

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2012-2013 Unit Action Plan – Year Three**

**Unit Name: Department of Communications**

**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 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by May 17, 2013.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments	Utilization of the Baird Performance Studio.	At least two student-media projects will be produced in the Performance Studio.	Instructors will be encouraged to schedule the performance studio for 3-camera production assignments	We far exceeded this goal with numerous studio production projects in Video Production, Corporate Media Production, Radio/TV Announcing and Advanced Broadcast Practicum. Students also volunteered to work on political debates and other programs. Students also used the studio for extra-curricular activities/shows. Much of this was made possible by the addition of a supervisor for both the TV studio and auditorium. Previously, there was no staff for our new TV studio.	Ongoing
	Increased availability of open-lab time for video editing, which fell to 5.5 regular hours/week in 2012-13.	Open-lab time will improve in Fall 2013 due to a new card pass system for 24/7 entry. However, the high number of classes prevented access in most daylight hours.	Convert BH 222 from a regular classroom to a second graphics lab with 20 new Macintosh computers.	The expansion of BH 224 and the additional Mac Lab in 222 are scheduled for completion in the summer of 2013. This will allow 4 additional video editing stations in BH 224. The video classes scheduled for fall are already full with a waiting list. Now 6 more students can be added to our 2 video classes. The addition of BH 222 for art will allow open lab times during the day in BH 224. The new Mac lab in BH 222 will allow more art classes and better times for both art and communications students. Art Graphic design is the #1 minor taken by communications students.	Completion by Aug. 1, 2013
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Student participation at state conferences.	At least five total students will participate in state conferences. Prospective conferences include OSTCA, OBEA, or others.	Students will be notified about prospective conferences and funding will be provided for their travel and registration costs.	More than two dozen students participated in conferences and won many awards. At the regional KCACTF (Kennedy Center American College Theatre Festival), a student won top honors and scholarships in set design. Our theatre director was also honored there. Students won a high number of scholarships in media from OAB (Oklahoma Association of Broadcasters), OBEA(Oklahoma Broadcast Education Association), OETA(Oklahoma Educational Television), and American Women in	Ongoing

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				Communications, and also participated in public relations contest at the Oklahoma Speech, Theatre, Communications Assoc. (OSTCA). In a national completion one student won the award for best alternative music program.	
	Coverage of departmental courses by full-time faculty.	The proportion of sections taught by adjunct faculty reduced from 50% to below 40%.	Hire one full-time faculty member at a 4-4 teaching load.	Not accomplished. The percentage of adjunct-taught courses has increased from 50% to 54%. Funds are not available for a new faculty position.	Ongoing. request for new faculty member
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	Yield of scholarly activity by faculty.	At least three of our faculty members will present their research at scholarly conferences.	Faculty research will be promoted and travel funding increased by \$1000.	Budget increase: not accomplished. Most Travel: accomplished The following faculty members traveled to at least one conference: David Blakely, Cathy Coomer, Lee Williams, Holly Kruse. Most made presentations. Most faculty had to supplement their trips with their own money. Department Chair Jeff Gentry was on sabbatical and made several presentations in Christchurch, New Zealand. His travel was largely funded through his separate budget as Kunz Chair.	Ongoing
<b>Goal 4: Leverage Resources</b> This <i>Unit Action Plan</i> Specifically Supports Commitment 4.4.					
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status

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4.4 Update the capital project master plan for all campuses	Designate part of the south end of the Old Student Union as a theatre scene shop.	By Fall 2014 renovation of the Old Student Union will allow a working scene shop for the theatre program.	Place this project high enough in the queue for use of regular building improvement funds.	Ahead of schedule. This building is being remodeled spring/summer/fall 2013 for a combined scene shop for theatre and 3D studio for art. They will share similar resources and equipment. The new "Fine Arts Annex" also houses band practice rooms and offices.	In progress
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**Goal 6: Promote Community Engagement**  
**This *Unit Action Plan* Specifically Supports Commitment 6.2.**

Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	Student participation in civic partnerships directly tied to their coursework.	At least 15 students will participate in either a service-learning section of SPCH 1113E Speech Communication or work with a community partner on their capstone project in COMM 4913 Senior Capstone.	At least one service learning section of speech communication will be offered; capstone students will be encouraged to adopt a client for their capstone project.	Accomplished in Capstone, COMM 4913, plus Advanced Broadcast Practicum, COMM 3753, and Corporate Media Production, COMM 3003. Not accomplished in SPCH 1113E	Ongoing

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**Budget Request Supplement for Academic Year 2012-2013**  
Year Three – Strategic Planning Cycle

This section due by May 4, 2012							This section due by June 3, 2013
University Objective	Was the Budget Request Approved?	Requested Resources				Estimated Cost	Was the Budget Request Approved?
	(Enter Amount Approved)	Human	Financial	Physical/Capital	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 multi-media production.	One additional faculty member will reduce our heavy reliance on adjunct-faculty instruction, which now stands at 50% of all sections taught.	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).	We already have office space for this person. A computer and account setup would be needed (est. \$2000).	See computer and other costs to the left. <i>Note: faculty believe the next professor should have expertise in advertising and PR as the top priority with multi-media skills helpful.</i>	\$63,000	Not approved (\$63,000)

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1.1 Provide creative and innovative learning environments	In 2012-13, Convert BH 222 from a regular classroom to a second graphics lab with 20 new iMac computers, and add 3 Mac towers to existing lab in BH 224 to increase access.	N.A.	Funding for computers and equipment for second lab (see Fine Arts proposal) as well as 3 new Macintosh towers and related equipment for video editing in existing lab 224. Total cost of expansion (\$117,000).		20 iMac computers for BH 222 with no need for additional equipment for video editing, plus 3 new Macintosh towers and related equipment for video editing in existing lab 224.	\$117,000.	Approved In progress (\$117,000 est.) Complete by August 1, 2013.
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