**Unit Name: Rogers State University Department of Communications**

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| **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.**  **The Communication Department’s Action Plan Specifically Supports Commitment 1.2: Strengthen curricular and co-curricular programs to enrich the overall student learning experience.** |

| **Plan for 2014-2015**  **This section due by June 2, 2014.** | | | | **Report for 2014-2015**  **This section due by June 1. 2015.** | |
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| **Objective** | **Action or Activity** | **Evaluation Measure** | **Performance Standard** | **Data/Findings** | **Status\*** |
| 1.2: Strengthen curricular and co-curricular programs to enrich the overall student learning experience. | Hire one full-time faculty member at a 4-4 teaching load to develop our option in Corporate Communications and reduce reliance on adjunct instructors. | The proportion of sections taught by adjunct faculty. | The proportion of sections taught by adjunct faculty reduced from 50% to below 40%. | We were not given permission to conduct a search in 2014-15. | Failed. |
| 1.2: Strengthen curricular and co-curricular programs to enrich the overall student learning experience. | Provide students improved advisement via a course-sequencing guide for the bulletin and promoted within the department. | Placement in the RSU Bulletin | Yes/No: Guide completed in time for the 2015-16 RSU Bulletin | Completed during Spring 2015 for the 2015-16 Bulletin. | Accomplished |
| 1.2: Strengthen curricular and co-curricular programs to enrich the overall student learning experience. | Improve student camaraderie and retention via a departmental social event | Completion of a student/faculty social in a “Calling All Communications Majors” event at no cost to the RSU budget (privately funded). | Yes/No: Event completed during 2014-15. | Completed in Fall 2014, with faculty, staff, and approximately 40 students. All costs were covered by the Communications Department account at the RSU Foundation and private donations. | Accomplished |

\*Appropriate **Status**  descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

**Budget Request Supplement for Academic Year 2014-2015**

**Year   
Year Five – Strategic Planning Cycle**

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| **This section due by June 2, 2014.** | | | | | | | **This section due by June 1, 2015** |
| **University Objective** | **Action for 2014-2015** | **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 |
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