

**Department of Communication**  
**Response to**  
**Program Review Evaluation Team Report**  
**October 10, 2010**  
(R. J. Scott)

**Recommendation 1**

**The department needs to carefully monitor and implement future funding sources for student labs and resources. The ability of the department chair or the dean to reallocate funding in some areas of the budget and use for replacement, refurbishing, repair and remodeling seems unpredictable. The possibility of a here-to-for avoided course fee or department fee could be considered in order to help the department be more self-supporting.**

**Response: Agree.**

At its strategic planning session on October 8, 2010, Department of Communication faculty agreed to develop course fees to help support repair and replacement of classroom and laboratory equipment. Course fees will be developed in late Fall semester 2010.

**Recommendation 2**

**Secure consistent and additional secretarial support to assist the existing staff and especially prepare for the additional demands of the graduate program admissions, committee coordination, curriculum and student progress.**

**Response: Agree.**

At the beginning of the 2010 academic year the department chair and department secretary developed a plan to provide part-time, hourly clerical support for the Master of Professional Communication (MPC) program. Costs for department work-study support were calculated for the academic year and subtracted from the 2010- 2011 hourly wage budget. The amount remaining in the hourly wage budget was earmarked for MPC support. If these funds are depleted or are otherwise insufficient for adequate MPC clerical support, the department chair and MPC director might run a deficit in the MPC account to provide needed clerical support. The MPC budget includes a \$10,000 line item for clerical support for the first year.

### **Recommendation 3**

**Financial support for faculty research and travel will be even more critical as the graduate program inherently demands higher levels of scholarly activity. The current practice of funding only one-quarter to one-third of the cost to travel to a national convention and to have faculty members personally pay for substantial portions of that travel is not consistent with a quality undergraduate or graduate program. As stated in the previous five year list of recommendations, additional funding would allow for the improvement of administrative support for a culture of scholarly and creative activity.**

**Response: Agree.**

The dean allowed the department chair to carry forward travel funding from the 2009 – 2010 academic year to the 2010 – 2011 academic year. This will increase faculty travel funds available for each faculty member to \$680 per faculty member. However, this is only a temporary solution, a band-aid on the ongoing problem of adequately funding support for faculty travel to professional conferences. The department chair will continue to raise this issue with the dean in hopes of securing more support for travel/professional development in the future. Also, the department chair will discuss with the MPC director the prospect of using revenue from the MPC to support faculty travel, especially travel support for faculty teaching in the MPC program. Finally, department faculty will discuss tapping two department accounts to help support travel, especially for those presenting at conventions. The residue sharing/concurrent and communication royalties accounts would be used to augment travel.

### **Recommendation 4**

**Continue effective assessment practices of EPIC and other methods but also find additional funding sources or released time to facilitate portfolio and alumni surveys to better accomplish full programmatic evaluations.**

**Response: Agree.**

Portfolios are presently a requirement for Communication 4990, Senior Seminar. Portfolio assessment will be integrated into a future stage of programmatic assessment of the major. The department conducted an alumni survey several years ago. Results of the alumni survey were useful for programmatic assessment and department planning. After its current stage of strategic planning is completed, the department will develop another alumni survey. Survey results will be used to measure graduate satisfaction with the major and to make changes to the curriculum to meet student needs.

**Department plans beyond Program Review Evaluation Team recommendations.**

Mass communication faculty are working to remove the broadcast news emphasis from the Electronic Media concentration and merge it with the Journalism concentration to create a Multiple-Platform Journalism concentration. The existing Electronic Media concentration will become Digital Media Production.

Follow-up to Fall 2010 strategic planning will include a review of all courses and elimination of courses no longer deemed important to the curriculum. Courses also may be added to meet contemporary needs of Communication graduates. For example, a course in backpack Journalism will likely be added to the new Multi-Platform Journalism concentration. The department will continue discussions from our two days of strategic planning on eliminating or combining existing concentrations.