

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Communications Department

Unit Mission: The Department of Communications supports the mission of RSU and the School of Liberal Arts by fostering the skills of critical thinking, writing, research, and oral communication among our students.

Goal 1: Advance Academic Excellence.
 This *Unit Action Plan* Specifically Supports Commitments 1.1, 1.2 (two items), and 1.4.

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.1 Provide creative and innovative learning environments	Instructors will integrate 3-camera productions into Video Production and Advanced Broadcast with increased use in other production classes.	Utilization of the Baird Performance Studio.	At least ten student-media projects will be produced in the Performance Studio.	At least 37 student productions were completed in the Baird Performance Studio in 2013-14. Claremore's Weekend Update was produced 16 times, 20 persuasive speeches were shot with full-production values for possible use as a training DVD for speech communication, one senior capstone project was a full-production, as well as other, smaller projects for student-worker training.	Standard met.
	Students can complete much of their projects in daytime hours and have more daytime assistance from faculty and lab assistants.	Increased availability of open-lab time for video editing in BH 224.	At least ten <u>daytime</u> open lab hours per-week added in BH 224. This is made possible by the addition of a second Mac lab for art (BH 222).	The creation of Lab 222 allowed us to increase the number of open lab hours for video production in Lab 224. During weekday 8-5 hours we now have 31.5, as well as evening and weekend access via card readers.	Standard met.
	By Spring 2014, gain curriculum committee approval for studio and control room course-as a communications elective.	Add 1-hour studio production elective	Yes/No. [1-hour studio production elective will allow students to train on studio and control room equipment.]	The University Curriculum Committee and the Academic Council approved the course for first offering in Fall 2015.	Standard met.

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	By Spring 2014, gain curriculum committee approval for CS-3213R, Multimedia Development--add as a core communications requirement.	Add multimedia course	Yes/No. [Students will expand skills in new media and multimedia.]	The University Curriculum Committee and the Academic Council approved the course as a core requirement for first offering in Fall 2015.	Standard met.
	Downgrade redundant small group comm class to an elective. By Spring 2014, gain approval from the curriculum committee to add new media or advertising/marketing course to the comm corporate option.	Add more up-to-date and useful courses to the corporate option.	Yes/No. [Add New Media and Society or a business advertising/marketing course to the corporate option]	We have not yet decided which course should replace Small Group Discussion in the Corporate Communications option.	Pending.
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Student participation at state and/or regional conferences. Join the South Central Region of the National Broadcasting Society to allow students multi-state competition and seminars.	Increased student participation in state conferences to include OSTCA, OBEA, and OAB. Regional conferences include KCACTF and the South Central Broadcasting Society.	At least ten total students will participate in state or regional conferences. Prospective conferences include OSTCA, OBEA, or others.	Twenty-three students presented dramatic dialogs, scholarly research, competed in public relations, and entered competitive broadcast productions at these conferences. Highlights included a student winning top-paper and another taking first-place in public relations at OSTCA, and another placing second in the radio interview category at OBEA. We did not join the South Central Region of the National Broadcasting Society this year.	Standard met.
	Increase theatre budget 20%	Quality of theatre productions will improve allowing stronger campus productions worthy of awards at state and regional conferences.	Theatre budget will increase by \$2,600.	A difficult fiscal environment prevented any budget increase for theatre in 2013-14.	Standard not met.

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	Expand outlets for broadcasting students' work.	New outlets will be established with online or broadcast/cable channels for presenting student projects.	Students will present their work in more media in 2013-2014.	Some capstone students placed their entire portfolios on prominent career websites in 2013-14, such as Weebly.com and VisualCV.com. Other students placed individual projects on Youtube.com and other sites. Some seniors offered their video projects for programming content to RSU Public Television.	Standard met.
	Hire one full-time faculty member at a 4-4 teaching load.	More departmental courses will be covered by full-time faculty.	The proportion of sections taught by adjunct faculty reduced from 54% to below 40%.	Despite initial approval, a difficult fiscal environment prevented any faculty hires for 2014-15. We still have fewer faculty in Communications than we did in 2007 despite a large increase in credit hours and majors taught.	Standard not met.
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	Faculty research will be promoted and travel funding increased by \$1000.	At least 4 of 5 of our faculty members will present research or attend training.	At least four faculty members will present their research at scholarly conferences or attend training or seminars.	We actually have six faculty (not five as implied, compare with our seven in 2006-2007). All six participated in scholarly activity and training. Locations included New York City, St. Petersburg, Denver, Oklahoma City (multiple), Edinburgh (Scotland), and Heidelberg (Germany).	Standard met.

