Appendix A: TEMPLATE FOR ANNUAL PROGRAM REPORT REVIEW

ANNUAL PROGRAM REPORT

College	CLASS
Department	Communication
Program	Bachelor's
Reporting for Academic Year	2021-2022
Last 5-Year Review	2015
Next 5-Year Review	2022-23 (to be approved by CAPR)
Department Chair	Dr. Mary Cardaras / Dr. Kate Bell interim Fall 21
Author of Review	Dr. Kate Bell + Dr. Lonny Avi Brooks
Date Submitted	1 October 2021

I. <u>SELF-STUDY</u> *(suggested length of 1-2 pages)*

A. Five-Year Review Planning Goals

Present your planning goals from your last 5-year plan.

The previous five-year strategic plan was completed and submitted in academic year 2014-2015 by a previous chair. It was not approved by the Dean at the time, and a new chair was selected. That plan was never approved. Communication is due for a new 5-year review in 2021-22. However we (Bell) have sent in a request to CAPR to delay for one academic year because of the fact that our permanent chair is on sabbatical in fall. As well, one of our two full professors is on sabbatical in spring. We have 7 full-time tenure-track faculty in total. Dean Ng has indicated she would sign the request.

1. The department, in advance of our next 5-year plan, is working to prioritize our need for new tenure-track faculty among the three program concentrations. We are a department of approximately 400 undergraduate students, with 7 tenure-track faculty and about 15 lecturer faculty. Our priorities foreground the need to hire faculty who represent and come from communities like our own student body. Our department, for example, has a Latinx student population of about 36%, a Black student population of about 19%, and AAPI populations of about 17%.

2. Underway from last year is a modification of our Multimedia Journalism concentration to emphasize a broader Media Production focus. This will include some new courses and, most importantly, will be a minor revision designed to help grow the program and meet students where they are with their goals for producing media. Students are seeking critical thinking and hard visual and production skills. The change includes an update in unit counts and WTU for five workshop courses. Five of our courses were two-unit workshop courses with 6 WTE, which the College changed for Fall 2021 to 2.6 WTU. A curriculum adjustment is needed to adjust both the WTU and student units for the 5 courses. We are undertaking this in 2021 with the aim of

having it in place for Fall 2022. We have applied as well to change the concentration name to Media Production. Course name changes will reflect this broader media focus that students and faculty agree is necessary.

3. The department faculty are prioritizing high-impact learning practices and activities. These include curriculum and extra-curricular opportunities in the media production and strategic communication concentrations in particular.

4. Our faculty see great value for our students in a study abroad program. There has been agreement on "embedding" them as permanent fixtures in our curriculum for summers and a short program somewhere during winter intersessions once travel is allowed again. The chair (Cardaras) will propose another faculty led program to Athens, Greece when we are certain that students can travel. (We had the one of highest number of students apply for this faculty-led program to Greece in spring 2020.)

5. The department aspires to create a vibrant, continuing visiting scholar program wherein the institution of the visiting scholar will completely fund the faculty who would conduct research at East Bay, provide guest lectures, present their research, and teach one course per semester as a paid lecturer, this portion of which would be union-compliant. Drs. Grant Kien and Yung-I Liu are spearheading this project and are focused on faculty from China. This has been on hold because of the pandemic.

6. The department is working with the Center for International Education to establish an exchange program with Anyang Institute of Technology in China. The institution is particularly interested in Communication and, more specifically, the multimedia journalism focus (future Media Production focus).

7. The library will, at some point, be torn down. In the basement of that building are two studios, a classroom lab, and our cage, which houses all our equipment, and offices. The continued health and growth of Communication is dependent upon them. It is also used by other units and departments for production.

8. Meiklejohn's Communication classrooms remain difficult environments in which to teach, although there have been some improvements in technology associated with preparing to teach in hybrid modalities. Many remain ill equipped and with physical space layouts that are not conducive to teaching and/or learning.

9. Our Master's program has 15 registered students, below what we normally have enrolled, which had hovered around 25. This is due to a loss of international students from changes to immigration policy and the pandemic.

B. Progress Toward Five-Year Review Planning Goals

Report on your progress toward achievement of the 5-Year Plan. Include discussion of problems reaching each goal, revised goals, and any new initiatives taken with respect to each goal.

