## **College of Media and Communication Goals for AY 2013-2014**

The first section reflects the goals of the College as determined and prioritized by the College Leadership team during a retreat held on May 28, 2013.

Overall Goal:

To provide an education in media and communication that exceeds the expectations of our accrediting body and that best prepares students for careers in communications.

We will go through accreditation for our JMC programs (multimedia journalism, creative media production, strategic communications) in 2014-15. We will need to have our self-study completed by the end of September 2014. To prepare for that, the College Leadership Team will complete a rough draft of the self-study by November 2013 and we will invite a pre-accreditation site visit with a consultant in fall of 2013.

To ensure we meet our overall goal, we have identified some specific goals for this upcoming year.

Specific Goals

1. Keep curriculum current and rigorous.
   1. Implement new curriculum, including revisions of content in current courses.
   2. Provide lab experiences that reinforce what is learned in our new curriculum.
   3. Look for opportunities for interdisciplinary programs.
   4. Provide more professional development for faculty.
   5. Review Communications Studies curriculum to find focus areas and emphasis packages that appeal to students and reflect strengths of faculty.
2. Improve assessment of curriculum
   1. Provide more training for assessment committee.
   2. Develop and implement assessment plan that provides authentic data for improving curriculum.
   3. Have a nice mix of direct and indirect measures that assess our ability to help students:
      1. Solve problems with critical, analytical and creative thinking.
      2. Communicate using verbal (written and oral) and visual message.
      3. Be professional by knowing the norms, expectations, values and skills required in communication disciplines.
3. Increase undergraduate enrollment by 5% in the next year.
   1. Increase recruiting efforts in high schools, to include recruiting fairs, student press associations, on-campus workshops, improved College website, and service learning with high schools.
   2. Increase awareness of College programs among underclass students.
   3. Promote new curriculum to target audiences.
4. Increase scholarly productivity.
   1. Find ways of providing more release time for our research-oriented faculty.
      1. Teaching release time.
      2. Reduce advising loads.
   2. Provide more training for faculty seeking grants.
   3. Collaborate more with STEM and healthcare faculty.
   4. Provide rewards and recognitions for faculty research.
   5. Review PRT document for possible revisions related to scholarly expectations.
5. Transition to new college structure.
   1. Address necessary adjustments to challenges created by college restructuring
   2. Define roles and functions to meet faculty, staff and student needs.
   3. Develop culture of more interdisciplinary teaching and scholarship across programs.
6. Increase visibility of the college both on and off campus.
   1. Increase our connection with our alumni.
      1. Mentoring program.
      2. Quarterly online newsletters.
      3. Alumni events.
      4. Use our advisory boards more effectively.
      5. Develop a College Development Board.
   2. Improve relationships with potential donors.
   3. Increase our visibility among our peer institutions.
      1. Apply for more student awards
         1. Develop a process by which we can submit more student work to be recognized by reputable professional organizations.
         2. Increase funding for submitting student work and sponsoring student travel for awards programs.
         3. Increase recognition of those who receive awards.
      2. Advertise in national academic and trade publications when feasible.
      3. Increase faculty involvement in national and international academic and professional organizations.
      4. Increase our online visibility through search engine optimization strategies and social media, such as Twitter, Facebook and LinkedIn.
   4. Focus on programs that truly distinguish the College as a leader in communications.
   5. Continue to work with and provide service to our colleagues on campus.
   6. Increase collaboration with other programs on campus.
7. Review Graduate Program for improvements
   1. Establish the recently approved graduate director position and responsibilities
      1. Work with a strong graduate committee
      2. Review graduate curriculum to fit student needs and expectations
      3. Develop admission criteria and manage admissions to grad programs
      4. Establish policies and guidelines for graduate admissions, requirements, deadlines, etc.
8. Continue commitment to diversity of faculty and students in program.
   1. Recruit undergraduate and graduate students from ethnically diverse regions and HBCUs.
   2. Recruit international students for undergraduate and graduate programs.
   3. Provide students with opportunities for understanding diversity, domestically and internationally.
      1. Diversity taught in every class.
      2. Increase opportunities for students to learn about diversity.
         1. Exchange programs
         2. Guest speakers
   4. Recruit, retain and advance faculty that contribute to the diversity of the College.
      1. Increase the proportion of tenured and pre-tenure among faculty positions to 70 percent. Currently at 60%.
         1. Replace instructors with tenure-track faculty as they retire, resign, or are no longer retained.
      2. Have a faculty population reflective of the ethnic diversity of the region, which is at least 28%. Currently, 40 % percent of faculty are minority or international in ethnic characteristics.
      3. Equal representation of male and female among full-time faculty. Currently, 48% are female.
   5. Maintain an appropriate mix of strong professional and strong academic backgrounds for college faculty – particularly those in journalism and radio-television.

