

APR Report for the Academic Year 2021-2022**2022-2023 Cycle**For descriptions and examples of all APR Report items, please click: [2022-23 APR How to Guide](#)**Section I: Program Description****IA. Program Title****IB. Program Contact (Your first and last name)****IC. Program Mission Statement**

Provide the Program's Mission Statement.

The mission of the AA in Liberal Arts with an emphasis in Communication is to prepare students to communicate effectively in a variety of situations in future educational and career settings and by being aware and sensitive to diversity.

ID. Program Summary

Provide a brief summary on the current status of the program being reviewed.

Currently, we offer an AA in Liberal Arts with an emphasis in Communication. The courses we offer now as part of the Transfer Model Curriculum with a major in Communication Studies include Public Speaking (COMM 1511), Small Group Communication (COMM 1507), and Introduction to Mass Communication (COMM 1510).

Section II: Looking Back—2021-2022

IIA. Present the Results (Rubric Criterion 3)

Provide a descriptive summary of the outcomes from the 2021-2022 cycle of program review – **if your program's 2020-21 goals have been funded**, please provide updates here as well.

IIB. Probe the Results: I Wonder . . . (Rubric Criteria 1, 3)

In this section, judge whether the activities you implemented in 2021-2022 to reach your goals were effective. Did the activities have an effect on the outcome? Please describe WHY you believe your outcomes came out the way they did. Did you reach your goals? If yes, explain why. If you did not reach your goals, explain why.

The existing program is generating nine COMM sections a semester. Total awards for an AA Liberal Arts Communication include 54 in the 2019/2020 cycle, 39 in the 2020/2021, and 52 in 2021/2022 cycle. The number of students served has remained relatively stable in an environment of declining enrollment. Courses in Public Speaking have been impacted with long waiting lists and therefore, more course sections have been needed. We continue to have high enrollment because we have been giving a variety of course offerings, which include face-to-face, hybrid and online courses. We formed a hiring committee to offer a Communication Studies Adjunct pool and three candidates were chosen. Currently, we have two adjunct faculty members, who also teach in other fields, one adjunct faculty member who teaches one online course (full time in another state), and the local full time High School teacher. There is only one full time professor in Communication Studies, so another full time professor was proposed at the Academic Senate meeting and was voted 3rd out of the six proposals. We may have funding for four new full time tenure track faculty. We are waiting for a possible approval.

IIC. Ideate Innovations: What if . . . (Rubric Criteria 1, 5)

In this section, describe activities you believe would have an effect on your 2022-2023 outcome measures.

Once the approval procedure is completed (approval by the Chancellor) for the Communication Studies AA degree, we will be able to offer a Communication Studies degree by offering more COMM courses, such as Argumentation and Debate, Introduction to Persuasion, and Interpersonal Communication, along with a new course that has just been added for the Chancellor's approval, which is Sports Broadcasting. That course can be included in the ADT in List C (any CSU transferrable Communication Studies course). So, far we have offered a tour of our local television station, KBAK channel 29 to our athletes and an engineering student, so that they can see how a news station operates. We met the news director, news anchors, meteorologist, and sportscaster Greg Kerr. They shared their stories in the news broadcasting industry and Gregg Kerr gave a demonstration on how to use a field camera and do linear editing. We were also able to view a live broadcast. Dr. Sheri Horn-Bunk (TC Foundation Director) set up the tour and we have met with the news director and news manager about offering broadcast student internships at KBAK channel 29. We are waiting on "corporate" approval. They could be offered as early as this Spring term or during the Summer.

Section III: Looking Forward—2022-2023

III. List Your 2022-2023 Goals—Be Quantitative!

List your 2022-2023 APR goals in terms of their expected changes on the outcome measures as indicated earlier. Each goal that requires resources, impacts other areas, or otherwise is substantive requires the submission of an APR Goal form. Keep in mind the scoring rubric criteria:

1. The relationship between program review narrative and the APR Goal is evident and strongly supported by evidence.
2. The APR Goal directly implements institutional planning document goals.
3. The outcome directly implements institutional planning outcomes and is transferrable and/or scalable institutionally.
4. APR Outcome indicators, methods and/or timelines use institutional measures, transferrable/scalable institutionally
5. Before/after benchmarks and timelines are completely specified, identical methods, transferrable/scalable.

I am looking forward to offering more COMM courses for the Communication Studies AA degree. By offering Argumentation and Debate, Introduction to Persuasion and Interpersonal Communication with our already existing courses, Public Speaking, Small Group Communication, and Introduction to Mass Communication, we will have fulfilled the requirements for all lists in the ADT form. In addition, we have the opportunity to add Sports Broadcasting to the ADT form as well, and include it as a Communication Studies degree offering. As a result, I would expect higher enrollment because more classes would be offered, which are UC/CSU and CSU transferrable, a Communication Studies degree would be available, and the addition of Sports Broadcasting, which would attract our student athlete population. Moreover, a Program Review Goal and Outcome (2022-2023) form was submitted and approved for funding for the Sports Broadcasting (COMM 1550) course. Funding will be needed for technology, equipment and supplies. We have a couple of “state-of-the-art” field cameras and need more equipment and supplies. Engineering Professor Paul Blake will conduct a final student project in his Engineering Graphics and Introduction to Design course, so that engineering students will have the opportunity to build a portable, collapsible broadcast booth that students can carry from the gym to the field and vice-versa when they are broadcasting (live stream) Taft College games as part of the Sports Broadcasting course curriculum. I am also looking forward to offering more local television tours at channel 29 and at other local stations (including radio stations) and broadcast internships in the television and radio industry.

Section IV (Optional): Evaluation of Program Review and Planning Process

IVA. Evaluation of Program Review and Program Planning Process

In this cycle of program review, what aspects of the program review and program planning process worked best and why?

IVB. Evaluation of Program Review and Program Planning Process

In this cycle of program review, what aspects of the program review and program planning process would you change and why?