Goal 4: Leverage Resources
This Unit Action Plan Specifically Supports Commitment 4.4.

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4.4 Update the capital project master plan for all campuses	Improve video equipment, Performance Studio and control room. Buy up-to-date video cameras	Acquire at least 3 cameras with flash card video storage and related accessories.	Yes/No. [By Spring 2014, advanced students will utilize at least 3 cameras with flash card video storage and related accessories.]	Four Panasonic professional cameras acquired in January 2014 at a total cost of \$10,396. Each camera comes with a memory card permitting superior ingestion of video compared to mini-DV systems.	Standard met.

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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
	Remodel TV control room, which was designed as a storage closet. Optimize for classroom instruction. Add window to the lighting control booth for theatre. Add a wall mounted camera to the back of the studio.	Add track lighting, sound proofing and carpet to the control room. Also add a window to the lighting booth, so the lighting director can hear activities in the studio. A wall-mounted camera will allow for wide shots of studio.	Yes/No. [By October 2013, these improvements will be completed.]	All improvements were made in the Performance Studio control room. The Physical Plant provided track lighting in the control room. We purchased ATS Wedge Foam Acoustic Panels and Ram-Tack Spray Adhesive for \$1201.	Standard met.

Goal 6: Promote Community Engagement
This Unit Action Plan Specifically Supports Commitment 6.2.

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6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	Students in capstone, corporate media and advanced broadcast will be encouraged to adopt a charity or non-profit for their projects.	Student participation in civic partnerships directly tied to their coursework.	At least 15 students will participate in service-learning with a community partner.	The number of students working in civic partnerships was at least 39. Students enrolled in Corporate Media Production, Public Relations Strategies, and Senior Capstone worked with 27 different off-campus organizations and businesses to produce real-world projects. In Senior Capstone 12 out of 20 students worked with off-campus organizations or businesses on their projects, including several non-profits. Twelve students in corporate Media Production served six different off-campus clients, and 15 students. Public Relations Strategies worked with nine different clients. Most were non-profit organizations, all off-campus. This does not count the many civic partnerships engaged by RSU Radio.	Standard met.

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Budget Request Supplement for Academic Year 2013-2014
Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
1.1 Provide creative and innovative learning environments	Add 1-hour studio production elective	Faculty member teaches 1-hour overload each year	\$650 for 1-hour course overload	\$650 (course approved)		\$650	Yes, \$650 paid by tuition.

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University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
1.2 -Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Hire a new faculty member to address reliance on adjuncts and teach key classes in the program.	One tenure-track position with preference given to candidates with expertise in PR and advertising with multi-media skills helpful.	A standard faculty position, estimated at \$45,000 salary and \$15,000 benefits. Only a modest increase in office supplies and training/travel would be requested (est. \$1000).	\$0	computer-printer	\$63,000	No, \$0 approved
	Increase theatre budget by 20% to build on successes of previous year.		\$2,600	\$0		\$2,600	No, \$0 increase.
	Join the South Central Region of the National Broadcasting Society to allow students multi-state competition and seminars.		\$300 for dues and award entries to the South Central Region of the National Broadcasting Society	\$0		\$300	No, \$0 approved.

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							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	Faculty research and training will be promoted. Travel funding increased by \$1000.		\$1,000 for faculty travel	\$0		\$1,000	No, \$0 increase.
4.4 Improve video equipment, Performance Studio and control room.	Acquire at least 3 cameras with flash card video storage and related accessories.		\$3,500 each X 3 cameras & accessories = \$10,500	\$10,396	3 video cameras to replace outdated models.	\$10,396	Yes, \$10,396 approved for 4 cameras
	Remodel TV control room. Optimize for classroom instruction. Add window to the lighting control booth for theatre. Add a wall mounted camera to the back of studio.		\$2,500	\$1201, plus lighting paid by Physical Plant.		\$1201+	Yes, all improvements made.