**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** Jan 2018 to Jan 2019 (Year 1) **Name of Program/Unit:** Communications FOS

**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**Results expected in this unit(e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**Instrument(s)/process(es) used to measure results (e.g. survey results, exam questions, etc.) | **C. Target(s)**Level of success expected(e.g. 80% approval rating, 10-day faster request turn-around time, etc.) |
| 1. Improve outreach
 | Compare enrollment in the Communications FOS from Spring 2019 to Spring 2018.  | 10% increase in enrollment in the Communications FOS, beyond expected enrollment increase based on college-wide enrollment numbers.  |
| 1. Develop or formalize partnerships with community stakeholders
 | Survey faculty, identify documented partnerships with community stakeholders by the end of Fall 2018 semester. | Establish at least five documented partnerships. |
| 1. Faculty Development
 | Survey of faculty | Identify at least one item of faculty development from at least half of the 20 faculty members who have not yet reported any. |
| 1. Student Success
 | Compare success rates for Fall 2019 to success rates from Fall 2018. | 2% increase in success rates. |
| 1. Help students improve critical thinking skills (SLO).
 | Survey of faculty. 1.Document grades on assignments designated as COAT assessments for the Critical Thinking SLO in Spring 2018.2.Faculty identify a specific intervention designed to improve outcomes on the assignment. 3.Document grades on the assignments in Spring 2019. (Note: it is important to compare Spring semester grades to Spring semester grades, as students perform differently in Fall vs. Spring.) | 5% improvement on grades on designated assignments. (Example: if the average grade on the assignment was 70% in Spring 2018, we hope to see an average grade of 75% on the assignment in Spring 2019.) |

**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** Jan 2019 to Jan 2020 (Year 2) **Name of Program/Unit:** Communications FOS

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**

 Improve outreach  |
| 1. **Measure (Outcome #1)**

Compare enrollment in the Communications FOS from Spring 2019 to Spring 2018.  | 1. **Target (Outcome #1)**

10% increase in enrollment in the Communications FOS, beyond expected enrollment increase based on college-wide enrollment numbers.  |
| 1. **Action Plan (Outcome #1)**

Encourage SPCH/COMM faculty to “get the word out” to students, increasing awareness of the Communications FOS. |
| 1. **Results Summary (Outcome #1)**

Unduplicated Spring 2018 = 689; Spring 2019 = 798.  |
| 1. **Findings (Outcome #1)**

Target achieved: There was an increase of 15.82% in the Communication FOS enrollment.  |
| 1. **Implementation of Findings**

As the findings were far greater than targeted, no change in action is necessary.  |

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| 1. **Outcome #2**

Develop or formalize partnerships with community stakeholders |
| 1. **Measure (Outcome #2)**

Survey faculty, identify documented partnerships with community stakeholders by the end of Fall 2018 semester. | 1. **Target (Outcome #2)**

Establish at least five documented partnerships. |
| 1. **Action Plan (Outcome #2)**

Encourage faculty members to establish partnerships with community stakeholders, and to formalize partnerships that already exist. |
| 1. **Results Summary (Outcome #2)**

SPCH/COMM Faculty have reported the following community partnerships: Hope's Door/New Beginnings, Mosaics, Stronger than Espresso, Texas Muslim Women's Foundation, The Turning Point, Traffick911 |
| 1. **Findings (Outcome #2)**

Having identified six community partnerships, we have achieved this goal. Several community organizations are aware of the Communications program. These organizations find relationships with the program to be beneficial. This provides added benefits for students and for the Communications FOS in general, in the form of networking and recognition. |
| 1. **Implementation of Findings**

Per Dean Meredith Wang, this outcome was not something we should have attempted because establishing partnerships with community stakeholders is outside the purview of the SPCH/COMM department. This is the responsibility of the College, the PR team, the Leadership group, etc. Therefore, there are no applicable findings to implement.  |

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| 1. **Outcome #3**

Faculty Development |
| 1. **Measure (Outcome #3)**

Survey of faculty | 1. **Target (Outcome #3)**

Identify at least one item of faculty development from at least half of the 20 faculty members who have not yet reported any. |
| 1. **Action Plan (Outcome #3)**

Survey faculty, identify professional development activities. To do that, follow-up emails were to be sent to the 20 faculty members who had not yet reported their faculty development participation for the year, encouraging them to submit the requested information.  |
| 1. **Results Summary (Outcome #3)**

3 of the remaining 20 faculty members eventually reported the faculty development events that they attended &/or participated in.  |
| 1. **Findings (Outcome #3)**

