



Northampton Community College

Communication Studies
Associate in Arts

PROGRAM AUDIT

2016 - 2020

Timothy Molchany, Professor

Alexandra Briggs, Assistant Professor

Jennifer Del Quadro, Professor

submitted to

Dr. Christine M. Pense, Dean
School of Arts, Humanities and Social Sciences

March 2021

Program Purpose

The ability to communicate effectively and adaptability to various communication contexts are a prerequisite to career growth and are highly desired by employers. Most employers include well developed communication skills among the basic requirements for success in their organizations and institutions. An academic foundation built on an associate in arts degree in Communication Studies provides students with skills and knowledge that make them more flexible, versatile, and valuable regardless of their chosen field. The associate in arts degree in Communication Studies at Northampton Community College is specifically designed to prepare students for successful transfer to a four-year university. The completion of a bachelor's degree in Communication or Communication Studies will prepare students for a career in media, journalism, advertising, politics, public relations, education, management, sales and marketing, corporate communication, social media, etc. Some students choose to begin their academic careers in Communication Studies and continue in other majors including Business, Corporate Communication, Journalism, English, and others.

Curriculum

The Communication Studies program offers courses designed to transfer to a four-year university. The major and elective courses offered at NCC are equivalent with those taken during the first four semesters of undergraduate work at the college or university level. The program requires 12 credit hours of communication studies courses in addition to general education core requirements. Students select electives from a variety of courses related to the communication field. The program also requires that students take specific courses in areas that have impacted communication studies, such as sociology and psychology. The current list of suggested electives is as follows:

Mass Communication

- CMTH 104 - Mass Media and Society
- CMTH 126 - The Communication Arts
- CMTH 220 - Introduction to Film
- CMTH 225G – Scriptwriting
- CMTH 235 – Understanding Culture through Film
- JOUR 101 - Journalism and Society
- JOUR 102 – News Editing
- JOUR 203 - Writing for Public Relations
- JOUR 204 - Newswriting

Business

- BUSA 101 - Introduction to Business
- BUSA 115 - Introduction to International Business
- BUSA 137 - Principles of Selling
- BUSA 152 - Business Law I
- BUSA 232 - Principles of Marketing

Performing Arts

- CMTH 205 - Public Speaking
- CMTH 110 - Introduction to Theatre
- CMTH 111 - Acting I
- CMTH 189 - Stage Voice and Movement
- CMTH 212 - Acting II
- CMTH/ENGL 211 - Plays: Classical to Contemporary
- CMTH 206 – Directing

Communication Technology

- ARTA 130 - Introduction to Web Site Design
- ARTA 170 - Computer Graphics
- ARTA 171 - Desktop Publishing
- CMTH 115 - Technical Theatre and Design
- CMTH 117 - Stagecraft
- CMTH 180 - Multimedia Production
- CMTH 182 – Multimedia Graphics and Animation

Third Semester Transfer Elective

- CMTH104 – Mass Media and Society
- CMTH180 – Multimedia Production
- CMTH205 – Public Speaking
- JRNL101 – Journalism and Society

Our current curriculum suggests students take **CMTH102 Introduction to Communication** during their first semester. CMTH102 is a hybrid introductory course in which students explore the fundamentals of communication in its various contexts in communication as well as practice and experience in the art of public speaking. Introduction to Communication is followed by **CMTH214 Interpersonal Communication** during their second semester. CMTH214 guides students through a deeper exploration of interpersonal interactions, relationships, and conflict. During their third semester students should complete **CMTH231 Small Group Communication** to explore small group dynamics and **CMTH215 Intercultural Communication** to learn more about communication practices in diverse cultures and interacting with those who are members of these cultures. In their fourth semester students take **CMTH230G Introduction to Communication Theory** as their writing intensive capstone course. Students study specific theories that were introduced in their previous communication courses in greater detail. Students in Introduction to Communication Theory research and write an academic research paper applying a selected theory to a communication phenomenon or artifact.

Since the last audit of the Communication Studies program the course name of CMTH102 was changed from Speech Communication to Introduction to Communication to better reflect the content and purpose of the class.

As part of the Guided Pathways initiative at NCC the Communication faculty closely examined the program and developed a Program Map linked in **Appendix A**. As part of the Guided Pathways work a free elective in the third semester of the program became a guided elective with

students choosing from one of four courses based on their long-term academic interest and/or selected transfer institution.

The program continues to do an excellent job of preparing our students for successful transfer with a strong and broad base of foundational knowledge in the communication discipline. The department faculty continue to update and teach online versions of all required courses ensuring the program can be completed entirely online. We have had numerous students complete the Communication Studies program online who would not have been able to do so otherwise.

The Communication Studies program is currently offered at the Bethlehem and Monroe campuses, primarily during the daytime with some evening options available, as well as through Online Learning. With the addition of new course modalities because of the pandemic, Communication Studies courses and their methods of instruction continue to evolve as we meet the needs of our diverse and changing student population. The program is well positioned to meet any challenges it will face in the coming years.

Assessment

Our ongoing method of program assessment is a 27 question Common Final exam in CMTH102 that measures student understanding of the basic concepts taught in this course. The Common Final is given to all students in every section of CMTH102. Faculty (full-time *and* part-time) teaching the course can add additional questions to the exam but the first 27 questions must be included. Exam data allows faculty to identify areas where instruction attention and improvement may be warranted.

The communication studies faculty are currently developing a common assessment based on our public speaking student learning outcome that will be deployed in Spring 2021. The new public speaking assessment is based on the National Communication Association's competent speaker holistic evaluation. It will allow us to assess the areas of organization/content and delivery/presentation. This will allow us to target areas of improvement in our teaching practices and professional development efforts. These two items additionally allow us to measure two of the three communication general education assessment outcomes. The communication studies faculty are committed to ongoing assessment of teaching and student learning.

