



General Studies - Communications

**Wisconsin Indianhead Technical College
10-801-196 Communications**

**2019
Program Review**

ACADEMIC PROGRAM REVIEW PROFILE

Program Number & Name: 10-801-196 General Studies - Communications		
Program Academic or Assistant Dean	Title and Location	Phone and e-mail
Pam Brunclik	Dean, Academic Programs, Rice Lake Region	Ext. 5682 pam.brunclik@witc.edu
Team Lead(s)	Title and Location	Phone and e-mail
<i>Example:</i>	<i>Welding Faculty Member</i>	<i>Ext. 9999</i>
<i>Bill Smith</i>	<i>New Richmond</i>	<i>bill.smith@witc.edu</i>
Kelley Kepler	Communication Faculty Member, New Richmond	Ext. 4383 kelley.kepler@witc.edu
Tim McRaith	Communication Faculty Member, Rice Lake	Ext. 5379 tim.mcraith@witc.edu
Sarah Noreen	Communication Faculty Member, New Richmond	Ext. 4348 sarah.noreen@witc.edu
Team Members	Title and Location	Phone and e-mail
Matt Dietsche	Communications Faculty Program Director, Superior	Ext. 6338 matt.dietsche@witc.edu
Jessica Eccles	Enrollment Services Manager, New Richmond	Ext. 4545 jessica.eccles@witc.edu
Amy Pozniak	Administrative Professional Faculty Program Director, Superior	Ext. 6377 amy.pozniak@witc.edu
Twila Sauve	Academic Support Center Faculty, Superior	Ext. 6382 twila.sauve@witc.edu
**If you have more than 8 team members, right click within the member table above and choose insert row above or below.		
Self-Study Areas:		
Required Elements: Analysis of trends from Program Effectiveness Data Profile, Analysis of results of previous program improvement plans, Progress/results of TSA (including program & employability essentials)		
Choose from a minimum of 2 of the following other areas to study	<input type="checkbox"/> Academic Advising <input type="checkbox"/> Accreditation/National or State Standards, Regulations, Compliance	

	<input type="checkbox"/> Advisory Committees <input type="checkbox"/> Assessment of Student Learning <input type="checkbox"/> Budgeting Efficiencies/Costs per FTE <input type="checkbox"/> Career Outlook/Future Occupational Trends <input type="checkbox"/> Career Pathways <input checked="" type="checkbox"/> Collaboration/Partnerships <input type="checkbox"/> Curriculum Currency/modifications <input type="checkbox"/> Delivery Methods/Distribution of Offerings/Scheduling <input type="checkbox"/> Dual Enrollment <input type="checkbox"/> Equipment <input type="checkbox"/> Facilities <input checked="" type="checkbox"/> Faculty Credentialing/Development Needs <input type="checkbox"/> Online/Technology <input type="checkbox"/> Recruitment <input type="checkbox"/> Other _____
Program Information:	
Capacity (new students admitted/year):	Not provided
Number of Faculty:	FT: <input checked="" type="checkbox"/> 8 PT: <input checked="" type="checkbox"/> 2 (both are FT business teachers)
Statewide Curriculum:	Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>
Program Accredited by:	
Date of Last Accreditation	N/A
Date of Next Accreditation	N/A
Is a visit required? If so, when is the next visit?	N/A
Program Licensed by:	
Date of Last Licensing:	N/A
Date of Next Licensing:	N/A
Is a visit required? If so, when is the next visit?	N/A
Please list other program and individual association and organizational memberships:	
N/A	

SELF-STUDY CATEGORY RESULTS

Program and Category			
Program: General Studies - Communications			
Category: Analysis of Trends from Program Data Profile			
Resources Contact(s) for this Category:		Writing Lab Instructors, Academic Support Center, 801 Instructors, Associate and Divisional Deans	
Strengths		Opportunities	
75 percent or higher pass rate in most classes.		Request pass-rate data based on modes of delivery.	
		Maintain current pass rates in open enrollment environment.	
		Work with Support Services (Writing Lab and Academic Support Center) to maintain pass rates.	
**If you have more than 8 strengths and opportunities, right click within the table above and choose insert row above or below.			
What items in this category MUST be addressed on our improvement plan?			
What items in this category MIGHT be addressed on the improvement plan?		Obtain data about pass rates based on modes of delivery. Maintain current pass rates in open enrollment environment. Work with Support Services (Writing Lab and Academic Support Center) to maintain pass rates.	
Team Rating			
Please indicate by an (X) the team rating of your program on this category.			
<i>All areas need improvement</i>	<i>Some areas meet expectations, but most areas need improvement</i>	<i>All areas meet expectations —few areas need improvement</i>	<i>Exemplary—all areas exceed expectations—use as a model for other programs</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Additional Comments: (optional)			
Writing Lab and Support Center collaboration will be addressed in R2.			

SELF-STUDY CATEGORY RESULTS

Program and Category
Program: General Studies - Communications
Category: Analysis of results of previous program improvement plans (Previous program plans attached below in Document Management)

Resources Contact(s) for this Category:		Writing Lab Instructors, Academic Support Center, 801 Instructors, Associate and Divisional Deans	
Strengths		Opportunities	
Co-requisite model (Writing Essentials, formerly ALP)		Continue program innovation (modality, high school populations, specialized learning contracts, etc.)	
Smoothly transitioned from Written Communication to English Composition		Continue to maintain percentage pass rates for all 801/831 courses in the open enrollment environment	
Modified competencies for Applied Communication 1 and developed Advanced Communication in conjunction with 809 instructors to replace Applied Comm 2 based on feedback from students and instructors		Communicate with Support Services (Writing Lab and Academic Support Center) about the work we do with students	
**If you have more than 8 strengths and opportunities, right click within the table above and choose insert row above or below.			
What items in this category MUST be addressed on our improvement plan?	Communicate with Support Services (Writing Lab and Academic Support Center) about the work the 801 group does with students both face-to-face and online.		
What items in this category MIGHT be addressed on the improvement plan?	Continue program innovation (modality, high school populations, specialized learning contracts, etc.) Continue to maintain percentage pass rates for all 801/831 courses in the open enrollment environment		
Team Rating			
Please indicate by an (X) the team rating of your program on this category.			
<i>All areas need improvement</i>	<i>Some areas meet expectations, but most areas need improvement</i>	<i>All areas meet expectations —few areas need improvement</i>	<i><u>Exemplary</u>—all areas exceed expectations—use as a model for other programs</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Additional Comments: (optional)			

SELF-STUDY CATEGORY RESULTS

Program and Category
Program: General Studies - Communications
Category: Progress/results of TSA (includes program outcomes and Employability Essentials)

Resources Contact(s) for this Category:			
Strengths		Opportunities	
		TSA is not required in General Studies	
**If you have more than 8 strengths and opportunities, right click within the table above and choose insert row above or below.			
What items in this category MUST be addressed on our improvement plan?			
What items in this category MIGHT be addressed on the improvement plan?			
Team Rating			
Please indicate by an (X) the team rating of your program on this category.			
<i>All areas need improvement</i>	<i>Some areas meet expectations, but most areas need improvement</i>	<i>All areas meet expectations —few areas need improvement</i>	<i>Exemplary—all areas exceed expectations—use as a model for other programs</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional Comments: (optional)			
Enter text.			

SELF-STUDY CATEGORY RESULTS

Program and Category	
Program: General Studies-Communications	
Category: Collaboration/Partnerships	
Resources Contact(s) for this Category:	Writing Lab Instructors, Academic Support Center, 801 Instructors, Associate and Divisional Deans
Strengths	Opportunities
Regular meetings and communication between 801 faculty members. We now have a program director.	801 Program Director will assure access to current writing textbook for staff/instructors in Writing Lab and Academic Support Centers.
Existing strong relationships between the 801 faculty, Writing Labs, and Academic Support Center.	Provide Blackboard access to Writing Lab Instructors upon request.

Communication channel exist among 801 faculty, Writing Lab instructors, and Academic Support Center instructors to discuss and give input on the online component to the Writing Lab.	Work consistently with Support Services to maintain student pass rates in 801 courses.		
**If you have more than 8 strengths and opportunities, right click within the table above and choose insert row above or below.			
What items in this category MUST be addressed on our improvement plan?	Work consistently with Support Services (Writing Lab and Academic Support) to maintain student pass rates in 801 courses.		
What items in this category MIGHT be addressed on the improvement plan?	801 Program Director will assure access to current writing textbook for staff/instructors in Writing Lab and Academic Support Centers. Provide Blackboard access to Writing Lab Instructors upon request.		
Team Rating			
Please indicate by an (X) the team rating of your program on this category.			
<i>All areas need improvement</i>	<i>Some areas meet expectations, but most areas need improvement</i>	<i>All areas meet expectations —few areas need improvement</i>	<i>Exemplary—all areas exceed expectations—use as a model for other programs</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Additional Comments: (optional)			

SELF-STUDY CATEGORY RESULTS

Program and Category	
Program: General Studies-Communications	
Category: Faculty Credentialing/Development Needs	
Resources Contact(s) for this Category:	801 instructors, Divisional and Associate deans
Strengths	Opportunities
All 801 instructors have masters degrees	Seek opportunities for professional development and personal growth of 801 instructors, consistent with institution-wide programming
6 out of 8 have all FQAS areas finished	Explore STAR reading training
On Course is an institution-wide initiative	Explore True Colors training
True Colors is an institution-wide initiative	Explore On Course training
**If you have more than 8 strengths and opportunities, right click within the table above and choose insert row above or below.	

What items in this category MUST be addressed on our improvement plan?	Seek opportunities for professional development and personal growth of 801 instructors, consistent with institution-wide programming including STAR Reading, True Colors, and On Course training.		
What items in this category MIGHT be addressed on the improvement plan?			
Team Rating			
Please indicate by an (X) the team rating of your program on this category.			
<i>All areas need improvement</i>	<i>Some areas meet expectations, but most areas need improvement</i>	<i>All areas meet expectations—few areas need improvement</i>	<i><u>Exemplary</u>—all areas exceed expectations—use as a model for other programs</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Additional Comments: (optional)			

ACADEMIC PROGRAM IMPROVEMENT PLAN

PROGRAM:	General Studies-Communications	
Defined Outcome	Communicate with Support Services (Writing Lab and Academic Support Center) about the work the 801 group does with students both face-to-face and online, with the outcome of increased use of Support Services by 801 students.	
Metric (How will you measure whether or not the outcome has been attained successfully?)		
<i>All English Composition students will use Support Services at least once throughout the semester, as measured by an assignment in Blackboard. We will maintain an 80 percent pass rate in English Composition.</i>		
Action Plan/Action Items & Person(s) Responsible: <i>Example: 1) Action Item #1 (Damian VonFrank, Ted May)</i>		Timeline & Resources: <i>Example: 1) Fall 2018 – Need IT time to implement</i>
The 801 Program Director, with assistance from the 801 team, will compile an "801 Courses Cheat Sheet" that includes a list and brief description of all courses taught, instructors, and textbook/materials requirements. This list will be shared with Support Services and others.		Spring 2020, Tim McRaith, Tammy Will, Matt Dietsche, 801 team.
The 801 program director will send a global email to the Writing Lab and Academic Support Center instructors at the beginning of each semester. The email will include information on courses taught and opportunities to meet in person.		Starting Spring 2020, the email will go out by Week 2 and continue each semester, including summer (Matt Dietsche).

