Department of Communication
College of Letters, Arts, and Social Sciences
2016-2020 Strategic Plan

MISSION:
The Department of Communication's student-centered programs are committed to empowering our students to become skilled professionals in a diverse range of media and communication fields, and as community leaders, regional stewards, and educated global citizens. (9/30/2016)

VISION:
The Department will be the regional students' choice for quality, innovative communication education. (9/30/2016)

PLANNING OBJECTIVES

1. Communication Department will provide effective teaching.

   a. Measure: Teaching evaluations.
      i. Criterion: The average summary evaluation score across Communication faculty will be no less than 3.5.

   b. Measure: Peer, chair, and/or classroom observations.
      i. Criterion: 80% of faculty will be rated at least 3 out of 5 in all three categories included on the Chair/Peer class observation form.

   c. Measure: Senior student portfolios as evidence of good teaching.
      i. Criterion: 80% of graduating seniors will have a portfolio that demonstrates program competencies.

2. Communication Department will provide excellent advising services.

   a. Measure: Student satisfaction self-reports.

      i. Criterion: Departmental satisfaction survey administered to students from all class ranks. 80% of faculty must receive – on average – a 3 or higher.

      ii. Criterion: University satisfaction survey administered automatically to students after the advising period. 80% of faculty receive "satisfied" or "very satisfied" on the University Advising Survey Report.

   b. Measure: Evidence provided from retention rates.

      i. Criterion: We will grow steadily reaching an 85% retention rate in 2020.

   c. Measure: Evidence provided from for-credit internship placements.

        i.   Criterion: We will bring the annual average from 132 for-credit internship placements to 160 for-credit internship placements annually due to growth in the department by 2020.

3. Communication Department will emphasize its commitment to stewardship.

   a. Measure: Evaluate portfolio of successful partnerships, student projects, and/or involvement with business, community, alumni, or educational entities.

      i. Criterion: 80% of successful partnerships, student projects, or involvement with business, community and alumni or educational entities as evidence by co-op reports and departmental rubrics.

4. Communication Department will grow its majors (active and enrolled) by an average of 5% a year or by 25% during the five-year period through student recruitment and retention efforts.

   a.   Measure: Enrollment reports as verified by Institutional Research.

      i. Criterion: By 2020, we will have more than 500 majors (active and enrolled).

5. Communication Department will successful integrate the Multimedia News Concentration as part of the Broadcasting & Electronic Media Major.

   a. Measure: The BEM Major will successfully include the Multimedia News Concentration as one of its three tracks.

      i. Criterion: By no later than 2020, the Multimedia News Concentration will be in the EKU catalog as an official part of the BEM curriculum.

BA in Broadcasting & Electronic Media Student Learning Outcomes

1. Production: BEM juniors and seniors will appropriately select and effectively use technology to produce storytelling content that meet project/client demands and industry standards.

   a. Measure: Faculty will use a rubric for measuring the SLO in an electronic portfolio web page and a producer's notebook. The faculty agreed to introduce the students to a pretest of the rubric in BEM 395 Video Production 1. The rubric will be used again in BEM 491 Senior Seminar.

      i. Criterion: The goal of 80% of the students rated at either two or three on a three-point scale (emerging, competent, or exemplary) of the rubric.

      ii. Criterion: Once a year, the BEM program coordinator will review and share with the BEM faculty the "Student Success Report" provided by the Office of Institutional Research.

2. Performance: BEM juniors and seniors will demonstrate professional multimedia performance techniques.

    a. Measure: Faculty will use a rubric for measuring the SLO in an electronic portfolio web page and a producer's notebook. The faculty agreed to introduce the students to a pretest of the rubric in BEM 395 Video Production 1. The rubric will be used again in BEM 491 Senior Seminar.

        i. Criterion: The goal of 80% of the students rated at either two or three on a three-point scale (emerging, competent, or exemplary) of the rubric.

        ii. Criterion: Once a year, the BEM program coordinator will review and share with the BEM faculty the "Student Success Report" provided by the Office of Institutional Research.

3. Writing: BEM juniors and seniors will communicate effectively through a variety of multimedia writing styles.

    a. Measure: Faculty will use a rubric for measuring the SLO in an electronic portfolio web page and a producer's notebook. The faculty agreed to introduce the students to a pretest of the rubric in BEM 395 Video Production 1. The rubric will be used again in BEM 491 Senior Seminar.

        i. Criterion: The goal of 80% of the students rated at either two or three on a three-point scale (emerging, competent, or exemplary) of the rubric.

        ii. Criterion: Once a year, the BEM program coordinator will review and share with the BEM faculty the "Student Success Report" provided by the Office of Institutional Research.