Enrollment

Communication Studies Enrollment 2016-2020

Year	Semester and FT/PT Status	# of Majors
2016	Spring - FT	72
	Spring - PT	50
	Fall - FT	70
	Fall - PT	68
2017	Spring - FT	68
	Spring - PT	61
	Fall - FT	60
	Fall - PT	53
2018	Spring - FT	70
	Spring - PT	48
	Fall - FT	67
	Fall - PT	45
2019	Spring - FT	64
	Spring - PT	43
	Fall - FT	70
	Fall - PT	59
2020	Spring - FT	72
	Spring - PT	50

	Fall - FT	48
	Fall - PT	46

Program Costs and Income

The Communication Studies program's income has rebounded after dropping in FY 2018 after several years of growth and is now at its highest level since the launch of the program. The program experienced a steady increase in costs per FTE through the first 4 years of the audit period with a reduction in costs for FY 2020, keeping pace with the average increase across the college over the 5-year period. Costs per FTE increased in the first four years of the reporting period but dropped for calendar year 2020 and continue to be lower than the institutional average.

ACADEMIC AUDIT FINANCIAL DATA					
2016-20					
Communication Studies Degree					
	FY2020	FY2019	FY2018	FY2017	FY2016
Program Income					
Tuition	553,587	500,628	484,998	536,435	546,885
Local Reimb	93,590	85,071	80,484	88,014	87,823
Operating Reimb	226,984	199,005	183,768	202,430	160,030
Stipend Reimb					
Total Income	874,161	784,704	749,250	826,879	794,738
Program Costs					
Direct Costs	364,601	358,244	309,374	339,025	333,135
Indirect Costs	415,114	388,477	345,975	361,242	359,521
Total Costs	779,715	746,722	655,349	700,267	692,656
	94,446	37,982	93,901	126,612	102,082
FTE	108.85	101.25	100.27	113.54	117.29
Income per FTE	8,031	7,751	7,472	7,283	6,776
Cost per FTE	7,163	7,375	6,536	6,167	5,905
Inst Avg Cost per FTE	7,820	7,933	7,075	6,703	6,416
Rank	98 of 135	79 of 133	82 of 126	92 of 132	90 of 129

Staffing

1. Full-time (Bethlehem Campus)

Donna Acerra; M.A. Temple University - Communication
Dustin Briggs, Ph.D. Southern Illinois University – Communication Studies
Jennifer Del Quadro; M.A. University of Nevada – Communication Studies
Melissa Seyler Koberlein; Oklahoma State University - M.A. Speech and Ph.D. Sociology
Timothy Molchany, M.A. State University of New York – Communication
Justin Motto, Ph.D. North Dakota State University – Interpersonal Media and Society

2. Full-time (Monroe Campus)

Christine Armstrong; M.A. Pennsylvania State University – Communication Arts and Sciences
Alexandra Briggs, M.A. Central Michigan University - Communication
John Tindell, M.A. Texas A&M University – Speech Communication

3. Adjunct (Bethlehem Campus, Monroe Campus, and Online)

Gilbert Aguiles: MA Communication Studies West VA University
Elizabeth Ali: MA Radio and Television Syracuse University
Gregory Back: MA Digital Communication and Media NYU
Beth Binder: MA Communications Media Central Michigan
Denise Chaytor-Zugarek: MA East Stroudsburg University
Christine Driadon: MA Communication Studies Villanova
Thomas Fish: MA Communication Studies Gonzaga University
Kathleen Fisher: MA Communication Studies Marywood University
Cathie Given: EdD Educational Leadership Northeastern University
Ronald Grapsy: PhD Communication Studies Penn State
Donna Gregory: MA Business Communications Rutgers
Brian Henson: MA Communication Studies LaSalle University
Anna Maria Kochan: MA Communication Studies Kean
Alyson Krawchuk: MA Communication Theory Penn State
Bruce Lanigan: MS Communications Media Illinois State
Nina LaTassa: M.A. in Communication and Rhetorical Studies from Hofstra University
Michelle Lohman: MS Higher Ed Admin Drexel
Shereen Lyle: MA Communications Media University of Leicester
Destiny Manley-Matulewicz: MA Communication Studies Hofstra University
Kristie Miers: MPA Public Administration Seton Hall University
Matthew Moscato: MA Computer and Information Science University of Arkansas
Jaclyn Novak: MS Communications Media Rensselaer Polytechnic Institute
Theodore Ritsick: MA Communications Studies Marywood University
Perry Schwarz: MPA Public Administration Kean University
Julia Shade: MA University of New Mexico
Cynthia Tuleja: MED English Eastern University
Tiffany Whitehead: MA Communication Studies Southern New Hampshire University

4. Program Coordinator Responsibilities:

- Review employment applications for potential adjuncts and interview candidates for Bethlehem campus, Monroe campus, and online classes. Make hiring recommendations to the Assistant Dean.
- On a regular basis, mentor new Communication adjuncts individually.
- Coordinate/Chair the monthly Communication Instructional Group meetings with full and part-time Speech faculty. Prepare agenda and keep the business on track. Focus is the CMTH102 course, its purposes, goals and assignments. Supervise projects as they arise and disseminate information (minutes) from the meetings to all faculty and the Assistant Dean.
- Play a leadership role in relationship to all of our full-time faculty and those on temporary full-time appointment. Call meetings, maintain good cooperative working relations. Keep minutes, initiate text/materials/technology decisions.
- Work with CMTH 102 Online course coordinator: For the progress and improvement of the online course, meet each semester to monitor issues with the course, its faculty, and its students.
- Assist the Dean with temporary full-time appointments, i.e. read resumes, recommend for interview and assist with the same.
- Help the Dean to spearhead recruitment for the Communication Studies program, e.g. set up information at on-campus meetings, attend College Fairs, etc.
- Coordinate department tasks and plans each year including audits, enrollment (Int. & Ext.), schedule, budgets, diversity statements, marketing, course outlines, program assessment, and waivers.

