Proposal Title: Communication Studies Center Director

Originator and Position: Suzanne Uhl, Comm Studies Dep’t Co-chair

Area Dean: Dr. Jeremy Brown

Campus: Menifee

Area Vice President: Rudy Besikof

Budget Account Code: TBD (CommStudies Dep’t Bdgt: 11-223-0000-0-1506-0000-4550)

*Total Amount Requested: $10800

*Please complete all applicable portions of “Section VI - Projected Expense File” now to determine the “Total Amount Requested” above.

Please check:

- [☐] One-Time Funding
- [☒] On-Going Funding
- [☐] Safety

1.) For what are you asking?  2.) Why is the request timely and important?  3.) Where was the need identified? Please answer these three questions in 250 words or less. See instructions for further explanation.

1) This is a request for ongoing funds for an extra duty assignment/stipend for the coordination of the CommCenter ($30/hr times 10hrs a week times 18 wks x 2 semesters=$10800) 2) The CommCenter has struggled with lack of a central director. Currently, the CSC (Communication Studies Center) is overseen by department faculty who have difficulty giving the CommCenter the time that is needed. 3) As one of those faculty members, I am frustrated that the CSC is limited by what I dedicate to it.

Section I – Program Review and Learning Outcomes - 20 points possible

1.) Identify support from your 2014-15 Comprehensive Program Review (CPR) or 2015 – 16 Annual Program Assessment (APA) for this request (8 points). Link to Program Review

There is a great deal of history to this request. In a 2006 department Ed Plan submitted to Robin Steinbeck, the lab and its corresponding need for personnel was proposed. In 2008, a BCP was submitted proposing the following: “We are requesting two full-time staff positions for the Communication Lab that is planned for the new Humanities/Social Science Building: A clerical assistant 1, level 1 and a tutorial services assistant, level 20.” Also, the lab and lab director are mentioned on page 212-213 of the Education Master Plan. Furthermore, the position of lab:center director is articulated in SIX Menifee Communication Studies department program reviews (2008, 2010, 2012, 2013, 2014, 2015). In the most recent 2015-16 APA, I stated “MVC—We intend to
courageously submit 5 RAPs, including: forensics ($10,000), tutoring ($14400), a CommCenter budget ($500), a digital camera ($1500), acoustic tiles for the walls of the CommCtr ($1556) and a CommCenter director. 

2.) How will this request help improve student learning in the course and/or program (12 points)? Link to Learning Outcomes

The Communication Studies program learning outcomes are: 1--Recognize and discuss the ways in which communication, both verbal and nonverbal, affects lives in various social contexts (e.g., intrapersonal, interpersonal, intercultural, group, organizational, mass, and mediated communication among others). 2--Locate, read, and critically evaluate research (traditional and electronic), comparing and contrasting research methodologies used in the discipline. 3--Construct and responsibly present different types of speeches both individually and group, demonstrating effective communication practices (e.g., active listening, self-presentation). 4--Explore, compare and evaluate the basic communication theories of small group, public, organizational and mass communication, the ways in which technology affects communication, as well as the rhetorical foundations of the field of Communication studies.

The central focus of the CommCenter is to support student learning in all Communication activities, both in and out of Communication classrooms. In other words, it supports learning outcomes of the PLOs stated above, ALL Comm courses, but also supports learning outcomes of any MSJC course with an oral component. In a close review of our PLOs and CLOs, the CSC supports ALL outcomes. Fundamentally, the CSC was created to support our courses and our department; it is no surprise that it supports PLOs and CLOs. The Center will be more effective with a dedicated director.

Section II – Alignment with Institutional Priorities via the Strategic Plan - 25 points possible

1.) How is your request aligned to the strategic goals below? Check all (typically 2 – 6 goals total) that apply. Click here for the 2016-17 Prioritization Allocation Rubric (PAR) for points-weighting during scoring.

2014-17 Strategic Plan Goals

- ☒ 1. Reduce time to completion of student educational goals and increase degree, transfer and certificate completion.
- ☐ 2. Drive institutional decision-making using internal and external data to inform planning and prioritize resources.
- ☐ 3. Refine staffing plan and process
- ☐ 4. Improve fiscal responsibility that is sustainable for the long term
- ☐ 5. Identify sustainability strategies to improve efficiencies in processes district-wide
- ☒ 6. Expand and improve student involvement in campus life
- ☒ 7. Promote quality of institution through enhanced communication within the community (internal/external)
- ☒ 8. Enhance the overall campus life experience
9. In an effort to serve students build bridges between instructional services, student services and administrative services

10. Increase the College’s visibility, value and recognition in the service area

2.) Please describe the connections between the goals you checked and your proposal (200 words maximum):

#1-It is well documented that CommCenters increase retention rates and success rates which both aid in course completion (See “Communication Centers & Oral Communication Programs in Higher Education: Advantages, Challenges and new Directions” 2012 Yook, Atkins-Sayre). A CommCenter director will be able to enhance visibility, thereby improving retention & success.

