Communication Studies - Division 10 - Arts, Humanities, Social Sciences - Communication Studies

Main

Overview
Academic Year 2024 - 2025
Originator Andrade, Veronica
Division Division 10 - Arts, Humanities, Social Sciences
Department Communication Studies
Programs

Co-Contributors

Questions? Find answers in CurricUNET User Manual. (http://www.Gavilan.edu/en/employee-services/office-of-instruction/curricunet/program_reviews/create_pr.html)

Contributor

- Andrade, Veronica
- Besson, Denise
- Mantia, Cherise
- Rain, Max

Annual Update

1. **Academic Year** 2024 - 2025
   Previous Goals Active marketing and online discipline specific videos and posting to increase declared majors and minors
   Proposed Activity to Achieve Goal:
   Outreach and advertising
   Responsible Party:
   Denise Besson, Veronica Andrade, Grant Richards, Jan Janes, Gavilan TV crew
   Total Three Year Resource Allocation Request:
   0
   Timeline to Completion Month / Year:
   Three years
   How Will You Evaluate Whether You Achieved Your Goal:
   Monitor declared majors, minors, and graduates.
   End of Year Goal Status In Progress
   Please describe your status (No more than 200 words)

The Communication Department has taken initial steps to enhance marketing efforts and increase declared majors and minors. We collaborated with Television and Film Instructor Grant Richard and Multimedia Technician Jeronimo Garcia-Juarez to produce promotional videos for the department and instructional content for the Conflict Resolution course. However, further printed marketing materials or campaigns have been on hold due to staffing changes and the vacancy of the Public Information Officer. With the recent hiring of a new Marketing/Public Information Officer, we anticipate developing updated printed materials that outline degree and certificate requirements for Comm 2.0, supporting our ongoing efforts to attract and inform prospective students.

Did you request the same resources the previous year? If so, what was the result? Has there a been a significant change since your request?)
NA

Planning
NA

Additional Comments
2. **Academic Year** 2024 - 2025
   Previous Goals Offer CMUN 3 Argumentation and Debate
   Proposed Activity to Achieve Goal:
   Offering CMUN 3 every semester and monitoring declared majors/minors.
   Responsible Party:
   Denise Besson and Veronica Andrade
   Total Three Year Resource Allocation Request:
   0
   Timeline to Completion Month / Year:
   Semesterly goals with intent of achieving highest numbers/enrollments by Spring 2026
   How Will You Evaluate Whether You Achieved Your Goal:
   Monitoring enrollment, success, and retention rates. Recognize major and minor milestones and graduation completers as well encouraging students to pursue further academic goals to enhance their economic potential beyond Gavilan College.
   End of Year Goal Status Complete
   Please describe your status (No more than 200 words)
   The Communication Department has actively worked to offer CMUN 3 each semester, exploring different modalities to increase enrollment. Despite adjustments—shifting from in-person to hybrid and then Fast Track delivery—enrollment has consistently remained below 20 students. After discovering the course is not UC transferable, we engaged with GECA and counseling staff to address the issue. The course is currently under review for Cal-GETC UC approval, which we believe will enhance its appeal. Due to the pending status of the approval, CMUN 3 will not be offered in Fall 2025. However, we plan to reintroduce the course in Spring 2026, aligning with anticipated UC approval to better meet student needs and increase enrollment.

   Did you request the same resources the previous year? If so, what was the result? Has there a been a significant change since your request?)
   NA

   Planning
   NA

   Additional Comments

Resource Requests

Click Add Item to Enter a Resource Request

1. **1. Request Name (short title)**
   2. Request amount
   3. Type of Request
   4. Alignment to Goal(s)
   5. Is this a one-time or ongoing expense.
   6. Category of Request (Select all that apply).

   7. The committee will separate goals with resource requests. Requests will be categorized into two groups: those to be ranked and those not ranked. The requests not ranked include Safety, Compliance, Personnel, and Position.
   Which of the following best describes your requests?

   8. Provide a complete description, justification, or rationale for the requested amount. Describe how it aligns to the selected goal(s) and your responses to the above questions. (300 words)

Executive Summary

Please provide a brief executive summary regarding program trends and highlights that surfaced in the writing of this report. Summarize, using narrative, your program goals for this year. Your audience will be your Peer Review Team, the program review Committee, President's Cabinet, Dean's Council, ASGC, Academic Senate, Budget Committee and Board of Trustees (300 words or less).
With consistent placement among the top five disciplines in declared majors and graduate completions, the department remains proactive in adapting to trends and student needs. The Communication Studies Department is committed to continuous improvement, preparing students to become effective communicators in diverse contexts.

Faculty provide academically rigorous, student-centered instruction across various modalities, including dual enrollment sections. The curriculum equips students with public speaking skills, cultural competency, and interpersonal communication strategies.

The department is permanently relocating from the Child Development building to the Humanities building, which will be renamed the Communication building. This move accommodates a partnership between Gavilan College and the YMCA for a childcare program. The new space will house the two full-time Communication Studies faculty alongside Foreign Language instructors and the Television and Film instructor, fostering greater collaboration between disciplines.

Attach Files

If there is any additional information regarding your program that you will like to have uploaded, please attach it here.
Attached File