5. Recruiting Adjunct Faculty:

Since our course is a hybrid course, staff must have experience in teaching both Public Speaking and Introduction to Communication content. Finding qualified adjuncts requires some time as we sort among the many applicants; few are qualified with the proper skill sets. Our course coordinators work diligently with the Assistant Dean to ensure a quality and qualified group of instructors are in place to teach this important course.

6. Introduction to Communication Equivalent Courses and Class Size

Institution	Course Title	Capacity
Bucks Co. Comm. College	Effective Speaking (COMM 110)	20
East Stroudsburg Univ.	Introduction to Communication (CMST 111)	25
Kutztown University	Fund. of Oral Comm. (SPE 010)	27
Lehigh University	Public Speaking (COMM 130)	20
Lehigh Carbon Co. C. C.	Speech (ENLG 111)	20
Luzerne Co. Comm. College	Fundamentals of Speech (SPE 125)	20
Northampton Comm. College	Introduction to Communication (CMTH 102)	27
Penn. State University	Effective Speech (CAS 100A)	24 (varies)
Reading Area Comm. College	Fund. of Speech (COM 151)	24
Temple University	Public Speaking (STOC 1111)	23
Wilkes University	Fund. of Public Speaking (Com 101)	22

Program Outcomes

Graduate Trends

The graduate placement reports indicate that we are experiencing a steady increase in graduates from the class of 2015 to the class of 2019. In 2017, the number increased slightly, and 2020 data is not yet available to determine if our number of graduates has stabilized. The total number of graduates in Communication Studies from 2015 to 2019 was 159, an increase of 6 graduates over the previous audit period. The reports indicate that 71% of those graduates continued their education. Ninety percent of those continuing their education did so at a four-year institution. Just 3.5% of graduates indicated that they were actively job hunting, and 33.6% of the graduates from 2015 to 2019 were employed at the time of their response.

<i>Graduating Class</i>	<i>Number of Graduate</i>	<i>Continuing Education</i>	<i>Employed</i>	<i>Job Hunting</i>	<i>Not Seeking Employment</i>	<i>Moved</i>	<i>No Report</i>
2015	38	19 61%	11 35%	1 3%	0 0%	0 0%	7
2016	31	22 81%	5 19%	0 0%	0 0%	0 0%	4
2017	33	24 75%	8 25%	0 0%	0 0%	0 0%	1
2018	29	17 68%	7 28%	1 4%	0 0%	0 0%	4
2019	28	18 69%	8 31 %	0 0%	0 0%	0 0%	2
5 Year Totals	159	100 70.8%	39 33.6%	2 3.5%	0 0%	0 0%	18 11.3%

The top five institutions to which Communication Studies graduates transferred were East Stroudsburg University (17), Kutztown University (12), Temple University (8), Penn State (8), and Northampton Community College (different program) (6).

Other institutions where our graduates continued their education include:

- Bloomsburg University
- Brigham Young University
- Columbia University
- DeSales University
- Dickinson College
- Indiana University of Pennsylvania
- Ithaca College
- Lehigh University
- Millersville University
- Moravian College
- New York University
- West Chester University

Program faculty actively support students in their selection on transfer institutions and the transfer process.

Current Students

The Communication Studies department conducted a survey of current students to assess their educational experiences, likes, and dislikes of the program. There were 18 responses, and the following charts illustrate the results of that survey.

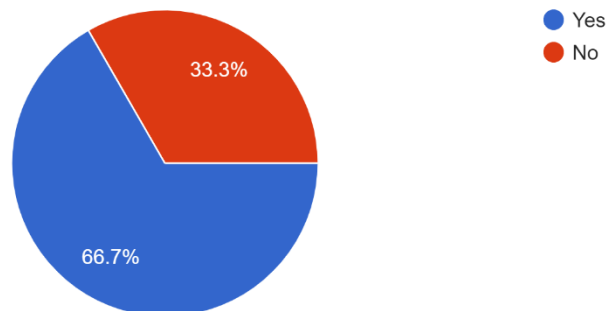
What influenced your choice of the Communication Studies major?

18 responses



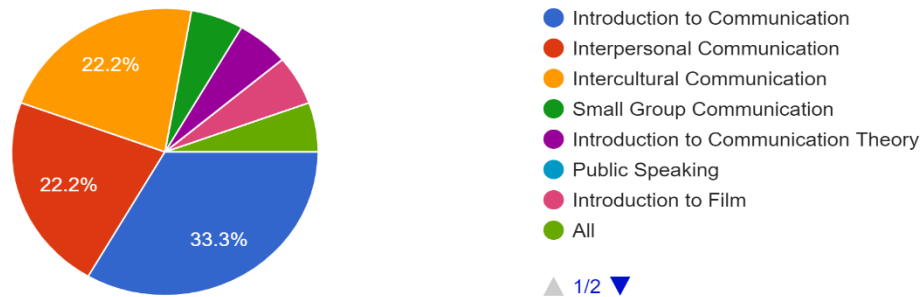
Once you declared as a Communication Studies major, did you receive academic advising in terms of registering for classes?

18 responses



What has been your favorite communication course

18 responses



Suggestions to improve the Communication Studies Program from the 2021 survey:

- Add a language requirement (1)
- More elective options (1)
- More time spent covering text content (2)
- More interaction with professor outside of class (2)
- More interaction with classmates outside of class (2)
- No improvements needed (9)

The current environment has had a significant impact on how students interact with their professors and classmates in and out of the classroom. The Communication Studies faculty recognize this issue and continue to do all possible to be available for students as needed and understand perhaps more than any other faculty group the importance of these interactions to the success of our students in the short and long term. We continue to make ourselves available to students via email, text, Zoom and other readily available tools.