#6. Students have used the CSC as a place to increase awareness of campus activities; hence, encouraging their involvement. Furthermore, two Supplemental Instruction sessions utilize the CommCenter as a resource. Again, a director, tasked with promoting the facility will better increase student awareness

#7. One of the long term goals of the CommCenter is to reach out to the community and offer an opportunity for local businesses and residents to improve their communication skills at home and work. We frequently have guest speakers from the area speak in the Center. Again, a director would facilitate this.

#8. As a vibrant hub of activity, the CSC supports varied aspects of campus life. The connections of the CommCenter to other departments and other campus entities would be enhanced by someone dedicated to connecting those variables.

#9. A director, familiar with both the student needs and campus services would be in the perfect position to build bridges.

#10. As a central meeting place for the department’s many internships, the CSC already has become a site of visibility with those we connect to in our local service area. We have had internships with a top PR firm in Temecula, with a local radio station, along with other internships in progress. Again, a CommCenter director would be better able to network with the community and build these relationships

Section III – Alignment with Institutional Plans - 15 points possible

Explain how your proposal is supported by the following plans: 2009-16 Educational Master Plan (4 points), Distance Education Plan (4 points), Technology Plan (4 points) and/or Facilities Master Plan (3 points). Link to Plans

Educational Master Plan – On pg 220 of the Ed. Master Plan, it states: “The department is planning to provide a Communication Lab in the new Humanities Building.” This RAP supports that space. Additionally, the Master Plan is replete with verbiage about enhancing student learning. The CommCenter Director would exist to support student learning.

Distance Education Plan/Technology Plan— With regard to these two technology based plans, I simply refer to the abundance of technology within the CommCenter. There are 4 Eno boards, 4 cameras for capture, 17 computers, and a printer, all housed within a building infused with new technology. The Comm department teaches multiple sections online and those students often come to the CommCenter to complete online work. The existence of the CommCenter supports both these plans.

With both these areas, a director will enhance success. Regarding the technology, a focused director will be able to implement a time-based plan to track upgrades, work with IT/ITS,
troubleshoot basic problems as they arise, and become highly proficient at the utilizing the technology to better assist students. Under current circumstances, we contact IT/ITS frequently.

### Section IV – Goals and Measurable Outcomes – 30 points possible

1.) Describe your goal(s) for this project (10 points). How will this improve student learning or enhance institutional services? For a review of goals, see pp. 18 – 20 of a presentation via this [link](#).

   My goal is straightforward: 1) to support a position tasked with overseeing the CSC. Job duties of a director would include (but not limited to): 1) recruit, interview, & hire FWS workers, 2) create a schedule of operating hours, 3) track FWS hours to avoid exceeding FWS allotment, 4) sign off on timesheets, 5) create marketing materials promoting the CSC, 6) oversee the tutoring program, 7) sign & track tutoring time sheets, 8) monitor tutor response sheets for assessment of tutoring program, 9) coordinate with Ted regarding maintaining institutional tutoring standards, 10) track reception area supplies, purchasing when needed, 11) maintaining CSC budget, 12) maintaining media library, 13) upgrading resources of books, etc., 14) troubleshooting basic computer issues, 15) troubleshooting basic eno board issues, 16) troubleshooting basic printer issues, 17) troubleshooting basic FTES scanner issues, 18) track student use of CSC (via sign in logs or FTES scanner—when that is functional), 19) plan & promote workshops, 20) oversee multiple student clubs who use the facility, 21) oversee multiple SI sessions that use the center, 22) update instructor preferences of all Comm 100 faculty to better align tutoring to specific classes, 23) clean CSC as needed (maintenance only cleans once a semester, beyond the daily dumping of trash), 24) update CSC Bb calendar, scheduling space in the center, 25) communicate with FT faculty regarding the status of the center, 26) deal with conflicts that may arise between students, FWS workers, tutors, etc., 27) establish and maintain the CSC electronic presence through CSC webpage updates and appropriate social media maintenance etc.

2.) What are the measurable outcomes for this RAP (10 points)? That is, how will progress toward meeting your goal(s) be identified and/or measured? Click [here](#) for learning outcome reference materials.

   1. FWS—CSC is staffed sufficiently with FWS students. Hours are tracked, monitored, and signed off on 2. Tutoring—oversee tutoring program, conducting training at the beginning of the semester and assessment at the end. 3. Budget—maintain CSC budget via Excel, purchasing supplies and resources as needed. 4. Technology—keep equipment functioning. 4. Workshops—plan, promote and host workshops a semester. 5. Communication—report to the CommStudies faculty the status of the center; inform Comm faculty of CSC activities

3.) Explain how your outcomes are tied to your CLOs/PLOs/AUOs/SLOs (10 points).