1. One of our faculty is his 5th year of the FERP program and one of our faculty did not make tenure in 2020. We have a current search under way in 2021-22 for a position in *critical rhetoric with emphasis in Black or Latinx studies*, our first in three years. We will be requesting another search in the coming year relating to the number of majors in the program, the loss of faculty, and the need to actively recruit faculty of color.

2. The modified program for media production concentration is being loaded into Curriculog this fall. We expect to have it ready for review by the end of the fall 2021 term. And we hope to have it approved by the conclusion of the spring 2022 term so that we can offer it to students in fall 2022.

3. Our Pioneer newspaper has been an online publication since March 2020. We plan to publish three ***special*** hard-copy issues per year. Lecturer Kevin Pina has started an internship for high-school students with Twin Oaks High School to work with our students from East Bay Live podcasting club. Memorandum of Understanding was signed in September and we hope to use this pilot to create other outreach to high schools and colleges. He is also working to provide internships to students broadcasting East Bay's NCAA games. As well, the department is rebuilding advertising sales for the online environment. These efforts employ students, and create high-impact learning opportunities in the form of internships and within course curriculum. As well, the extra-curricular Public Relations Student Society of Amercia (PRSSA) is reactivating after a break due to COVID.

4. Proposals for faculty led programs are written for Athens and Bali and is being written for Mexico City. We are waiting for the resumption of study abroad program opportunities via the Center for International Education.

5. A proposal for the visiting scholar program is written. We are waiting for the resumption of international travel before we move the proposal forward through proper university channels.

6. This opportunity with China is on hold due to the pandemic and some changes under way to the media production concentration. The Communication interim chair (Bell) is identifying courses that would be equivalent to the required courses in China.

7. Communication will seek to begin discussions with the College and other stakeholders for the time when the Library building is demolished. At that time the television studio, sound stage, equipment, and video lab, and podcasting space will have to be moved. Communication is dependent upon these facilites and other departments rely on them as well. The Art Department, for example, is using the space in Spring 2022 and other units make use of the facilities on a regular basis.

8. All our classrooms, given the curriculum, need updating. All Communication classrooms should be smart classrooms. As well, Meiklejohn is very hot in summer and very cold in winter. Hot water does not flow in many of the bathrooms, which is a sanitation issue. These conditions are very difficult for faculty, staff and, especially, our students. The faculty would like to work with facilities and the Dean's office to find ways to remedy this situation over time. We need a proper screening classroom, with quality audio and video, for many of the courses currently on the books.

9. Dr. Grant Kien has assumed the role of graduate coordinator. He has taken the application process fully online and is working on outreach to increase enrollment. Outreach was done last year to students in India, and we have already had inquiries from India and applications for Spring 2022.

C. Program Changes and Needs

Report on changes and emerging needs not already discussed above. Include any changes related to SB1440, significant events which have occurred or are imminent, program demand projections, notable changes in resources, retirements/new hires, curricular changes, honors received, etc., and their implications for attaining program goals. Organize your discussion using the following subheadings.

Overview: The department seeks to increase enrollment through courting the community colleges via ADTs. We already have expanded our reach this way and are ready to further engage additional schools. The chair is willing to speak to any community colleges and their potential students, who are interested in Communication at East Bay.

Curriculum: Our department is beginning a review of the core for our undergraduate major. As communication is a vast field with many disciplines, the aim is to have the core reflect our expertise as we reconsider our core requirments. It also aims to have one or more courses from each concentration integrated into the core. The review is beginning in Fall 2021 with a view to having the curriculum go into effect in 2023. This currcular review will continue to prioritize the department's emphasis on equity and inclusion through courses that examine oppressive and liberatory communication through the lens of race, gender, sexual orientation and other social categories.

Our department has also discussed, depending on whether the modified Media Production focus is successful in attracting students, offering a separate bachelor's degree program in Media Production, with a strong focus in documentary studies and production. We would like to increase enrollment in our existing bachelor's program every year in the next five years and to strengthen the Master's programs by attracting a cohort of at least 25 students per year.