Target not achieved: With 3 of the 20 faculty members reporting, we achieved a 15% success rate for this outcome. This 20-person cohort included 1 Full-Time faculty member and 19 Part-Timers. One Full-Timer reported (100% rate); Two Part-Timers reported (10% rate).  |
| 1. **Implementation of Findings**

As is often the case with departments with more Part-Time faculty than Full-Time, getting information like this can be challenging. More importantly, Part-Time faculty are not *required* to participate in faculty development outside of their required meetings at the beginning of the semester. Additionally, Full-Time faculty *are* required to participate in faculty development each year so there is no real reason to continue on with this outcome. In other words, there is already a required 100% faculty development participation rate in place at the college for Full-Time faculty, and the SPCH/COMM faculty routinely comply, so we do not need to assess for this at the department level.  |

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| 1. **Outcome #4**

Student success  |
| 1. **Measure (Outcome #4)**

Compare success rates for Fall 2019 to success rates from Fall 2018. | 1. **Target (Outcome #4)**

2% increase in success rates.  |
| 1. **Action Plan (Outcome #4)**

Encourage faculty members to a) experiment with new teaching methodologies in order to increase student success, and b) promote additional SPCH/COMM classes within current classes.  |
| 1. **Results Summary (Outcome #4)**

Target achieved: There was a 2.4% increase in the Communication FOS student success rates. |
| 1. **Findings (Outcome #4)**

Per the data found on the Institutional Research Office’s Program Review Support Data page, student success increased 2.4% from 2018 to 2019.  |
| 1. **Implementation of Findings**

Faculty will continue to instruct students effectively and promote internally.  |

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| 1. **Outcome #5**

Help students improve critical thinking skills (SLO). |
| 1. **Measure (Outcome #5)**

Survey of faculty. 1.Document grades on assignments designated as COAT assessments for the Critical Thinking SLO in Spring 2018.2.Faculty identify a specific intervention designed to improve outcomes on the assignment. 3.Document grades on the assignments in Spring 2019.  | 1. **Target (Outcome #5)**

5% improvement on grades on designated assignments. (Example: if the average grade on the assignment was 70% in Spring 2018, we hope to see an average grade of 75% on the assignment in Spring 2019.) |
| 1. **Action Plan (Outcome #5)**

1. Faculty identify a specific intervention designed to improve outcomes on the assignment. 2. Document grades on the assignments in Spring 2018 and Spring 2019. (Note: it is important to compare Spring semester grades to Spring semester grades, as students perform differently in Fall vs. Spring.) 3. Assess the success of the interventions. |
| 1. **Results Summary (Outcome #5)**

The average grade on the Critical Thinking SLO in Spring 2018 was 78.99. The average grade on the Critical Thinking SLO in Spring 2019 was 79.73. |
| 1. **Findings (Outcome #5)**

We saw an improvement of .74 in the grades from 2019, compared to those from 2018. While this is not the 5% improvement we were hoping for, it does indicate a high level of rigor in the grading. If we had seen a 5% increase, that would have been an average grade of approximately 83, which could indicate a troubling relaxing of standards. |
| 1. **Implementation of Findings**

We will continue to seek ways to improve student success on specific learning outcomes while still maintaining rigor.  |

**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** Jan 2020 to Jan 2021 (Year 3) **Name of Program/Unit:** Communications FOS

**Table 1: CIP 2 Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**Results expected in this unit(e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**Instrument(s)/process(es) used to measure results (e.g. survey results, exam questions, etc.) | **C. Target(s)**Level of success expected(e.g. 80% approval rating, 10-day faster request turn-around time, etc.) |
| 1. Work toward more technological/remote ways of presenting oral work.
 | Survey faculty about trainings, workshops, applicable conferences attended, new programs used, etc.  | At least 4 new viable techniques &/or programs will be identified and shared with the department.  |
| 1. Assess students’ ability to apply Communication theories, perspectives, and concepts to a variety of communication interactions, an SLO category across the FOS
 | 6 exam questions will be embedded within exams given in the Communication FOS classes. | 70% of students will correctly answer these questions |
| 1. Assess students’ ability to demonstrate the connection between communication and culture, including race, sex, gender, age, etc., an SLO category across the FOS
 | 6 exam questions will be embedded within exams given in the Communication FOS classes. | 70% of students will correctly answer these questions |
| 1. Assess students’ ability to apply communication skills to create messages appropriate to a particular audience, purpose, and context, an SLO category across the FOS
 | Assignments (speeches, essays, etc.) within the Communication FOS classes will be assessed using rubrics that contain 3 embedded evaluation prompts.  | 70% of students will score either “Satisfactory” or “Excellent”, using this scale:ExcellentSatisfactoryBelow AverageFailed |

NOTE: Outcomes 2 – 4 were added retroactively, after the Communication FOS Program Learning Outcomes were approved.