Conclusions

Areas of Concern:

The most significant concern the program currently faces is a significant drop in declared Communication Studies majors in Fall 2020. While the Covid-19 pandemic is the likely cause of this, a drop of 28% from Fall 2019 to Fall 2020 is far greater than the 10% drop in enrollment experienced college wide during the pandemic. The Communication Studies faculty continue to address this situation as a group and are actively developing recruitment and retention plans for the immediate future and beyond. Exacerbating this situation is the fact that the program typically relies on recruitment of students from the General/Exploratory Studies major. The Communication Studies major is a significantly better option than general studies as our graduates possess a highly desirable academic foundation and skillset after graduating from our program and/or a four-year institution. Working remotely has made the type of contact and relationship building that normally occurs between communication faculty and their students challenging. We are committed to working closely with Success Navigators to better explain and promote the program and ensure smooth transitions from Navigator to Faculty advising. In addition, we are currently working to further develop our relationships with alumni and engage them with current students via alumni panels, job shadowing, and service learning.

Another ongoing concern is the high student to instructor ratio in our Introduction to Communication course when compared with other local institutions. Northampton Community College is tied with Kutztown for the highest course caps among local institutions. The lowest capacity is 20 students per section (Bucks CC, Lehigh Univ., Lehigh Carbon CC, and Luzerne CCC) with other institutions capping enrollment at 22-25 students per section. The faculty believes that by lowering the course capacity greater attention can be given to struggling students in need of faculty support. Given the new 14-week semester this issue is more pressing than ever.

Finally, the Communication Studies faculty is concerned with the ratio of full-time to part-time faculty teaching Introduction to Communication. We typically have more than 2000 students taking the course each academic year and the high percentage of these students that never have contact or interaction with a full-time Communication Studies faculty is not ideal. Hiring additional full-time faculty in the last 5 years has helped alleviate this issue, but this situation continues to demand attention.

Areas of Strength:

We currently offer our full program at both the Bethlehem and Monroe campuses as well as through online learning. This has allowed students access to the major from multiple locations and formats. As the pandemic emerged and forced a rapid transition to remote learning the communication faculty leveraged their collective experience in instructional technology to make this change as smooth as possible for students.

Members of the Communication Studies faculty are very active in Governance committees, other campus-wide committees, as advisors to student organizations, and in the community. The faculty works diligently to serve both the college, its students, and the community at large in these important roles

The communication studies faculty continues to work on assessing our various courses and our program. Our Introduction to Communication Instructional Group allows us to connect with adjunct and full-time

faculty to continue the assessment of our basic hybrid course, CMTH102. The common final exam for CMTH102 Introduction to Communication course provides insight into cross-section understanding of basic concepts. In addition, the faculty is currently developing a new common assessment to be used at both physical campuses and in online modalities to gain a better understanding of how our basic course (CMTH102) is teaching and assessing public speaking.

Finally, the feedback we receive from current students and alumni continues to indicate high levels of satisfaction with their instructors, the education they received at NCC, and how well prepared they were to continue their studies and/or begin their careers. Examples of student feedback are included in **Appendix C**.

Closing Statement

The last year has presented the faculty, staff, and students of Northampton Community College with many challenges that could never have been anticipated. In facing these challenges head on and implementing novel solutions in order to continue delivery of a quality educational experience to our students, the Communication Studies faculty have risen to the challenge in a positive and pro-active manner to support students as they pursue their academic goals.

It would be foolish to try to predict what the next 5 years have in store, but whatever does happen will be met directly and confidently by Communication Studies faculty as we remain utterly dedicated to growing the major, and delivery of engaging course content in a leading edge manner that ensures the ongoing success of our students and graduates.

Appendix **A** ... College Catalog and Curriculum

Appendix **B** ... Communication Studies Program Outcomes and Course SLO
Connection

Appendix **C** ... Student Comments from Course Evaluations

Appendix A

Curriculum 2016-2020

2020-2021 NCC Catalog Page

Note: NCC has converted its College Catalog to a digital format located on the college website:

<https://www.northampton.edu/communication-studies.htm>

Communication Studies, Associate in Arts

Overview

Narrative

Advertising, politics, journalism, public relations - a career in any of these diverse fields can be exciting and fulfilling. And it can start with a degree in Communications Studies from Northampton.

Northampton's Communications Studies program offers courses that are commonly taken during the first two years of a bachelor's degree in the field. Working closely with your advisor, you can plan a schedule that will prepare you for entry to a four-year college.

With a BA, you can look forward to employment opportunities in a wide range of areas, including health care, the performing arts, education, the media, radio and TV broadcasting and more. Even if you don't plan to go into a specific communications-related field, a communications degree will help you be more versatile and flexible in your work. You may also find that you can change career paths with ease.

Our program is available at NCC's Bethlehem and Monroe campuses. Courses are primarily offered in the daytime.

Features

Our program provides a well-rounded background in communication and general education that will prepare you to transfer to a four-year university. In addition to the general education core requirements, the program requires 12 hours of communication studies courses. To suit your future plans, a variety of electives in the communications field allow you to customize your studies in key areas such as mass communications, **technology**, business, and the performing arts. Finally, the program requires you to take specific courses in fields that have impacted communication studies, such as sociology and psychology.

