Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

PRESS   Digital Communications Management

2021

DCM1 - PRESS 2021

Fanshawe College

DCM1 - PRESS (Program Excellence Self-Assessment) 2020/21

Digital Communication Management - Contemporary Media

Questions	Answers
1. Reflecting on 2020/21, list program and faculty accomplishments.	We launched the program in January 2022, piloting international-only for the first intake and while waiting for Ministry approval for domestic students. There was a high retention rate.
2. Reflecting on 2020/21, list student accomplishments.	Students in the first cohort found jobs fairly quickly after graduation or went on to another program.
3. Comment on the process used by your team in 2020/21 to review program outcomes and the program map, and describe any changes to program outcomes and the program map.	Since the program was launched in Jan '21, the coordinator and CAE support researched and adapted/created the program outcomes which were presented to part-time faculty who were developing the curriculum.
4. Confirm the Job Skills for the Future prioritized for your program (minimum three).	Novel and Adaptive Thinking;#Resilience;#Social Intelligence
4a) Describe any progress made on implementation of the Job Skills for the Future	The program team is assessing the best ways to integrate JSF into the curriculum. MGMT-6161 addresses resilience and social intelligence.

Questions	Answers
5. **Describe the Signature Innovative Learning Experience (SILEx) in your program, specifically noting how the SILEx supports achievement of program learning outcomes.**	INNV-6002 provides live client interactions where student teams work with a client on digital communication projects and students add to their digital portfolios.
5a) Indicate the SILEx category.	Live Client Interactions (Live Client Projects)
5b) Indicate the implementation term for SILEx (e.g., Fall 2022).	Summer '21

Questions	Answers
5c) Indicate/estimate the number of students currently participating in the SILEx .	11
5d) Indicate the type of community partner that engages with students in your SILEx (indicate all that apply).	Not-for-profit organization (small, medium or large)
6. Is indigenous knowledge and/or content embedded in your program?	No
6a) If yes, please explain.	
7. Comment on how research is integrated into the teaching and learning activities of your program – for both students and faculty. What supports would enable further integration of research into your program?	Minimal research has been integrated into the program and this will be an area of discussion for future faculty meetings. Any research is at a basic level and uses secondary resources.
8. Comment on progress made in 2020/21 on the most recent Program Review Action Plan.	NA. The PAC for COR3 with also be the PAC for DCM1 and meetings will be combined.
9. Comment on program-level actions that were implemented in 2020/21 based on the most recent Program Health Tool results.	NA
10. Reflecting on your responses to last year's PRESS, what changes were made to improve program health?	NA

Questions	Answers
11. Comment on the impact of flexible delivery options available for your program (e.g., modular, part-time, accelerated, fast track, weekend) on program health, including student needs, in 2020/21.	NA
12. Comment on facility, equipment, and/or technological infrastructure needed to support program health, specifically student achievement of the program learning outcomes.	The students in the program require access to Adobe Creative Suite software, which they have, but access to data for analytics and industry-specific software for social media management and monitoring is important to provide hands-on experience.
13. Comment on opportunities for faculty professional development to support program health, specifically student achievement of the program learning outcomes.	Professional development opportunities are limited for part-time faculty who are working full-time in the industry, but providing FOL training and support outside of regular 9-5 work hours would be helpful for all part-time employees. As a faculty team, we discussed bringing in someone to join a faculty meeting and provide the training required by the group. It's also important for the program coordinator to undertake PD to stay current in the field.
14. Did you have a Program Advisory Committee Meeting in 20/21?	No
14a) What date was the PAC meeting	
14b) Were PAC minutes archived in FIRST?	No
14c) Comment on the Program Advisory Committee (PAC) recommendations in 2020/21.	NA
15. Is the program accredited / regulated?	No
15a) If your program is accredited, regulated, or externally reviewed, comment on recommendations and requirements in 2020/21.	
16. Reflecting on adaptations made for program delivery due to COVID-19, comment on challenges, changes, and impact.	The program was launched in January of 2021, so right n the middle of COVID. All courses were structured and built with online learning in mind. One of the challenges with the program so far has been the lack of face-to-face interaction with students as well as the many different time zones from which students are studying.

Questions	Answers
17. Reflecting on adaptations made for program delivery due to COVID-19, comment on any adaptations to be *retained* going forward.	Many of the courses will be best in a hybrid delivery style when we're able to do so, but others have proven to do very well in an online format, but students tend to prefer synchronous work for fully online courses in order to engage with the professor and ask questions in real-time.