4. Producing: BEM juniors and seniors will understand the hierarchy and duties needed to apply effective and collaborative team communication and management skills to complete the multimedia process.

    a. Measure: Faculty will use a rubric for measuring the SLO in an electronic portfolio web page and a producer's notebook. The faculty agreed to introduce the students to a pretest of the rubric in BEM 395 Video Production 1. The rubric will be used again in BEM 491 Senior Seminar.

        i. Criterion: The goal of 80% of the students rated at either two or three on a three-point scale (emerging, competent, or exemplary) of the rubric.

        ii. Criterion: Once a year, the BEM program coordinator will review and share with the BEM faculty the "Student Success Report" provided by the Office of Institutional Research.

5. Reading: BEM students will critically read to independently learn.

    a. Measure: A rubric will be developed for BEM XXX "Information Gathering" to evaluate students critical reading skills.

        i. Criterion: The goal of 80% of the students rated at either two or three on a three-point scale (emerging, competent, or exemplary) of the rubric.

BA in Communication Studies

1. CMS students will apply critical thinking skills when analyzing communication.

    a. Measure: EKU's Critical Thinking Rubric

        i. Criterion: 80% of all CMS graduates will score a 3 or better using the EKU Critical Thinking Rubric

2. CMS students will effectively apply appropriate and accurate writing standards.

    a. Measure: EKU Rubric for Written Communication

        i. Criterion: 80% of all CMS graduates will score a 3 or better using the EKU Critical Writing Rubric

3. CMS students will have the ability to communicate orally in multiple contexts.

    a. Measure: Senior-level students' capstone presentation – EKU Oral Communication Rubric.

        i. Criterion: 80% of the graduating CMS students will score a 3 or better using the EKU Oral Communication Rubric.

BA in Journalism Student Learning Outcomes

1. Students will use critical thinking skills in identifying and analyzing media issues.

    a. Measure: Media Ethics writing assignment, which includes components of research, writing and critical thinking. (Active)

        i. Criterion: 75% of students will score 3 or higher using scoring guide for critical thinking and critical writing. Schedule: Once a year.

2. Students will be to produce written and visual products for mass media across multiple platforms.

a. Measure: Portfolio of writing, design and photography pieces produced in multiple classes and compiled for Senior Seminar. (Active)

 i. Criterion: 75% of students will score 3 or higher using scoring guide for effective portfolios. Schedule: Once a year.

3. Students will be effective information gatherers and writers.

 a. Measure: COM 301 Writing and Reporting News II writing assignment, which includes components of research, writing and critical thinking. (Active)

 i. Criterion: 75% of students will score 3 or higher using scoring guide for effective news reporting and writing. Schedule: Once a year.

BA in Public Relations Student Learning Outcomes

1. Students will demonstrate information literacy, including a strong comprehension of the complex Public Relations discipline, including principles, theory, scope, history, application and relevance.

 a. Measure: Faculty will apply student performance rubric in capstone class (PUB 490S)

 i. Criterion: 80% of students will score 8/10 to demonstrate competence.

 b. Assessment Method: Project client will apply performance rubric in capstone class.

 i. Criterion: 80% of students will score 8/10 to demonstrate competence.

2. Students will demonstrate a thorough understanding of the Public Relations process including research, action, communication and evaluation (RACE).

 a. Measure: Faculty will apply student performance rubric in capstone class (PUB 490S)

 i. Criterion: 80% of students will score 8/10 to demonstrate competence.

 b. Assessment Method: Project client will apply performance rubric in capstone class.

 i. Criterion: 80% of students will score 8/10 to demonstrate competence.

3. Students will conduct effective PR research programs including situational analyses, and use of appropriate methods and measurements of effectiveness, including faculty/student collaboration when appropriate.

 a. Measure: Faculty will apply student performance rubric in capstone class (PUB 490S)

 i. Criterion: 80% of students will score 8/10 to demonstrate competence.

b. Assessment Method: Project client will apply performance rubric in capstone class.

       i. Criterion: 80% of students will score 8/10 to demonstrate competence.

4. Students will demonstrate a high level of knowledge necessary to plan and develop effective PR programs or campaigns.

     a. Measure: Faculty will apply student performance rubric in capstone class (PUB 490S)

       i. Criterion: 80% of students will score 8/10 to demonstrate competence.

     b. Assessment Method: Project client will apply performance rubric in capstone class.

       i. Criterion: 80% of students will score 8/10 to demonstrate competence.

5. Students will demonstrate appropriate skills, knowledge and comportment in a professional Public Relations setting.

     a. Measure: Faculty will apply student performance rubric in capstone class (PUB 490S)

       i. Criterion: 80% of students will score 8/10 to demonstrate competence.

     b. Assessment Method: Project client will apply performance rubric in capstone class.

       i. Criterion: 80% of students will score 8/10 to demonstrate competence.