**Unit Goals**

1. **Increase the enrollment of well-qualified students in academic courses and programs**
2. Recruit qualified graduate students
   * Increase graduate admission standards to improve qualifications and graduation rates
   * Continue to recruit students from historically black institutions and specifically through faculty visits to specific HBCU’s.
   * Recruit international students that are a good fit for our graduate program.
3. Expand number of undergraduate majors by 5 percent.
   * Recruit aggressively throughout region, particularly in Central Arkansas through visiting schools, college fairs and statewide meetings and through advertising
4. Increase online offerings in all three departments.
   * Propose an interdisciplinary Master of Media Management (MMM), with online offerings being predominant
5. **Improve the success of students as measured by persistence rates, graduation rates, achievement on professional exams (as appropriate), and success in employment and/or admission to graduate and professional schools**
6. Create advising center that will increase quality and accessibility of advising for students and track them towards graduation.
7. Create a career center that will manage mentoring program, internship program, and build connections with communications professions for employment. Will work closely with university career center.
8. Develop a mentoring program that connects each of our majors with a working professional, typically alumni and friends of the college. The program will help students coming into our programs learn how to realistically prepare for their careers and will establish the beginnings of a professional network.
9. Provide role models for students through a monthly speaker series that brings alumni to campus for lectures and classroom visits.
10. Develop process and encourage student submissions to regional and national competitions to evaluate the quality of professional work.
11. Orientate incoming freshmen and other new students to the college faculty, traditions and opportunities for involvement through social activities, including an early September organizational fair, alumni seminar and Tailgate party.
12. Introduce students to their academic advisers ASAP and offer advice and counsel through FYE classes.
13. Involve new and continuing students in activities of student media or at least one professional student organization.
14. **Expand the number and dollar value of grant/contract proposals seeking extramural support for research, demonstration projects, creative expression, equipment/facilities, and other projects of value to the University and in achieving funding for these projects**
15. Strongly encourage faculty to add, or update, their SPIN/PLUS key words to generate external funding leads.
16. Encourage faculty to participate in grant writing workshops.
17. Target submission of at least two external grants by faculty.
18. Implement strategies to enhance KASU’s external revenue generation, including maintaining its CPB grants, community donations, and foundation grants.
19. Develop one external proposal per department during 2012-2013
20. Continue efforts to increase revenue and contain expenses for Printing Services, with annual revenue exceeding costs by $100,000.
21. **Identify academic courses that may lend themselves to larger sections without compromising academic quality and integrity, which if presented in this format would allow credit hour production to remain stable or improve while enabling selected faculty members to be provided with release time to focus on research (particularly research funded by extramural support from competitive sources)**
22. Conduct a complete review of courses over the last three years to identify trends that would allow us to consolidate sections that would allow more release time to junior faculty and productive scholars.
23. Identify conceptual courses with low enrollment potential and replace them with alternatives that would draw a high number of non-majors.
24. Encourage faculty to be creative in proposing new courses that have high yield potential
25. **Ensure that necessary and appropriate actions are taken to bolster institution-wide efforts to raise philanthropic support for the University (in association with the Centennial Capital Campaign and otherwise), with special emphasis on seeking funds needed to provide a level of excellence for the academic area of the University not otherwise available from legislative appropriations, tuition and fees, and other sources**
26. Create a College Development Board with alumni and friends of the college. This board would also be affiliated with department advisory boards.
27. Establish funding priorities to include student scholarships, support for student involvement in professional competitions, professional development for faculty, and international outreach.
28. Plan monthly meetings with Director of Development assigned to the college to identify potential donors among alumni and non-alumni.
29. Develop a quarterly online newsletter to keep alumni and friends of the college informed on new developments, as a way of cultivating them as potential donors
30. Participate on appropriate university planning committees related to the capital campaign.
31. Look for opportunities for a significant gift, with possibilities of naming programs.
32. Continue success in funds raised through the annual alumni phonathon.
33. Sponsor two alumni and Friends of Communications events to increase communication with alumni.
34. Devote at least one day a month to external relations and visits with alumni and friends of the college in Jonesboro, across the state and beyond.
35. **Support efforts to internationalize the University**
36. Continue to further RTV’s collaboration with Ukhta State Technical University to developed television programs to promote cultural understanding between both nations.
37. Continue to develop opportunities for collaboration with Beijing Normal University.
38. Carefully consider the possibility of establishing a program in Kuwait.
39. Encourage and support chairs and faculty to take students each year to international settings to expand their worldview.
40. Develop programs that promote international awareness and understanding on ASU-TV (Channel 18 on SuddenLink Cable)
41. Encourage faculty with international connections to promote the university and our college at every available opportunity
42. Continue to support the recruitment of high quality international students into our degree programs
43. Develop new degree programs that will appeal to high numbers of international students.
44. **Contribute positively to the development of an institution-wide strategic plan and an updated strategic plan for academic affairs and research**
45. Continue to maintain chairs, faculty members and deans participation in the university’s strategic planning efforts.
46. Continue to encourage the chairs, several faculty members and my support of the university’s efforts to collect evidence for the HLC Accreditation self study.
47. **Engage proactively in supporting diversity in employment, the curriculum, and in outreach initiatives**
48. Continue to maintain a faculty and student percentage, who are women, people of color, people of international origins, that is higher than the university averages for these categories
49. Continue to devote a class solely to race and gender diversity, but also to teach diversity across our curriculum.
50. Continue to encourage service learning projects, where our classes produce works for non-profit organizations throughout Jonesboro and Craighead County, ranging from website creation to public relations consultancy
51. Continue to maintain our existing outreach activities, including our work with KAIT to telecast the UCP telethon, and with county schools to produce the Craighead County Spelling Bee
52. Encourage the Debate Team to establish a mentoring program in area high schools.
53. **Hire and retain the best and brightest faculty members available within the budgetary parameters**
54. Increase the proportion of tenured and pre-tenure among faculty positions to 70 percent of the positions
55. Have a faculty population reflective of the diversity of the region and consistent with discipline standards, which specify at least half of faculty positions, be filled by women or minority men.
56. Maintain an appropriate mix of faculty—particularly in journalism and radio-television—with strong professional backgrounds and strong academic backgrounds.
57. Encourage each department to organize at least one professional development seminar on campus during academic year, and each faculty member is expected to participate in at least one professional or scholarly development conference or seminar during the year.
58. Provide sufficient time and resources for scholarly and creative activities that new faculty must have in order to succeed.
59. Establish a positive environment that encourages faculty with Master’s degrees to seek higher degrees.
60. Encourage chairs to discuss with each faculty member (alone or in company of the dean) the faculty member’s short term or long term goals, how they mesh with the college’s priorities, and how they might be attained.

