**Academic Program Review: Action Plan**

**Program Degree and/or Certificates: Communication Skills for the Professional Certificate and Communication Studies Certificate**

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| In this form, program directors along with the appropriate Dean should indicate any goals or action plans for program improvement over the next 5 years, which have been identified as a result of the academic program review process. |
| Goal/Action 1: Work with Institutional Research to reconcile the discrepancies in the numbers reported with current Communication declared majors to ensure this process is accurate. |
|  | Cost/Resource Implications: N/A |
| Timeline for Achievement: Spring 2020 |
| Measure of Success: Reduce the number of discrepancies and clearly identify students who have declared the major. |
| Goal/Action 2: Create brochures to cultivate separate identities to give students a more nuanced understanding of the skills developed in each certificate program. |
|  | Cost/Resource Implications: There will be a cost in the creation of brochures. |
| Timeline for Achievement: Fall 2020 |
| Measure of Success: Brochures are available to students and distributed to each campus and to all advisors. |
| Goal/Action 3: Collaborate with Workforce Education Development to promote enrollment in the Communication Skills for the Professional Certificate by marketing to employers as an incentive for job promotion. |
|  | Cost/Resource Implications: N/A |
| Timeline for Achievement: Spring 2020 |
| Measure of Success: Reach out to workforce development to create an action plan. |
| Goal/Action 4: Meet with advisors to clarify and outline course curriculum and certificate changes in order to increase visibility and perceived relevance to students and community members. |
|  | Cost/Resource Implications: N/A |
| Timeline for Achievement: Spring 2020 (and ongoing) |
| Measure of Success: To increase the knowledge of advisors by disseminating informational materials in order to provide a comprehensive understanding of the certificate programs.  |
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| **Goal/Action 5:** Institute a follow-up survey and/or other feedback to capture the value and experience of a communication education from those who completed their certificates. |
| **Cost/Resource Implications:** N/A |
| **Timeline for Achievement:** At the end of every academic year (ongoing). First goal: May 2020 |
| **Measure of Success:** Develop a survey, send out to graduates, and receive student feedback. |
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| **Goal/Action 6:** As part of our continuous improvement goals, assess ongoing course and program learning outcomes for effective student learning. |
| **Cost/Resource Implications:** N/A |
| **Timeline for Achievement:** Ongoing |
| **Measure of Success:** Analyze assessment results, propose improvement changes, and increase student understanding and application of course material. |
| **One Year Updates** *To be completed in January of the following year and submitted to the Academic Program Review Coordinator* |
| **Discuss progress made toward Action Plan goals after one year:**In Spring 2020 our focus and progress was altered to adjust to changes due to the Coronavirus, which resulted in many College procedural changes and campus closures effecting teaching modalities, classroom adjustments and enrollment. Despite this, the Communication Studies Program continues to move forward with much success in increasing student certificate graduates. In the 2019-2020 academic year, 22 students completed Communication Certificates. This is a 37% increase over the previous years’ completion. The Communication faculty have committed to meeting bi-monthly to ensure the accomplishment of our action plan goals in the upcoming year. The follow is the annual update of our specific projections, goals and accomplishments:**Goal/Action 1:** Work with Institutional Research to reconcile the discrepancies in the numbers reported with current Communication declared majors to ensure this process is accurate.* Contacted Institutional Research to discuss the discrepancies in reporting. Dustin Maroney will look at specific instances of students to see where there is inaccurate reporting and follow up with Communication Faculty. This is a work in progress and will be ongoing.
* The Communication Certificates were added to the CampusNexus system by the Curriculum Office so that students can begin declaring the Certificate designation.

**Goal/Action 2:**  Create brochures to cultivate separate identities to give students a more nuanced understanding of the skills developed in each certificate program.* Created a Communication Pathway for both certificates. Information on key differences can be accessed on the CampusNexus system and CAC website.
* A brochure draft has been created, but due to COVID the completion has been paused. Updated changes to curriculum will be needed to finalize this document.
* Created 2 flyers to promote new courses (COM 207 Introduction to Communication Inquiry, COM259 Professional Communication).
* Newspaper advertisement of the Professional Communication Skills Certificate and COM259 Professional Communication course (Nov. 2020)

**Goal/Action 3:**  Collaborate with Workforce Education Development to promote enrollment in the Communication Skills for the Professional Certificate by marketing to employers as an incentive for job promotion.* Communication faculty met with Jani Attebery, Dean of Workforce Development to discuss presenting the Professional Communication Certificate to Arizona@Work Board. Projected follow up in Spring 2021.

**Goal/Action 4:** Meet with advisors to clarify and outline course curriculum and certificate changes in order to increase visibility and perceived relevance to students and community members.* Email to Derek Shank, Director of Advisor on changes to the Communication Certificate curriculum.
* Will schedule meeting with the advisors when the brochure is completed. Projected date of the meeting and the completion of the Brochure date Fall 2021.

**Goal/Action 5:**  Institute a follow-up survey and/or other feedback to capture the value and experience of a communication education from those who completed their certificates.* The Graduation Survey is completed effective Fall 2020.
* Requesting student list from Institutional Research to send out the survey. Our goal is to target students that completed a Communication Certificate in the last 5 years. Projected distribution date May/June 2021.

**Goal/Action 6:**  As part of our continuous improvement goals, assess ongoing course and program learning outcomes for effective student learning.* Course and program assessment has been paused due to COVID. This is an ongoing process. Our goal is to resume assessments in Fall 2021.

*Submitted by: Communication Faculty Date: 2/8/2020* |
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