

Annual Goals for Communications

2011-2012

Goal 1:	Accreditation Pre-Visit Assessment
Description:	Have an accreditation pre-visit to enable the department to assess its progress towards achieving accreditation. Continue to emphasize to the faculty the talking point of accreditation as they speak with students about the mass communication degree AND enable them to explain why communication arts is not part of the accreditation but still a solid area of study.
Budget:	1.00
University Goals Supported:	1,2
Strategic Goals Supported:	420,421,42
Responsibility:	Dr. Gregory Pitts, Professor & Chair
Participation:	All faculty in the department.
Results:	Outside assessor, Dr. Trevor Brown, retired Dean of the School of Journalism at Indiana University will conduct a program review.
Actions/Improvements:	
Future Actions/Improvements:	

Goal 2:	Speakers and Internationalization
Description:	Host at least one distinguished speaker for a campus and community event. Host a departmental event to increase awareness of societal diversity. Host another international journalist. Schedule at least one campus-wide presentation by the journalist and use the journalist in our classes.
Budget:	4.00
University Goals Supported:	1,2,3,4,5
Strategic Goals	421,424

Supported:

Responsibility: Dr. Gregory Pitts, Professor & Chair

Participation: All faculty in the department

Results: We were fortunate to hold our first Parker-Qualls Lecture in Communications in Fall 2010. During the Spring 2011 term, we had two speakers on campus, as part of First Amendment Awareness Month. During the 2009 - 2010 and 2010 -2011 academic years, we hosted a visiting journalist from Serbia. We have a visitor this year, 2011 - 2012, from Macedonia.

Actions/Improvements: Students have a keener awareness of the First Amendment and the associated five freedoms. Not only are we increasing student knowledge but we hope we are reminding them that the First Amendment freedoms extend to all members of U.S. society--thus expanding their point of view for diverse groups in society.

**Future
Actions/Improvements:**

Goal 3: Visitors

Description: Make contact with regional media leaders to tell our story about UNA and the Department of Communications.

Budget: 1.00

**University Goals
Supported:** 1,5

**Strategic Goals
Supported:** 420,421,42

Responsibility: Dr. Gregory Pitts, Professor & Chair

Participation: All faculty in the department

Results: Through First Amendment Month, we were able to invite the local newspaper owners to campus for a look at our program. UNA had an administrative and student presence at the Alabama Press Association meeting--the first time in many, many years.

Actions/Improvements:

**Future
Actions/Improvements:**

Goal 4:	Curriculum
Description:	Continue with curriculum matters as needed...minors, revisions in courses, deletions, other housekeeping changes.
Budget:	0.00
University Goals Supported:	1
Strategic Goals Supported:	420,421
Responsibility:	Dr. Gregory Pitts, Professor & Chair
Participation:	All faculty in the department
Results:	The new curriculum was implemented in Fall 2010.
Actions/Improvements:	We're seeing an improvement in student writing through the new COM 215 Media Writing course. We have become painfully aware of what our students DO NOT know through the COM 303 Communication Research class.

**Future
Actions/Improvements:**

Goal 5:	New line
Description:	Author a job description for a new faculty position--a video/convergence position. Forward to dean and provost.
Budget:	0.00
University Goals Supported:	1,3
Strategic Goals Supported:	420,423,42
Responsibility:	Dr. Gregory Pitts, Professor & Chair
Participation:	Jason Flynn
Results:	UNA has created a staff videographer position to handle the production of video content for the university. This is not the sort of line I need for my department--this is not a faculty line--but I am pleased to see us move in this direction.
Actions/Improvements:	Communications, as a professional discipline, has an ability to contribute to university advancement. Students in the program

benefit from the hands-on experiences they receive. A television broadcast journalist will fill a needed teaching position and this individual should make a genuine contribution to university advancement.

**Future
Actions/Improvements:**

Goal 6:	First Amendment
Description:	Host another First Amendment campus program. Look for campus funding to help support this effort.
Budget:	5.00
University Goals Supported:	1,2,3,4,5
Strategic Goals Supported:	420,421
Responsibility:	Dr. Gregory Pitts, Professor & Chair
Participation:	All faculty in the department
Results:	The Department of Communications received grant funding for a Spring 2011 First Amendment program. We plan to repeat this effort--though scaled back due to limited funding.
Actions/Improvements:	First Amendment Month was a great program for introducing students and faculty (and our local community) to the First Amendment and the five freedoms.

