

Department of Communication Strategic Plan

Mission Statement

The mission of the Communication Department is to strive for quality in our teaching, research and service in order to empower our students with the knowledge and skills necessary to excel in their endeavors.

Strategic Goals

Faculty Excellence

Educational Excellence

Excellence in Service to University, Community and Profession

Faculty Excellence

Objective 1: Faculty will attend workshops online or in-person to advance their teaching skills.

Specific Goal: Each full time faculty member will have attended at least one teaching workshop in the previous year.

Assessment Method: Annual FARs will be reviewed to count number of teaching workshops each faculty member attended.



Objective 2: Student evaluations will show faculty members are good to excellent teachers

Specific Goal: At least 75% of the time, students will say their instructor was “good” or “excellent”

Assessment Method: Chair will review course evaluations to tally percentage of time students say their instructors are “good” or “excellent”

Objective 3: Faculty will present and publish scholarship at recognized academic conferences and in academic journals of repute (peer-reviewed) and creative work at recognized outlets.

Specific Goal: Tenure-track Faculty will average one paper presentation or one publication or creative work presentation each in the previous 12 months.

Assessment Method: Chair will count and average the number of presented and published papers each year based on FAR reports. Books will count as three published papers if book was published by a reputable academic press and were not text books.

Objective 4: Faculty will generate research and service funds through grant applications.

Specific Goal: At least 2 faculty members will have applied for a grant within the previous 12 months.

Assessment Method: Chair will review annual FARs and tabulate number of grants applied for and by whom.



Objective 5: The department will have a diverse and inclusive faculty.

Specific Goal: The department’s Diversity and Inclusion Committee will develop a diversity plan and track outcomes.

Assessment Method: The department will adopt policies and programs over the next 5 years recommended by the Diversity and Inclusion Committee to create a measurable increase in diversity based on race, ethnicity, gender, sexual orientation, disability, culture, religion and political orientation.



Educational Excellence

Objective 1: Students will meet identified learning outcome goals every year.

Specific Goal 1: Students will show competence in at least four chosen learning outcomes at end of each 12-month period.

Assessment Method 1: Students will be tested in the spring of each year and 75% of them in the selected courses will show competence in the identified learning outcomes.

Assessment Method 2: Graduating seniors will be given an exit exam at the end of each semester and 75% of them will show competence in the four selected learning outcomes.

Assessment Method 3: 30% of graduating seniors each semester will have a job offer in their chosen field before graduating.

Assessment Method 4: All students taking internships will receive a grade of B or higher from their internship provider. These will be reported each year by the internship provider.

Specific Goal 2: The faculty will integrate changes in curriculum based on assessment findings each year.

Assessment Method: The faculty will report to the chair each spring specific changes they have made to course content, teaching methods, or curriculum to reflect information received from assessment data.

Specific Goal 3: Faculty will adopt innovative learning and teaching techniques proven by research to improve learning outcomes.

Assessment Method: Chair will identify adoption of TBL, flipped classrooms or other innovative teaching techniques adopted by faculty and reported on annual faculty activity reports.



Objective 2: Students will rate their courses high on standardized course evaluations.

Specific Goal: 75% of students will rate the overall quality of their courses an average of 4.0 on a 5.0 scale at the end of each semester.

Assessment Method 1: Students will be administered a standardized course evaluation in each course at the end of each semester.

Objective 3. Graduated alumni will rate the department high in preparing them for their careers.

Specific Goal: 75% of surveyed alumni will report that the department prepared them well for their careers by teaching them the skills and concepts needed to succeed in their fields.

Assessment Method: The department will survey alumni who have been out of college at least five years about their opinions of what they learned in the department.

Objective 4. The Department will graduate honors students each school year.

Specific Goal: The department will graduate at least two honors students in either department honors or university honors each school year.

Assessment Method: The chair will examine student rolls to determine the number of students graduating from the department with honors.

Objective 5. The Department will encourage students to excel in their studies.

Specific Goal: The department will recognize graduating students per year for achieving 3.5 gpa's or higher at graduation.

Assessment Method: The chair will examine graduation ceremony rolls to count number of students being recognized for high academic achievement.

Objective 6. Qualified students will win internships in their chosen fields.

Specific Goal: Every qualified student who wants an internship will receive one in the semester they apply for internships.

Assessment Method: Internship coordinator will report on number of students who have applied for internships and the number of them who have received internships.



Objective 7. Students will receive excellent advising.

Specific Goal 1: 75% of students will report on annual evaluation forms that they received excellent advising.

Assessment Method: Chair will collect data from student opinion surveys.

Specific Goal 2: 75% of graduating seniors will report that they received excellent advising.

Assessment Method: Students will be surveyed each year and at graduation about their advising experiences.

Objective 8. Students will be presented with the resources they need to succeed in learning the skills and concepts they need.

Specific Goal 1. The department will make available to students the equipment and software programs that are comparable to the equipment and software programs they would use in their careers.

Assessment Method: The department will survey the number of equipment and software needs of the department each year and recommend upgrades and purchases when appropriate.

Software will be upgraded at least every three years. Equipment will be replaced when it is no longer useable or when newer editions are warranted.

Specific Goal 2. The department will keep computers upgraded in the computer lab classrooms.

Assessment Method: The department will upgrade or replace computers on a regular basis to keep the labs updated. Computers in the labs will be upgraded or replaced at least every five years or when needed.

Objective 9. The department will keep the curriculum current with expectations of what students will need to succeed in their chosen fields.

Specific Goal 1: The department curriculum committee will review courses to ensure we are providing students will an excellent program of study.

Assessment Method: The curriculum committee will evaluate the curriculum every year and recommend courses to create or to eliminate.

Specific Goal 2: The department will successfully seek the creation of degree programs in strategic communication, digital cinema and television, and journalism. The communication studies concentration will be the communication degree we now offer.

Assessment Method: The curriculum committee will apply for one additional degree program each year for the next three years, or apply for all the degrees at once no later than 201910.

Specific Goal 3. The department will involve its alumni in curriculum development and assessment.

Assessment Method: The alumni committee and curriculum committee will recommend and the department will establish ways to involve alumni in curriculum development and assessment and the department will seek to establish an advisory board that includes alumni.

Specific Goal 4: Instructors will seek to invite professionals as guest speakers in their classes.

Assessment Method: At the end of each semester, faculty will report and the department secretary will maintain a file on the names and employment of guest speakers.

Objective 10: The department will foster an environment that respects differences and encourages diversity and inclusiveness for students, faculty and staff.

Specific Goal: The department's Diversity and Inclusion Committee will develop a diversity plan and track outcomes.

Assessment Method: The department will adopt policies and programs over the next 5 years recommended by the Diversity and Inclusion Committee to create a measurable increase in diversity based on race, ethnicity, gender, sexual orientation, disability, culture, religion and political orientation.

Excellence in Service to the University, Community and Profession

Objective 1. The department's faculty will sit on department committees.

Specific Goal: Each faculty member will sit on at least two department committees and actively participate.

Assessment Method: The Chair will review annual FARs to count number of committees each faculty member sits on.

Objective 2: The department will supply faculty for college and university committees.

Specific Goal: At least five faculty members will serve on at least one college or university committee during the previous 12 months.

Assessment Method: Chair will review annual FARs to count number of faculty members who serve on college or university committees.

Objective 3. The department's faculty will serve the community.

Specific Goal: Each faculty member will serve the community in at least one specific way over the previous 12 months.

Assessment Method: The chair will review annual FARs to determine whether this goal is met.

Objective 4: The department's faculty will serve the academic profession.

Specific Goal 1: At least two faculty members will serve a leadership role in a national or regional academic organization within the previous 12 months.

Assessment Method: The chair will review annual FARs to determine whether this goal is met.

Specific Goal 2: At least three faculty members will review papers for a paper competition held by a national or regional academic organization within the previous 12 months.

Assessment Method: The chair will review annual FARs to determine whether this goal is met.