Career Potential: Media, Advertising, Performing Arts Health Care, Politics Radio-TV/Broadcasting, Public Relations, Business/Marketing, Social/Human Services, Education, Journalism

Outcomes

Graduates of the program will:

- Transfer to a four-year college or university.
- Demonstrate a clear understanding of, and ability to think critically about, communication in theory and practice.
- Demonstrate effective use of communication skills and experience to be an effective group member and/or leader.
- Adapt communication skills to a variety of audiences and contexts.
- Communicate effectively within a culturally diverse society.

Courses

First Semester

<u>COLS101</u>	College Success
<u>CMTH102</u>	Introduction to Communication
<u>ENGL101</u>	English I
<u>PSYC103</u>	Introduction to Psychology
<u>MATH150</u>	Introductory Statistics
	Elective +
	Total:

Second Semester

<u>CMTH214</u>	Interpersonal Communication
<u>ENGL151L</u>	English II
<u>SOCA103G</u>	Principles of Sociology
	Science Elective (SCI)
	Elective +
	Total:

Third Semester

CMTH215	Intercultural Communication
CMTH231	Small Group Communication
	General Education Elective (SIT)
	Mathematics (QL) or Science (SCI) Elective
	Communications Elective
	Total:

Fourth Semester

CMTH230G	Introduction to Communication Theory
	General Education Elective (SIT)
	General Education Elective (AH)
	Elective +
	Elective +
	Total:

- *The Communication Elective in the 3rd semester must be selected from the following list: [CMTH104](#), [CMTH205](#), [CMTH180](#), [JOUR101](#).*

+Electives must be selected from those courses which are AA eligible or those below:

Mass Communication

CMTH104	Mass Media and Society	
CMTH126	The Communication Arts	
CMTH220	Introduction to Film	
CMTH225G	Scriptwriting	
JOUR101	Journalism and Society	
JOUR102	News Editing	

Business

<u>BUSA101</u>	Introduction to Business	
<u>BUSA115</u>	Introduction to International Business	
<u>BUSA137</u>	Principles of Selling	
<u>BUSA152</u>	Business Law I	

Performing Arts

<u>CMTH205</u>	Public Speaking	
<u>CMTH110</u>	Introduction to the Theatre	
<u>CMTH111</u>	Acting I	
<u>CMTH212</u>	Acting II	
<u>CMTH211G</u>	Plays: Classical to Contemporary	
<u>ENGL211G</u>	Plays: Classical to Contemporary	
<u>CMTH206</u>	Directing	
<u>CMTH189</u>	Stage Voice and Movement	

Communication Technology

<u>ARTA130</u>	Intro to Web Site Design	
<u>ARTA170</u>	Computer Graphics	
<u>ARTA171</u>	Desktop Publishing	
<u>CMTH115</u>	Technical Theatre and Design	
<u>CMTH117</u>	Stagecraft	
<u>CMTH180</u>	Multimedia Production	
<u>CMTH182</u>	Multimedia Graphics & Animation	

Total Credits: 62-63

Communication Studies Program Map:



COMMUNICATION STUDIES - Associate in Arts (2018-2019 Catalog)

Student Name: _____

Advisor Name: _____

Developmental Education Courses (if required)

English Placement		Math Placement	
<input type="checkbox"/>	ACLS025 Academic Reading and Writing Skills I	<input type="checkbox"/>	MATH 020 Pre-Algebra
<input type="checkbox"/>	ACLS026 Academic Reading and Writing Skills II	<input type="checkbox"/>	MATH 022 Elementary Algebra
<input type="checkbox"/>	ACLS050 Introduction to Academic Literacy	<input type="checkbox"/>	MATH 026 Intermediate Algebra
<input type="checkbox"/>	ENGL027 Writing Skills Workshop		

SEMESTER-BY-SEMESTER PROGRAM MAP FOR FULL-TIME STUDENTS

Courses are listed in preferred order of completion
Plans can be modified to fit the needs of part-time students by adding more semesters
 Choose your courses with your Success Navigator or Faculty Advisor.

complete	Semester 1					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered (Fall, Winter, Spring, Summer) (Bethlehem, Monroe, Fowler, Online)	Pre-requisites / Co-requisites (PRE / CO)
<input type="checkbox"/>	COLS101	College Success	1		FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>	CMTH102	Introduction to Communication	3	Communication	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>	ENGL101	English I	3	Communication	FA, SP, SU; BETH, MROE, DIST	PRE: ENGL Placement Policy
<input type="checkbox"/>	PSYC103	Introduction to Psychology	3	SSHB	FA, SP, SU; BETH, MROE, DIST	PRE: Reading/Writing competency for ENGL101
<input type="checkbox"/>	MATH150	Introductory Statistics	3	QL	FA, SP, SU; BETH, MROE, DIST	PRE: MATH022 or Math Placement
<input type="checkbox"/>		Elective*	3		FA, SP, SU; BETH, MROE, DIST	
	Total Semester Credits:		16			
complete	Semester 2					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered	Pre-requisites/Co-requisites
<input type="checkbox"/>	CMTH214	Interpersonal Communication	3		FA, SP, SU; BETH, MROE, DIST	PRE: CMTH102
<input type="checkbox"/>	ENGL151L	English II (Literature) (D)	3	Communication	FA, SP, SU; BETH, MROE, DIST	PRE: ENGL101
<input type="checkbox"/>	SOCA103G	Principles of Sociology (WI)	3	SSHB	FA, SP, SU; BETH, MROE, DIST	PRE: Reading/Writing competency for ENGL101
<input type="checkbox"/>		Science Elective	4	Science	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		Elective*	3		FA, SP, SU; BETH, MROE, DIST	
	Total Semester Credits:		16			
complete	Semester 3					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered	Pre-requisites/Co-requisites
<input type="checkbox"/>	CMTH215	Intercultural Communication	3		FA, SP, SU; BETH, MROE, DIST	PRE: CMTH102
<input type="checkbox"/>	CMTH231	Small Group Communication	3		FA, SP, SU; BETH, MROE, DIST	PRE: CMTH102
<input type="checkbox"/>		SIT General Education Elective	3	SIT	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		Math or Science Elective	3/4	QL or Science	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		Communication Elective	3		FA, SP, SU; BETH, MROE, DIST	
	Total Semester Credits:		15/16			
complete	Semester 4					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered	Pre-requisites/Co-requisites
<input type="checkbox"/>	CMTH230G	Introduction to Communication Theory (WI)	3		FA, SP, SU; BETH, MROE, DIST	PRE: CMTH102, ENGL101, and CMTH214
<input type="checkbox"/>		SIT General Education Elective	3	SIT	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		AH General Education Elective	3	AH	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		Elective*	3		FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		Elective*	3		FA, SP, SU; BETH, MROE, DIST	
	Total Semester Credits:		15			
	Total Degree Credits:		62/63			