Faculty: We are focused on attracting a more diverse faculty, overall. We are in need of at least two TT hires in the next five years and are in the process of prioritizing the most needed areas of specialty. As mentioned, one of our FERP faculty is finishing his

last semester in 2022 and one of our tenure-track professors left after not receiving tenure. We have been extremely successful in attracting very talented new lecturers who are experienced and come from a range of backgrounds, but we need more strength in terms of tenure-track faculty.

Staff: We lost two of our experienced staff at the end of 2020, which has made for a challenging transition for all in the midst of the pandemic. Our long-time ASC Danuta Sawka retired and Katherine Daval-Santos moved to a position in the Dean's office. We have added LD Larkins, who was with Human Development and Women's Studies and Kacie Charles from Music and we are pleased to have them in the department.

Resources: *(facilities, space, equipment, etc.)* Meiklejohn continues to need improvement, including in the classrooms, the heat and air conditioning system and to deal with the lack of hot water and continual sink and toilet leaks around the building. As a Department, Communication needs assistance from the University to plan for the destruction of the library building, which contains video and audio production facilities and associated classroom.

Assessment: Dr. Lonny Avi Brooks is our department curriculum assessor. Please refer to the accompanying document.

II. SUMMARY OF ASSESSMENT *(suggested length of 1-2 pages)*

See separate document

III. DISCUSSION OF PROGRAM DATA & RESOURCE REQUESTS *(suggested length of 2 pages)*

Each program should provide a one-page discussion of the program data available through University Dashboard. This discussion should include an analysis of trends and areas of concern. Programs should also include in this discussion requests for additional resources including space and tenure- track hires. Resource requests must be supported by reference to University Dashboard data.
Requests for tenure-track hires should indicate the area and rank that the program is requesting to hire. If a program is not requesting resources in that year, indicate that no resources are requested.

A. Discussion of Trends & Reflections Notable Trends;

Enrollment in our Bachelor's degree program has been hovering from just over 400 to 430 students since 2018 when we moved to semesters, according to Pioneer Insights. In Fall 2020 we

had 407 students. No numbers yet for Fall 2021. As of Fall 2020 our student body identified as 38% Latinx, 16% Black, 15% white, 14% Asian, and the balance other racial categories. This trend is a slight increase in Latinx students over the past 5 years (6 percentage points) and slight decrease of Black students (5 percentage points)

Our multimedia journalism/media production concentration has had a decrease in enrollment since semester conversion in 2018 – from about 26% of our total undergraduate population to 13%. This is a major motivation behind our decision to adjust the curriculum in 2021-22, with a larger curriculum change when we make changes to the core of the BA in Communication. Faculty are having discussions about both the core and the three concentrations, including Strategic Communication and Communication & Media Studies.

The graduate program has struggled since 2018, partly from a drop in international students due to changes in immigration policy in that period, and partly due to the pandemic over the last two academic years (20-21 and 21-22). We have gone from 25 students in 2017 to 13 in this academic year, not including students who have taken time off. A new graduate coordinator, Dr. Grant Kien, has taken over and has completed the process of putting the application fully online.

B. **Request for Resources** *(suggested length of 1 page)*

1. Request for Tenure-Track Hires: provide evidence from trends provided.
   Our enrollment increased by 100 students fall 2019 to fall 2020, with a drop again in 2021 due to the pandemic. If an upward trend continues we anticipate requesting 2 to 3 new TT searches/hires. (In the department we currently have two full professors, four associates and two assistants. One of our associates in his his 4th year of the FERP program.

2. Request for other resources:
   Our advertising office, which generates revenue for the newspaper and provides paid learning opportunities for 3-5 students, needs a computer refresh for both the staff member and the student assistants. These computers are six+ years old and have become unreliable.

   The department requires one larger classroom space with responsive technology, which can handle 100 students, and can also be used as a screening room. This addition would support our curriculum.

   Our media production students have an opportunity to live stream NCAA Division 2 games for the Athletics department as a way to gain experience and earn course credit and stipends. In order to provide that opportunity, the department requires equipment that will enable instant replay capability. This is a high-impact opportunity.

   A portion of our curriculum is dependent on cameras and computers, tripods, lighting, editing software and audio equipment. Updating this gear over time, accounting for wear and tear, is essential.