**Future
Actions/Improvements:**

Goal 7:	Faculty Teaching Development
Description:	Identify at least two Faculty Development events to promote improved teaching. Fund through the department and with resources from other offices on campus.
Budget:	0.00
University Goals Supported:	1,2
Strategic Goals Supported:	421,422

Responsibility:	D
Participation:	All faculty in the department
Results:	Two faculty previously attended a multimedia boot camp. We recognize there is little expectation of faculty turnover in the department. To keep faculty fresh with appropriate teaching skills, we need to invest in professional training.
Actions/Improvements:	Dr. Pat Sanders continues to improve her skills in media convergence. This is a positive experience for her and a positive example for other faculty who need to update their skills.
Future Actions/Improvements:	

Student Learning Outcomes for Communications

2011-2012

Outcome 1:	COM 201
Description:	Implement standardized procedures for COM 201, including course workbook.
Budget:	\$100.00
Core Competencies Supported:	1,2,3,4,5
Assessed How Often:	
Assessed this Year?	
Responsibility:	
Participation:	
Direct Assessments	

Indirect Assessments

Results:

**Curriculum
Actions/Improvements:**

Other Actions/Improvements:

Future Actions:

Outcome 2:	ACEJMC Learning Outcomes Embedded in classes
Description:	Ensure that ACEJMC learning objectives are embedded in courses AND that faculty effectively reach the objectives.

Budget: \$0.00
Core Competencies Supported: 1,2,3,4,5

Assessed How Often:

Assessed this Year?

Responsibility:

Participation:

Direct Assessments

Indirect Assessments

Results:

**Curriculum
Actions/Improvements:**

**Other
Actions/Improvements:**

Future Actions:

Outcome 3: Exit survey

Description: Develop assessment survey for completion during a student's final academic year at UNA.

Budget: \$0.00

Core Competencies Supported: 4

Assessed How Often:

Assessed this Year?

Responsibility:

Participation:

Direct Assessments

Indirect Assessments

Results:

Curriculum

Actions/Improvements:

Other Actions/Improvements:

Future Actions:

Outcome 4: Writing

Description: Implement new COM 215 Media Writing course to improve student writing and research. This includes not only offering the course but ensuring that suitable lab facilities are available for teaching and student use.

Budget: \$70.00

Core Competencies Supported: 1,2,3,4,5

Assessed How Often:

Assessed this Year?

Responsibility:

Participation:

Direct Assessments

Indirect Assessments

Results:

Curriculum

Actions/Improvements:

Other

Actions/Improvements:

Future Actions:

Outcome 5: Alumni Survey

Description: Begin a systemic survey of alumni to assess the program and adjust teaching where needed.

Budget: \$500.00

Core Competencies Supported: 1,2,4

Assessed How Often:

Assessed this Year?

Responsibility:

Participation:

Direct Assessments

Indirect Assessments

Results:

Curriculum

Actions/Improvements:

Other Actions/Improvements:

Future Actions:

Outcome 6: ACEJMC Learning Outcomes

Description:

Students will: -understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances; -demonstrate an understanding of the history and role of professionals and institutions in shaping communications; -demonstrate an understanding of the diversity of groups in a global society in relationship to communications; - understand concepts and apply theories in the use and presentation of images and information; -demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; -think critically, creatively and independently; -conduct research and evaluate information by methods appropriate to the communications professions in which they work; -write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; -critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; -apply basic numerical and statistical concepts; -apply tools and technologies appropriate for the communications professions in which they work.

Budget:

\$0.00

**Core Competencies
Supported:**

1,2,3,4,5

Assessed How Often:**Assessed this Year?****Responsibility:****Participation:****Direct Assessments****Indirect Assessments****Results:****Curriculum**

Actions/Improvements:

Other

Actions/Improvements:

Future Actions: