Communication Studies and Mass Media Unit Meeting

1/27/23

Present:

Minutes:

1. Smaller matters:
   1. Thank you to Vaishali for setting up our CSMM student Canvas page; we should make sure faculty have access, too, in order to send notices to students about events, opportunities, etc.
   2. Update on model course policy:
      1. I’m not perfectly versed in this; it will probably come up at next department meeting
      2. This is a college-wide policy they are still developing, working with union, too
      3. Basic idea is that model courses will no longer be in effect, with rare exceptions, starting two years from now
      4. Any faculty who wish to continue teaching online courses have to go through the standard design process for online courses that we all did pre-2020, though that process will probably have some slight tweaks
         1. Sindhu: Has this been an issue in Comm, of people using model courses but not really using them or teaching appropriate material?
   3. Course standardization?
      1. Does not need to be about the entirety of the course, but there are a few ways that some standardization can be beneficial
         1. Having a couple assignments shared by all sections, with common rubrics, so that assessment can be more consistent and effective
         2. Use of a standard textbook, particularly for adjuncts and people that we need to recruit to teach courses
         3. Use of a standard textbook in courses that only have a few sections per semester or year, as the textbook companies will often give a discount for adopting across all sections
      2. Similarly, are people using OER textbooks?
         1. Might be worth exploring as a larger project, surveying the availability and quality of OER textbooks in our field
      3. Craig: In favor of standardization along the lines of how we have course documents; there’s leeway for full-time faculty, and only really an issue for faculty who get complaints
         1. Craig: Very much opposed to OER texts; strongly in favor of an only use virtual materials that gamify texts and require students to complete the reading; even in Public Speaking, the textbook is essential to making it a college class and not just a workshop
         2. Marcus: In PS, the one place is having two standard
2. Academic Program Reviews (APR):
   1. I’ve distributed information about what is entailed, and I will need to have rough drafts done before spring break, but preferably sooner
   2. There are some questions that I simply can’t answer alone, and that really necessitate contributions from as many faculty as possible
      1. More faculty names as writers on the report cover also looks good for us
   3. Go over slideshow of what the APR entails and what I need:
      1. About the Programs (Craig, Nate)
      2. Program Design (Craig, Nate, Me, Eva/Stephanie)
      3. Student Success (All)
      4. Workforce/Transfer (All)
      5. Future of the Program/Field (Marcus, Sindhu, Aiden)
      6. Professional Background and Accomplishments (All)
   4. We need to do this for both Communication Studies and Mass Media, so whenever possible write two versions that play to the distinctions
   5. Sindhu: Might try Survey Monkey to cover the specific questions and let faculty respond to them
   6. Nate: When asked about resources, we should highlight our faculty needs; similarly for data about student success outside CCP, the administration needs to gather that data
      1. Sindhu: Alumni surveys are a standard practice for colleges and not the unit’s responsibility