1. **Support actively efforts to increase the number of academic courses and programs delivered by distance learning**
2. Enable RTV’s efforts to provide video production support to enhance the College of Education delivery of its online degrees offered in collaboration with the Large Scale Distance Education (LSDE) office.
3. Offer online versions of conceptual courses to generate higher SCH.
4. Propose and seek appropriate approvals for the establishment of an interdisciplinary online Master of Media Management (MMM) degree at the college
5. Propose and seek appropriate approvals for the establishment of a Global media Ph.D. program at the college
6. **Take appropriate actions to ensure that accreditation guidelines are met fully**
7. Seek leadership opportunities in our accrediting body, ACEJMC.
8. Keep abreast of current developments in our accreditation guidelines through conversations with colleges and representatives of our accrediting body, ACEJMC.
9. Attend, along with RTV and Journalism chairs, the ACEJMC accreditation workshop at the 2012 AEJMC convention in Chicago to learn about updates in the accrediting standards, values and competencies
10. Attend, along with RTV and Journalism chairs, the ACEJMC accrediting committee meeting in Chicago to learn how the new standards are being applied
11. Continue to monitor our BS degrees’ adherence to the 72-hour rule. Goal is 100% compliance.
12. **Contribute actively to institution-wide efforts focused upon assessment, continuous quality improvement, and otherwise preparing the University for developing a Self-Study and visitation (in September 2012) by the Higher Learning Commission of the North Central Association of Colleges and Schools in association with the reaffirmation of institution-wide accreditation**
13. Respond to requests for information from the Office of Assessment Initiatives in a timely manner.
14. Develop a strong assessment committee, headed by a College Assessment Guru who will receive additional training and spend significant time developing and implementing an assessment plan.
15. Implement instructional, curricular and pedagogical changes resulting from recommendations from faculty and departmental professional advisory board following their discussion of assessment results
16. Continue to implement and re-examine existing assessment plans for Oral Communication and for ACEJMC-accredited programs.
17. Ensure courses offered at ASU Paragould are meeting the same learning outcomes as those offered in Jonesboro.
18. Complete and implement program assessment plans for Communication Studies and the M.S.M.C. degree.

1. **Support fully institution-wide efforts to comply with the letter and spirit of academic program review requirements and academic viability standards that have been mandated by the Arkansas Department of Higher Education**
2. Begin preliminary work towards completing and implementing program review for the Department of Communication Studies
3. Continue to strive not just to meet minimum viability standards, but to exceed them for all degree programs
4. Explore prudent marketing and creative course development opportunities to ensure sustainable enrolment growth in our programs that would render viability into a non-issue for the college
5. **Use available financial and resources optimally, legally, and consonant with best practices**
6. Prioritize equipment needs, focusing on those that will have the greatest impact on student learning.
7. Ensure that major equipment is purchased through the competitive bidding process.
8. **Develop and implement new, high quality academic programs that accommodate the needs of students the discipline, the region, and the State of Arkansas**
9. Implement new curriculum that is increasing visual communication and social media skills.
10. Implement new multimedia journalism degree that uses more digital media for collecting, synthesizing and distributing news and information.
11. Implement new creative media production degree that incorporates more digital media and sports media.
12. Develop focus for Communication Studies
13. Propose and seek appropriate approvals for the establishment of a Master of Media Management degree at the college
14. Propose and seek appropriate approvals for the establishment of a Global media Ph.D. program at the college
15. **Engage faculty, students, alumni, and employers actively in assessment of courses and academic programs with regards to an array of parameters (e.g., quality, rigor, and relevancy), document findings, develop plans for building upon strengths and overcome any/all shortcomings, implement these plans, and monitor the ensuing results with the intention of and commitment to continuous quality improvement**
16. Faculty will rate portfolios for all sequences on Assessment Day (Study Day) each semester and use the ratings to discuss modifications to the curriculum and instruction.
17. Develop assessment instruments that evaluate students ability to retain knowledge, think critically, and demonstrate skills.
18. Departmental advisory boards will convene during Convocation of Scholars week to rate portfolios for all sequences and discuss possible modifications to the curriculum and instruction.
19. Encourage faculty to standardize student peer review of class projects as part of their instructional strategy.
20. **Place greater emphasis on the formation and development of advisory committees for all professional programs seeking from their membership advice, work, wisdom, and contributions (both monetary and in-kind)**
21. Review and update the membership of the Journalism and RTV advisory boards.
22. Oversee the formation of an advisory board for communication studies.
23. Create a development board for the college.
24. **Provide assistance to faculty members who seek to enhance their courses and teaching, research and service**
25. Encourage and support faculty participation at various ITTC institutes
26. Bring in professional development workshops that will maximize our budget and reach more faculty.
27. Provide appropriate incentives to motivate faculty to seek creative ways to enhance their curriculum, teaching, research and service
28. Encourage and support faculty participation professional development workshops and seminars held off-campus.
29. **Participate actively in academic program reviews as per the guidelines provided by disciplinary/specialized accreditation agencies and the Arkansas Department of Higher Education (ADHE)**
30. Continue to undertake academic program review for and on behalf of accrediting agencies or universities