**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:***Submitted by: Date:* |