Notes:

- The Communication Elective in the 3rd semester must be selected from the following list:
 - CMTH 104, CMTH 205, CMTH 180, JOUR 101
- Electives must be selected from those course which are AA eligible or those below:
 - **Mass Communication:** CMTH 104, CMTH 126, CMTH 220, CMTH 225G, JOUR 101, JOUR 102, JOUR 103*, JOUR 203
 - *Note: JOUR 103 will be renumbered JOUR 204 beginning Fall 2019.*
 - **Business:** BUSA 101, BUSA 115, BUSA 131, BUSA 137, BUSA 152
 - **Performing Arts:** CMTH 110, CMTH 111, CMTH 205, CMTH 212, CMTH/ENGL 211G, CMTH 206, CMTH 189
 - **Communication Technology:** ARTA 130, ARTA 170, ARTA 171, CMTH 115, CMTH 117, CMTH 180, CMTH 182

Program Narrative:

- You've always been the type of person who has multiple interests and diverse talents. You consider communication skills necessary for almost any career field, but have had a particular interest in careers that will get you in front of other people: social media, business and marketing, education, or performing arts. If you're looking for a program that will challenge you and help you develop a stronger awareness of communication practices, Northampton's Communication Studies associate in Arts program can help you narrow down your focus and prepare you for a four-year institution while providing you with a comprehensive knowledge of the nature of human communication.
- With a BA, you can look forward to employment opportunities in a wide range of areas, including health care, the performing arts, education, the media, radio and TV broadcasting and more. Even if you don't plan to go into a specific communications-related field, a communications degree will help you be more versatile and flexible in your work. You may also find that you can change career paths with ease. Our program is available at NCC's Bethlehem and Monroe campuses. Courses are primarily offered in the daytime.

Program Learning Outcomes: Graduates will be able to:

- Transfer to a four-year college or university.
- Demonstrate a clear understanding of, and ability to think critically about, communication in theory and practice.
- Demonstrate effective use of communication skills and experience to be an effective group member and/or leader.
- Adapt communication skills to a variety of audiences and contexts.
- Communicate effectively within a culturally diverse society.

Transfer Information:

- Graduates of Northampton's Communication Studies Program have continued their education at four-year institutions including Penn State, Temple University, Kutztown University, West Chester University, University of Pittsburgh, University of Connecticut, Syracuse University and many other fine colleges and universities.

Career Information:

- Career opportunities for graduates from baccalaureate programs in Communication Studies can be found in Media, Advertising, Performing Arts, Health Care, Human Resources, Politics Radio-TV/Broadcasting, Public Relations, Business/Marketing, Social/Human Services, Education, Journalism, Corporate Communication and many more.