**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** Jan 2021 to Jan 2022 (Year 4) **Name of Program/Unit:** Communications FOS

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**

Work toward more technological/remote ways of presenting oral work. |
| 1. **Measure (Outcome #1)**

Survey faculty about trainings, workshops, applicable conferences attended, new programs used, etc.  | 1. **Target (Outcome #1)**

At least 4 new viable techniques &/or programs will be identified and shared with the department. |
| 1. **Action Plan (Outcome #1)**

Survey all SPCH/COMM faculty |
| 1. **Results Summary (Outcome #1)**

Nearly 20 faculty responded to the survey highlighting multiple ways in which they learned about and implemented classroom strategies that were once limited only to verbal delivery in the classroom. Some of these included: attendance at QM & eLC workshops, as well as Faculty development conferences; recording of lectures in various external locations (Instagram, Screencastomatic, Zoom, etc.) and internal locations (Canvas Studio, classroom Hover cams, etc.); participation in national and regional conferences, building online quizzes and online office hours.  |
| 1. **Findings (Outcome #1)**

Far more than 4 new viable techniques were identified and shared within the department. Nearly every survey included a mention of how helpful the eLC was in transitioning from face-to-face, to online, to hybrid instruction. And, nearly every survey mentioned another faculty member with whom they shared &/or learned about a new technique &/or program.  |
| 1. **Implementation of Findings**

We will continue to learn and share such information within the SPCH/COMM department.  |

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| 1. **Outcome #2**

Assess students’ ability to apply Communication theories, perspectives, and concepts to a variety of communication interactions, an SLO category across the FOS |
| 1. **Measure (Outcome #2)**

6 exam questions will be embedded within exams given in the Communication FOS classes | 1. **Target (Outcome #2)**

70% of students will correctly answer these questions |
| 1. **Action Plan (Outcome #2)**

Send the SPCH/COMM faculty multiple reminder messages with the assessment instructions clearly laid out and deadlines stated. Collect all data by Final Exam week 2021.  |
| 1. **Results Summary (Outcome #2)**

77.35% of students answered all of the first 3 questions correctly. 74.69% of students answered all of the second 3 questions correctly.  |
| 1. **Findings (Outcome #2)**

The 70% target was surpassed.  |
| 1. **Implementation of Findings**

We will continue to make certain these 6 theories, perspectives, and concepts are taught effectively and assessed in the applicable classes.  |

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| 1. **Outcome #3**

Assess students’ ability to demonstrate the connection between communication and culture, including race, sex, gender, age, etc., an SLO category across the FOS |
| 1. **Measure (Outcome #3)**

6 exam questions will be embedded within exams given in the Communication FOS classes | 1. **Target (Outcome #3)**

70% of students will correctly answer these questions |
| 1. **Action Plan (Outcome #3)**

Send the SPCH/COMM faculty multiple reminder messages with the assessment instructions clearly laid out and deadlines stated. Collect all data by Final Exam week 2021. |
| 1. **Results Summary (Outcome #3)**

77.25 of students answered all of the first 3 questions correctly. 72.49% of students answered all of the second 3 questions correctly.  |
| 1. **Findings (Outcome #3)**

The 70% target was surpassed. |
| 1. **Implementation of Findings**

We will continue to make certain we effectively teach and assessed the concept of communication and culture in the applicable classes. |

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| 1. **Outcome #4**

Assess students’ ability to apply communication skills to create messages appropriate to a particular audience, purpose, and context, an SLO category across the FOS |
| 1. **Measure (Outcome #4)**

Assignments (speeches, essays, etc.) within the Communication FOS classes will be assessed using rubrics that contain 3 embedded evaluation prompts. | 1. **Target (Outcome #4)**

70% of students will score either “Satisfactory” or “Excellent”, using this scale:ExcellentSatisfactoryBelow AverageFailed |
| 1. **Action Plan (Outcome #4)**

Send the SPCH/COMM faculty multiple reminder messages with the assessment instructions clearly laid out and deadlines stated. Collect all data by Final Exam week 2021. |
| 1. **Results Summary (Outcome #4)**

94.04% of students scored either “Satisfactory” or “Excellent” on prompt #194.40% of students scored either “Satisfactory” or “Excellent” on prompt #295.10% of students scored either “Satisfactory” or “Excellent” on prompt #3 |
| 1. **Findings (Outcome #4)**

The 70% target was surpassed. |
| 1. **Implementation of Findings**

We will continue to make certain we effectively teach and assessed these concepts in the applicable classes. |