communication AA-T by devising collaborations within and beyond BCC  5. college-wide support services for course and program assessment  6. student support services (library, counseling, etc. ) and basic skills classes offered/available nights and weekends  7. Funding support to continue to assist all faculty (tenured, tenure-track, and adjunct) in their continued professional development and involvement in the discpline outside of BCC |
| Please describe and prioritize any **equipment, material, and supply** needs.     1. - equipment for a dedicated Speech lab (See below)   2. college-wide subscriptions that benefit Communication students (JSTOR and turnitin.com)  3. Increase Communication texts available in the BCC library.  4. Continued support for basic teaching supplies and office supplies for each part time and full time instrutor, including but not lmiited to updated computers and other needs as they arise |
| Please describe and prioritize any **facilities** needs.    1. - a Dedicated Speaking Lab is needed- include computers and screens for power-point presentations as well as cameras within projectors so as to video the speeches.    2. - We meed more and more private office space, especially for full-time faculty. It’s impossible to meet with students or do any teaching preparation or grading in our current office spaces.  3. - We need more classrooms with proper screening, sound, lighting, and white board arrangements. New classroom spaces should be constructed in conversation with current faculty. |