

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

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 Commitment 1.2 with two separate items.

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments					
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	To foster student honesty in written assignments, faculty will adopt the Turnitin.com program on written assignments.	50 percent of the full-time faculty will use Turnitin.com during the first year.	Purchase license agreement for Turnitin.com and recommend its use by faculty.	License agreement successfully acquired by RSU. Of the six Communications faculty two have utilized Turnitin.com, however one who might have used it took a medical leave during Spring 2012. Faculty reported two cases of academic dishonesty in 2011-12, indicating that they are willing to monitor and adjudicate cases of misconduct that arise.	Implemented but less than 50% of faculty used it in year one.

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
	Success or failure to acquire a qualified technical direction for the Will Rogers Auditorium and Baird Performance Studio.	Receipt of funding and successful acquisition of a full-time technical director, B.A. in technical theatre or related field required (M.A./MFA preferred).	Post an employment opportunity for a technical director for the Will Rogers Auditorium and Baird Performance Studio who can coordinate the facilities, maintain and upgrade multi-media equipment, and perform stagecraft.	The technical director position was requested in the spring budget hearings process. Initial reception by the administration suggests the position is a priority. We will soon learn if the position has been approved officially. If so we will place a position announcement in area media. This announcement is written and ready.	Pending.
1.3 Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the state					

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Goal 2: Strengthen Enrollment Management This Unit Action Plan Specifically Supports Commitment 2.3.					
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation					
2.3 Involve all constituencies of the university in student recruitment and retention efforts	Successful acquisition of funding for student tours.	Receipt of a new budget of \$1000 per-year beginning in 2012-13	Request institutional funding for supplies and refreshments supporting our regular tours by communications students in community colleges and technical schools.	No established funding was provided, but RSU provided ad hoc funding for three student tours in 2011-12. Students from Tulsa Tech, Tulsa Community College, and Northeast Tech all visited our facilities.	De facto success

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Goal 3: Increase Diversity This Unit Action Plan Specifically Supports Commitment 3.2.					
3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures					
3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	Increase the number of net faculty positions to reduce reliance on adjunct faculty.	A net increase of one faculty member for 2011-12, thus above the current number of six.	One position requested.	Position not funded or filled.	Not accomplished
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions					
3.4 Increase enrollment of minority populations					

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Goal 5: Enhance Institutional Accountability This Unit Action Plan Specifically Supports Commitment 6.1.					
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	Successful acquisition of funding for our newly established advisory council.	Receipt of a new budget of \$1000 per-year beginning in 2012-13	Request institutional funding for supplies and refreshments supporting our regular meetings of the Communications Advisory Council.	No dedicated funding was procured but RSU provided dinner for one advisory council meeting on campus. The required location on campus discouraged further catered events without dedicated funding.	Limited success.
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility					
6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes					

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6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities					
6.6 Establish an institutional structure to promote community engagement and regional stewardship					

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

This section due by April 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Insert rows as needed						
Insert rows as needed						