

College	CLASS
Department	Communication
Program	Bachelor's + Master's
Reporting for Academic Year	2021-2022
Last 5-Year Review	2015/Was rejected by the Dean
Next 5-Year Review	December 2022
Department Chair	Dr. Mary Cardaras
Author of Review	Dr. Mary Cardaras + Dr. Lonny Avi Brooks
Date Submitted	1 October 2022

A.

The last five-year strategic plan was completed and submitted in academic year 2014-2015 by a previous chair. It was problematic, overall, and, for a number of reasons, was rejected by a previous Dean. Due to a variety of circumstances, including the retirement of said long-time chair, a long-time faculty member, the election of a new chair (this chair), semester conversion, a newly transformed curriculum, and then the covid pandemic, a new strategic plan did not progress. We are being asked to produce one by year's end.

1. The Multimedia Journalism concentration was modified, which included a not so new name, Media Production, which included the tweaking of existing courses and renaming some of them. Most importantly, was the reassignment of appropriate unit and WTU allocations. Many of our courses had been two-unit with higher than normal WTU allocations. These were adjusted to reflect 2.6 WTU allotments.
2. Our Pioneer newspaper is a fully online publication. We will publish just two hard copy issues per year; The back to campus fall issue and the graduation issue. Advertising is becoming a bit more robust as we've adjusted to an online newspaper. And now students in the Advertising Design and Production class is involved in selling and designing ads.
3. All faculty see the great value for our students in a study abroad program, but the pandemic has cooled temperatures for the enthusiasm we once had in this area. The chair is working with the Center for International Education to sign an MOU with the American College of Greece for both faculty led, special programs, and semester abroad offerings.
4. The department aspired 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 were spearheading this project, but the pandemic derailed the initiative. Dr. Liu will go on sabbatical in spring 2023, so this will be put on hold.

5. The old library is, at some point, going to be torn down. In the basement of that building are two studios, offices, a classroom lab, and our cage, which houses all of our equipment. The continued health and growth of Communication and the Media Production concentration is dependent upon this space, computers and video equipment.

6. The studios and lab in the basement of the old library are now officially open, university spaces. Other departments reserve the space for classes and students, university wide, can check out the space for their own use.

7. Meiklejohn's classrooms remain difficult environments in which to teach. They are dingy and old and, at last check, the building is still on a major fault line. There have been some improvements, but the building needs to be modernized, torn down (?), updated, something. The building is not safe, nor is it conducive to teaching and/or learning.

8. Communication is hosting its second annual Critic Immun_

Students graduating with a Undergraduate degree in Communication or a Graduate degree in Communication will be able to:

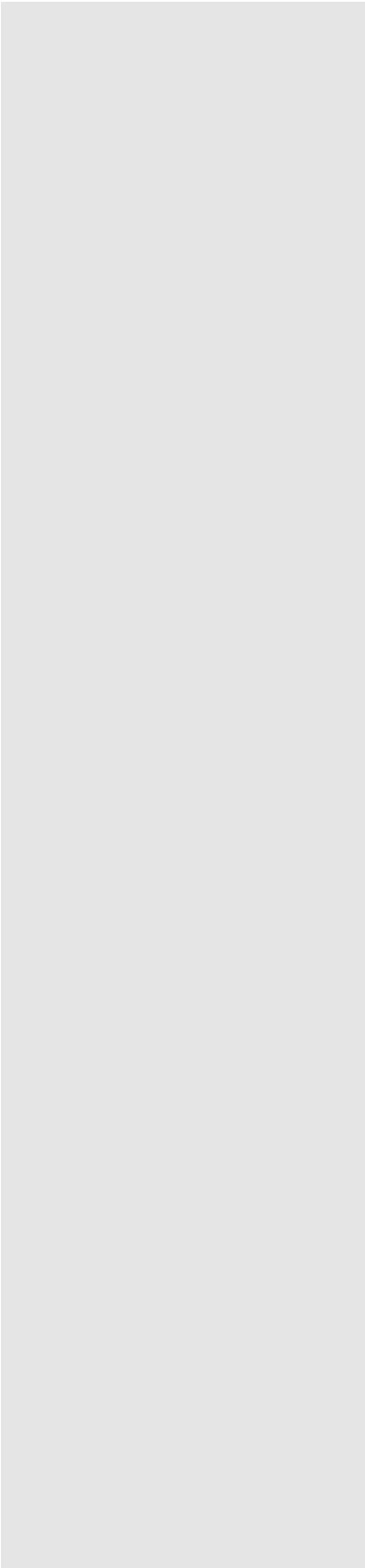
In analyzing our assessment data, We have adapted the CSUEB ILO Critical Thinking Rubric Approved by Academic Senate, March 2016.