   As stated previously, the CSC supports all CLOs and PLOs. For the sake of brevity, here I will focus on the PLOs: Recognize and discuss the ways in which communication, both verbal and nonverbal, affects lives in various social contexts (e.g., intrapersonal, interpersonal, intercultural, group, organizational, mass, and mediated communication among others). Locate, read, and critically evaluate research (traditional and electronic), comparing and contrasting research methodologies used in the discipline. Construct and responsibly present different types of speeches both individually and group, demonstrating effective communication practices (e.g., active listening, self-presentation). Explore, compare and evaluate the
basic communication theories of small group, public, organizational and mass communication, the ways in which technology affects communication, as well as the rhetorical foundations of the field of Communication studies. Again, the CSC supports all of these and the effectiveness of that center to do so is greatly enhanced by the presence of a center director.

### Section V – Implementation Plan – 10 points possible

What are the steps that you will take or need to be taken to implement this proposal?

1. Who is in charge of implementing the project (2 points)? David Moss & Suzanne Uhl

2. What are the projected start and end dates (2 points)? Ongoing (academic calendar year dates)

3. What other departments will need to assist to assist with the acquisition/implementation of the project (2 points)?

Office of Instruction may be asked to help with purchases and extra job duty assignments as is existing standard practice. Also, contact with SI coordinator, SGA, campus marketing, and the print shop is likely.

4. When will the outcomes be measured (2 points)? Annually, typically at the end of the academic year.

5. How will you measure the desired outcomes (2 points)?

   1. FWS—CSC is staffed sufficiently with FWS students. Hours are tracked, monitored and signed off on (This is measured in part by the hours of operation and by ability to stay within FWS allotment) 2. Tutoring—oversee tutoring program, conducting training at the beginning of the semester and assessment at the end. (Measured by training and assessments) 3. Budget—maintain CSC budget via Excel, purchasing supplies and resources as needed (Measured by tracking Excel budget sheet) 4. Technology—keep equipment functioning (monitoring equipment and activity logs) 4. Workshops—plan, promote and host to workshops a semester (evidence of the occurrence of these workshops would measure outcome) 5. Communication—report to the CommStudies faculty the status of the center; inform Comm faculty of CSC activities (monthly report to Comm department would suffice to measure outcome)

### Section VI - Projected Expense Profile

For the object codes and titles below, please indicate the monetary amounts requested.

NOTE: I freely & publically admit I likely have done this wrong!! TBD by those who know more than I...
Object Code 2XXX
Classified/Non Academic
10hrs/wk at $30/hr = 300/wk x 18 weeks = $5400 x 2 semesters = $10800

Object Code 4XXX
Supplies and Materials: CommCenter Budget (. Amount requested: Click here to enter text.
Supplies and Materials: Click here to enter text.. Amount requested: Click here to enter text.
Supplies and Materials: Click here to enter text.. Amount requested: Click here to enter text.

Object Code 5XXX
Services: Click here to enter text.. Amount requested: Click here to enter text.
Services: Click here to enter text.. Amount requested: Click here to enter text.
Services: Click here to enter text.. Amount requested: Click here to enter text.

Object Code 6XXX
New Equipment/Building or Site Improvements: Click here to enter text.. Amount requested: Click here to enter text.
New Equipment/Building or Site Improvements: Click here to enter text.. Amount requested: Click here to enter text.
New Equipment/Building or Site Improvements: Click here to enter text.. Amount requested: Click here to enter text.

(S2) Subtotal from Non-Personnel Requests:

Total Proposed Budget (sum subtotals (S1) and (S2) above): $10800

3. Secondary Effects (if this proposal is approved)

If a Classified/Administrative Personnel Prioritization Request is being submitted in tandem with this RAP, what additional space, if any, is needed to accommodate this position: Click here to enter text.

For equipment and technology requests, will additional space be needed to accommodate the requested equipment? If so, where is the proposed location? Click here to enter text.

Will requested equipment require maintenance agreements or support personnel? If so, what the projected costs? Click here to enter text.

Please list future year anticipated needs and estimated financial needs. NOTE: This section refers to any anticipated funding not addressed by this RAP but required in the future. This will not be automatically funded. A new RAP must be completed in the future.
Fiscal Year: Click here to enter text. Anticipated need: Click here to enter text. Estimated amount: Click here to enter text.
Fiscal Year: Click here to enter text. Anticipated need: Click here to enter text. Estimated amount: Click here to enter text.
Fiscal Year: Click here to enter text. Anticipated need: Click here to enter text. Estimated amount: Click here to enter text.