Communication Studies Associate in Arts
PROGRAM AUDIT 2016-2020
March 2021

Arts & Humanities (AH) Electives	Societies & Institutions over Time (SIT) Electives	Diversity (D) Electives	Communication Electives
ARTA 100 Art and Visual Thinking	CMTH 221 History of Broadcasting	BIOS 126 Environmental Science	CMTH 104 Mass Media and Society
ARTA 101 Art History Survey	GEOG 101 World Geography	BIOS 210 Environmental Biology	CMTH 180 Multimedia Production
CMTH 110 Introduction to the Theatre	GEOG 151 Geography of the U.S. and Canada (G-WI)	BUSA 115 Intro to International Business	CMTH 205 Public Speaking
CMTH 111 Acting I	GLBL 130 Intro to Global Studies	CJST 250 Contemporary Issues in Criminal Justice	JOUR 101 Journalism and Society
CMTH 115 Technical Theatre	GLBL 160 Field Experience & Acad Research in GS	CMTH 126 The Communication Arts	
CMTH 117 Stagecraft	GLBL 230 Global Studies Capstone	CMTH 211 Plays: Classical to Contemporary	
CMTH 126 The Communication Arts	HIST 103 Ancient and Medieval History	CMTH 215 Intercultural Communication	
CMTH 189 Stage Voice and Movement	HIST 113 American History I (G-WI)	DANC 101 Dance History	
CMTH 190 Stage Production	HIST 121 The Black Experience (G-WI)	ENGL 151L English II (Literature)	
CMTH 206 Directing	HIST 123 African Civilization	ENGL 205 American Literature I	
CMTH 211 Plays: Classical to Contemporary (G-WI)	HIST 140 Modern Chinese History	ENGL 211 Plays: Classical to Contemporary	Other Electives: Mass Communication
CMTH 212 Acting II	HIST 153 Found of Mod Euro History, 1300-1815 (G-WI)	ENGL 215 Multicultural Adolescent Literature	CMTH 104 Mass Media and Society
CMTH 218 Theatre Portfolio	HIST 163 American History II	ENGL 250 Latin American Literature	CMTH 126 The Communication Arts
CMTH 220 Introduction to Film	HIST 165 The American Experience of Warfare	ENGL 251 British Literature II	CMTH 220 Introduction to Film
DANC 101 Dance History	HIST 166 Civil War and Reconstruction (G-WI)	ENGL 253 Creative Writing	CMTH 225G Scriptwriting
DANC 110 Ballet I	HIST 168 History of the Middle East (G-WI)	ENGL 255 American Literature II	JOUR 101 Journalism and Society
DANC 120 Modern Dance I	HIST 173 Mod European History, 1815 to Present (G-WI)	ENGL 256 Modern Poetry	JOUR 102 News Editing
DANC 130 Jazz I	HIST 210 History of Mod Science, 1859 to Present	ENGL 257 20th Century Lit by Women	JOUR 105 Newswriting
DANC 210 Ballet II	HIST 211 History of Pennsylvania	ENGL 260 Contemporary Literature	JOUR 203 Writing for Public Relations
DANC 220 Modern Dance II	INTS 202 The Architecture of the City: Classic to Contemporary	ENGL 264 Irish Literature	
DANC 230 Jazz II	POLS 101 Introduction to Political Science	ENGL 265 African-American Literature	Other Electives: Business
ENGL 201 British Literature I (G-WI)	POLS 105 American Constitutional Law (G-WI)	ENGL 267 Poetry Writing	BUSA 101 Introduction to Business
ENGL 203 Shakespeare (G-WI)	POLS 110 American National Government (G-WI)	GEOG 101 World Geography	BUSA 115 Introduction to International Business
ENGL 205 American Literature I (G-WI)	POLS 150 Peace Studies & Conflict Resolution (Study Abroad)	GEOG 121 Environmental Sustainability	BUSA 137 Principles of Selling
ENGL 211 Plays: Classical to Contemporary (G-WI)	POLS 170 Politics of Modern Turkey (Study Abroad)	GEOG 151 Geography of the U.S. and Canada	BUSA 152 Business Law I
ENGL 215 Multicultural Adolescent Literature (G-WI)	POLS 202 International Relations	GEOG 210 Weather and Climate	
ENGL 250 Latin American Literature (G-WI)	POLS 205 Women and Politics (G-WI)	GLBL 130 Intro to Global Studies	Other Electives: Performing Arts
ENGL 251 British Literature II (G-WI)	POLS 251 State and Local Government (G-WI)	GLBL 160 Field Experience & Acad Research in GS	CMTH 110 Introduction to the Theatre
ENGL 253 Creative Writing	SOCA 102 Cultural Anthropology (G-WI)	GLBL 230 Global Studies Capstone	CMTH 111 Acting I
ENGL 255 American Literature II (G-WI)	SOCA 105 American Ethnicity	HIST 113 American History I	CMTH 189 Stage Voice and Movement
ENGL 256 Modern Poetry (G-WI)	SOCA 160 Issues in Contemporary Genocide & Mass Violence	HIST 121 The Black Experience	CMTH 205 Public Speaking
ENGL 257 20th Century Lit by Women (G-WI)		HIST 140 Modern Chinese History	CMTH 206 Directing
ENGL258 Fiction Writing		HIST 165 The American Experience of Warfare	CMTH 211G Plays: Classical to Contemporary
ENGL 260 Contemporary Literature (G-WI)		HIST 166 Civil War & Reconstruction	
ENGL 264 Irish Literature (G-WI)	Scientific Study of Human Behavior (SSHB) Electives	HIST 168 History of the Middle East	Other Electives: Communication Technology
ENGL 265 African-American Literature (G-WI)	ECON 201 Macroeconomics	HIST 173 Mod Euro History: 1815-Present	ARTA 130 Intro to Web Site Design
ENGL 267 Poetry Writing	GEOG 121 Environmental Sustainability (G-WI)	HUMA 121 American Work Experience	ARTA 170 Computer Graphics
HUMA 121 The American Work Experience (G-WI)	GEOG 140 Investigating Climate Change)	HUMA 140 Intro to Women and Gender Studies	ARTA 171 Desktop Publishing
HUMA 140 Intro to Women and Gender Studies (G-WI)	GEOG 271 Intro to Geographic Info Systems	HUMA 150 Nature of the Environment	CMTH 115 Technical Theatre and Design
HUMA210 Creativity and the Origin of ideas	HUMA 250 Research Methods in Social Sciences (G-WI)	HUMA210 Creativity and The Origin of ideas	CMTH 117 Stagecraft
JOUR 101 Journalism and Society	INTS 250 Study Abroad	INTS 201 Implement Sustain Energy Sys in Dev Com	CMTH 180 Multimedia Production
Modern Language - All MDLA Courses	PSYC 103 Introduction to Psychology (G-WI)	Modern Language - All MDLA Courses	CMTH 182 Multimedia Graphics & Animation
MUSC 101 Introduction to Music	PSYC 230 Introduction to Health Psychology	PHIL111 On Death and Dying	
PHIL 111 On Death and Dying (G-WI)	PSYC 235 Dev Child Psychopathology	PHIL 121 World Religions	
PHIL 121 World Religions	PSYC 245 Cognitive Psychology	PHIL 204 Asian Philosophies	
PHIL 201 Introduction to Philosophy	PSYC 255 Abnormal Psychology	POLS 101 Introduction to Political Science	
PHIL 202 Ethics and Moral Problems (G-WI)	PSYC 258 Developmental Psychology (G-WI)	POLS 105G American Constitutional Law	
PHIL 204 Asian Philosophies	PSYC 265 Psychology of Sex and Gender	POLS 150 Peace Studies & Conflict Resolution (Study Abroad)	
PHIL 211 Ancient Philosophy	SOCA 103 Principles of Sociology (G-WI)	POLS 202 International Relations	
PHIL 215 Modern Philosophy	SOCA 125 Sociology of Families (G-WI)	POLS205 Women & Politics	
PHIL 225 What is Freedom?	SOCA 210 Sociology of Gender	POLS 251 State & Local Government	
		PSYC 258 Developmental Psychology	
		SOCA 102 Cultural Anthropology	
		SOCA103 Principles of Sociology	
		SOCA 105 American Ethnicity	
		SOCA 150 Deviance	
		SOCA160 Issues in Cont Genocide & Mass Violence	
		SOCA204 Social Problems	