For face-to-face classes, Writing Lab and/or Academic Support Center representatives will visit each English Composition class once a semester.	Starting Spring 2020, each full-time 801 instructor will make the invite at a time that makes sense.
The 801 team will work with Tina Nygren to improve/approve a list of resources for online students.	Spring 2020 (801 instructors in conjunction with Tina Nygren)
For online class continuity, each 801 instructor will post online Writing Lab and Academic Support Center hours and resources in Blackboard.	Starting Spring 2020, each full-time 801 instructor will post the hours and resources in Blackboard. (801 instructors, Tina Nygren)
"Academic Support Center/Writing Lab" will be a running agenda item on the 801 faculty monthly meeting agendas.	Starting Spring 2020 (801 instructors)

****If you have more than 8 action items, right click within the table above and choose insert row above or below.**

Divisional Dean Comments:

You have documented wonderful communication goals, but there needs to be a defined outcome for those communications. Do you hope to maintain/increase course completion due to the communications? Or do you hope to have more students using the support services, so you could track the use of support services for 801 classes and report that data? Please link the communications to a measurable outcome.

Thank you for the updated metrics for this improvement plan.

I approve this plan.

Vice President Comments:

I approve this plan

Note: (A mid-year and year-end update will be required each year during implementation.)

Implementation Update (June 30, 2020):

Instructions: Enter update text in box below, check a box below, and enter metric and results

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<input type="checkbox"/> Met (include metric result)	
<input type="checkbox"/> Partially Met (include metric)	
<input type="checkbox"/> Not Met (include metric)	

Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (January 31, 2021):

<input type="checkbox"/> Met (include metric result)	
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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (June 30, 2021):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (January 31, 2022):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (June 30, 2022):

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Divisional Dean Comments:

VP, Academic Affairs Comments:

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Divisional Dean Comments:

VP, Academic Affairs Comments:

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Divisional Dean Comments:

VP, Academic Affairs Comments:

Implementation Update (January 31, 2024):

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Divisional Dean Comments:

VP, Academic Affairs Comments:

ACADEMIC PROGRAM IMPROVEMENT PLAN

PROGRAM:	General Studies-Communications
Defined Outcome	Seek opportunities for professional development and personal growth of 801 instructors, consistent with institution-wide programming. This professional development will help us be a stronger work group and better instructors. We will use our enhanced knowledge to benefit our students.
Metric (How will you measure whether or not the outcome has been attained successfully?) <ul style="list-style-type: none"> • <i>All full-time 801 faculty will have completed the training opportunities listed below by 2023. The training will be optional for part-time 801 faculty.</i> • <i>At least 80% of students will demonstrate proficiency in reading and comprehending an On Course principle through a common assignment linked to Employability Essentials.</i> 	
Action Plan/Action Items & Person(s) Responsible: <i>Example: 1) Action Item #1 (Damian VonFrank, Ted May)</i>	Timeline & Resources: <i>Example: 1) Fall 2018 – Need IT time to implement</i>
All 801 instructors will complete STAR Reading instruction, or equivalent reading training.	2019-2020 (Carla Cornwall, Sarah Noreen, Kelley Kepler) Or equivalent reading training by 2023
All 801 instructors will take at least a one-day On Course training session.	One-day On Course training in Spring, Student Success FQAS, or other On Course training by 2023 (Kelley Kepler)
801 instructors will develop a common assignment linked to Employability Essentials.	801 instructors – Spring 2020
<i>**If you have more than 8 action items, right click within the table above and choose insert row above or below.</i>	
Divisional Dean Comments: <p>The professional development opportunities are a great way to keep the department moving forward, but how are we linking it back to student success/program improvement? What will you do with the training that is measurable for student success? Please edit this improvement plan.</p> <p>The common assignment linked to EE is a positive step forward. Please define "proficiency in reading and comprehending" - is that a score of 80% on the rubric?</p> <p>Also, please include the plan for use of the STAR and On Course training to increase student success in your first update. Thank you.</p> <p><input checked="" type="checkbox"/> I approve this plan.</p>	
Vice President Comments: <input type="checkbox"/> I approve this plan	

Note: (A mid-year and year-end update will be required each year during implementation.)

