

Communication

Program Viability Criteria

- The “Domino Effect” (how the elimination of a program will impact other programs)
 - The Communication department is the only department that teaches the oral communication requirement (A1). All majors and graduates of Bakersfield College are required to take an oral communication class.
- Employment Outlook for Kern County and State- Demonstrates Community Need
 - Communication skills are the number one skill employers are looking for.
- Employment statistics of BC students
- CTE Licensure Exam Pass Rates of Graduates
- Success Rate (by course & dept) – as compared to similar programs statewide
 - See success rates charts from our APR.
- Retention Rate (by course & dept) – as compared to similar programs statewide
 - See retention rates charts from our APR.
- Course Completion Rate - as compared to similar programs statewide
 - See completion rates charts from our APR
- CTE Program Completion Rate
- Trend Enrollment for 5 years
 - See APR for student headcount and demographic information.
- Cost/FTES (after dept review and correction of data)
 - These total costs will be significantly lower if we are unable to open up ghosted classes. However, the cost of FTES may be lower spread between more adjuncts.
 - Communication: Average cost per FTES = 2,084.85; Full Time Faculty \$615,704.11; Part-time Faculty \$309,281.20
 - Journalism: Average cost per FTES = 3,783.89; Full Time Faculty \$126,136.14; Part-time Faculty \$45,027.20
 - The number of AA and AA-T degrees we have awarded has doubled in the past four years.
- Productivity Rate (FTES/FTEF) – as compared to similar programs statewide.
 - We have had a slight increase in productivity, and our success rates have remained high and relatively stable over the past five years.
- Number of Student Contacts (student services criteria)
- Transfer-ready rates of students

- Meets one of the 3 core missions: CTE, basic skills and/or general education for transfer
 - The Communication department is the only department that teaches the oral communication requirement (A1). All majors and graduates of Bakersfield College are required to take an oral communication class.
- Provides necessary student services
- Ability to meet outside agency standards including accrediting agencies, licensing boards and other governing bodies
- Ability for students to complete their program of study (can be used to demonstrate the number of students need the program)
 - There are currently 288 communication majors
- Transfer Model Curriculum (either complete or in process)
 - The Communication AA-T was one of the first three to be approved and functioning on campus.
- For programs rating low, consideration should also be the ability to generate revenue other than FTES (e.g., ticket sales, donations, grants) for the benefit of the program or the college as a whole