Note: General Education courses offered as writing intensive are noted with a G-WI

Appendix B

COMMUNICATION STUDIES PROGRAM ALIGNMENT OF PROGRAM LEARNING OUTCOMES WITH INDIVIDUAL COURSE LEARNING OUTCOMES

For each learning outcome, identify what specific course addresses the specific outcome. Then mark “**I**” for a learning outcome that is introduced (*addressed for the first time*), “**R**” for a learning outcome that is reinforced (*addressed again, but not emphasized in a major way*), and “**E**” for a learning outcome that is emphasized (*addressed in a major way*) under each specific course.

[NOTE: Not every course will necessarily address every learning outcome.]

I=Introduced R=Reinforced E=Emphasized	CMTH 102	CMTH 214	CMTH 215	CMTH 230G	CMTH 231
Learning Outcomes					
1. Transfer to a four-year college or university.	I	R	R	E	R
2. Demonstrate a clear understanding of, and ability to think critically about, communication in theory and practice.	I	E	R	E	R
3. Demonstrate effective use of communication skills and experience to be an effective group member and/or leader.	I	R	R	R	E
4. Adapt communication skills to a variety of audiences and contexts.	I	E	E	R	R
5. Communicate effectively within a culturally diverse society.	I	R	E	R	E

Appendix C

Student Comments from Course Evaluations

- I really like how open he was to help us. He was always there if we had questions and always made sure we understood what was going on.
- Instructor was very helpful, super nice and would answer my emails quickly!
- The professor is a great teacher. He always explained everything to the class. He supported group discussions. He was professional and treated students like equals. I am not a fan of public speaking, but he made the class fun.
- This class was very enjoyable! The professor was great! I had no issues at all with this class at all.
- Instructor was great with just learning and creating his online classroom. He is very friendly and very open to talk about everything. Great teacher
- Really liked my instructor. He is very friendly and good at his job.
- This course was one of my favorites! As a freshman, the idea of college and professors was extremely intimidating, but the open discussions and daily socializing skills put to practice within the classroom was extremely comforting. The real-world activities were also very enjoyable because they allowed me to sit down and analyze my life which encouraged the idea of how important interpersonal communication truly is.
- I really appreciate your emphasis on getting in groups in class. It was a good way to not only get to know others but get a lot of different perspectives. I also appreciate how quickly you were able to adapt to the online format once the shutdown began. Your directions have always been clear, and I appreciate your help during the semester.
- I personally thought our professor was very great and helpful during this tough time. Very good course and very good professor. The only issue is that I order my textbook and it never came.
- Another section of this class that I feel I gained the most from is the chapter on relationships. I'm not going to lie, I am not the best when it comes to relationships and now I can use these tools to understand how to be better in my relationships. I was able to analyze the ones that I lost and have figured out how to repair broken ones.
- I feel as though this class was executed in the best way possible. As my professor you not only helped me understand the material throughout the assignments, but you also gave me tips and tricks on how I could improve on my speeches and on my writing material. It was also nice that you are just a

quick email away to solve issues or questions that I had on some of the trickier material. The discussion posts were also a great way to communicate with other students on the material.

- A lasting lesson that I am taking away is that you have an impact on how comfortable other people feel. For example, when someone is giving a speech and you are the audience. This made me realize that there is a lot I can do to make other people feel more comfortable around me.
- Something I found interesting was the section on listening vs hearing. You can hear someone without really listening to what they have to say. I feel like I never fully focus on just one thing at a time, so I know I have issues really listening and I think that this lesson really brought it to my attention and provided me with ways to go forward and improve.
- Talking in public is not so hard. With just the right amount of support and confidence, I can conquer anything.
- The environment you are in shapes the way you will perform. I have always had speech anxiety but in this class I felt comfortable because the Professor made the environment so welcoming and accepting
- I definitely did look forward to attending this class and being able to openly discuss topics of interest without feeling awkward or the feeling of being made fun of. My professor always was open to listen and always provided feedback with even the smallest topic discussed. I enjoyed the attendance questions, they actually made me want to come to class to see what the question will be since most of the time they were random, and also I enjoyed hearing everyone's response to the question. Thanks Professor and keep up the good work (I feel like I'm the professor now when I said that haha).
- I like everything about the class. I learned a lot about communication.
- I like his attitude. It brings your attention to the class.
- He is most definitely one of my favorite professors at NCC. He has taught me a lot about communication and most importantly kept my interest all semester. Great professor!
- I believe every scholar should have my professor as an instructor or an instructor just as good.
- Everyone becomes close and the material is easy to learn.
- He is quite helpful & clearly indicates what is expected.
- I like how much effort the professor put into this class. It's very much appreciated.
- Overall, I enjoyed this course and I would highly recommend other students to take this course too.
- Great professor. Made this course enjoyable and was very thoughtful in praise

and positive feedback to his students. Made me feel like for the first time a professor was actually reading what I was putting so much thought into writing.

- The professor was always involved with the assignments we had to turn into Blackboard. He commented on every post all the time. He graded things fairly quick and gave us feedback on every assignment we turned in. This professor was overall one of the best professors I have ever had!