Description: Critical thinking is a habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.

This rubric is the most flexible for our major and we are refining it to assess the other PLOs this academic year (2021-2022).

CSUEB ILO Critical Thinking Rubric Approved by Academic Senate,
 Description: Critical thinking is a habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.

	4	3	2	1
Explanation of issues	Explanation stated clearly and provides all relevant information necessary for full understanding.	Explanation stated less clearly and/or provides mostly relevant information necessary for full understanding.	Explanation stated provides some relevant information necessary for understanding.	Explanation stated with minimal relevant information necessary for understanding.
Use of evidence	Provides sufficient information to support claims and conclusions made.	Provides some information to support claims and conclusions made.	Provides little information to support claims and conclusions made.	Provides minimal information to support claims and conclusions made.
Context, assumptions				



and/or innovative, as appropriate.

has some validity, originality and/or innovation, as appropriate.

validity, originality, and/or innovation.

Conclusions, implications, and consequences

Conclusions, implications, and consequences flow from student's analysis.

Conclusions, implications, and consequences generally flow from student's analysis.

Conclusions, implications, and consequences minimally flow from student's analysis.

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We used the CSUEB ILO Critical Thinking Rubric to guide the assessment of the Project rubric created by the instructor for the course:

The totals in each category for the Final are suz.

Dr. Lonny Avi Brooks, Dr. Anita Chang

Spring 2022

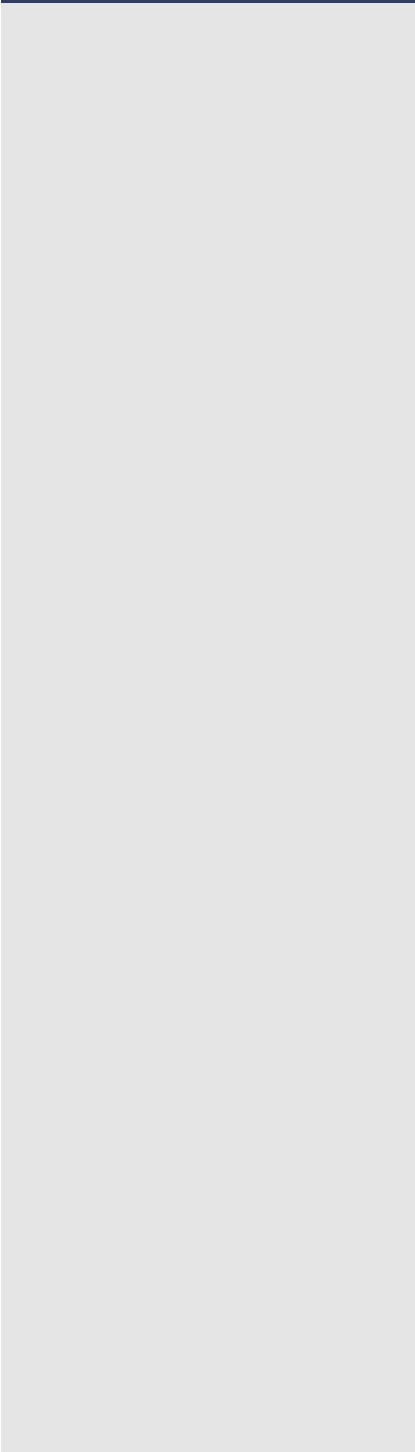
Main findings:

Based on our prior 2018-2019 Assessment report, improving the clarity of writing especially in

will remain a priority. We see that greater student peer learning and interaction will support this goal. Therefore, going forward, we will encourage creating more discussion posts on Canvas to increase student engagement outside of class time.

We continue to recommend that our department archive sample rubrics for faculty to adapt, assess, share and discuss as part of regular faculty meetings. Creating a committee right at the beginning of the year involving faculty whose courses will be assessed within the department creates a useful team. New rubrics, including refining our current rubric for this year's PLO assessment process, are continuing to be developed for our next year of assessment data collection and analysis 2022-2023 in consultation with faculty.

We recommend, if possible, re-instituting a writing course in learning to write across media platforms.



Yes.

TBD

TBD

TBD

Yes.

COMM 203 Communication Theories or COMM 330
Critical/Cultural Studies or similarly aligned course

Graduate: COMM 601 - Theories in Communication
TBD

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