Implementation Update (June 30, 2020):

Instructions: Enter update text in box below, check a box below, and enter metric and results

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (January 31, 2021):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (June 30, 2021):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (January 31, 2022):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Implementation Update (June 30, 2022):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Divisional Dean Comments:

VP, Academic Affairs Comments:

Implementation Update (January 31, 2024):

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Divisional Dean Comments:

VP, Academic Affairs Comments:

ACADEMIC PROGRAM IMPROVEMENT PLAN

PROGRAM:	General Studies-Communications	
Defined Outcome	Adopt OER (open educational resources) to reduce costs for students.	
Metric (How will you measure whether or not the outcome has been attained successfully?)		
<i>e will compare the current textbook costs to the costs of OER to determine how much money we have saved our students by switching to OER. Implementation of complete OER for 100% textbook savings by Fall 2021 This is an activity, not a metric.</i>		
Action Plan/Action Items & Person(s) Responsible: <i>Example: 1) Action Item #1 (Damian VonFrank, Ted May)</i>		Timeline & Resources: <i>Example: 1) Fall 2018 – Need IT time to implement</i>
Learn about OER. <ul style="list-style-type: none"> Attend session at the Common Ground Conference (Kelley Kepler, Sarah Noreen, Gina Sookiyak) – October 2019 Use the WTCS page to research OER https://mywtcs.wtcsystem.edu/instructional-services/instructional-services-resources/open-educational-resources 		Fall 2019 - Spring 2020 801 instructors

<ul style="list-style-type: none"> Attend the Effordability Summit (Kelley Kepler) – March 2020 	
Meet to discuss OER for specific classes <ul style="list-style-type: none"> Speech (10/25/19) Oral/Interpersonal (11/15/19) 	Fall 2019 801 instructors, associate deans
Select OER for our classes	Fall 2019-Spring 2020 801 instructors
Set up Blackboard Page (“Communication Instructors – OER”) to house OER that we have found. Instructors will select OER from this repository.	Establish the page in Fall 2019 (Kelley Kepler). Add resources to it Spring 2020 (all 801 instructors)
Pilot OER in select 801 classes <i>We will also examine student satisfaction with textbooks/course resources in the course evaluations.</i>	Spring 2020 <ul style="list-style-type: none"> Kepler – Speech Holbrook – English Comp Howe – Oral/Interpersonal
Begin to use OER in 801 classes, based on results of our spring pilots.	Fall 2020 801 instructors
**If you have more than 8 action items, right click within the table above and choose insert row above or below.	
<i>Divisional Dean Comments:</i> The metric still has no measurable outcome. Please revise to include a percentage of savings with OER as a target, or implementation of complete OER for 100% textbook savings by Fall 2021, for example.	
<input checked="" type="checkbox"/> I approve this plan.	
<i>Vice President Comments:</i>	
<input type="checkbox"/> I approve this plan	
<i>Note:</i> (A mid-year and year-end update will be required each year during implementation.) <i>Implementation Update (June 30, 2020):</i> Instructions: Enter update text in box below, check a box below, and enter metric and results	
<input type="text"/>	
<input type="checkbox"/> Met (include metric result)	
<input type="checkbox"/> Partially Met (include metric)	
<input type="checkbox"/> Not Met (include metric)	
<i>Divisional Dean Comments:</i>	
<input type="text"/>	
<i>VP, Academic Affairs Comments:</i>	
<input type="text"/>	

Implementation Update (January 31, 2021):

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Divisional Dean Comments:

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VP, Academic Affairs Comments:

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Divisional Dean Comments:

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Divisional Dean Comments:

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Not Met (include metric)

Divisional Dean Comments:

VP, Academic Affairs Comments:

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Met (include metric result)

Partially Met (include metric)

Not Met (include metric)

Divisional Dean Comments:

VP, Academic Affairs Comments:

Implementation Update (June 30, 2023):

Met (include metric result)

Partially Met (include metric)

Not Met (include metric)

Divisional Dean Comments:

VP, Academic Affairs Comments:

Implementation Update (January 31, 2024):

Met (include metric result)

Partially Met (include metric)

Not Met (include metric)

Divisional Dean Comments:

VP, Academic Affairs Comments:

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