

# **Administrative and Educational Support Report\***

**Department of Communication**

**Annual Action Plan  
Annual Assessment Report**

**June 2004 – May 2005**

\*Student Learning Outcomes for this department are available at  
<http://ie.panam.edu/CoAHLearningOutcomes.htm>



# Annual Action Plan: June 1, 2004–May 31, 2005

**Unit:** Department of Communication

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

**Division:** Academic Affairs

**Unit Head:** Dr. Salma Ghanem

**Unit Mission:** The Communication Department advances unique forms of human expression through the performing arts, media, and public/organizational and interpersonal interaction to prepare students to think critically, develop a multicultural understanding, enrich society and select appropriate career paths. The Department provides students with quality graduate and undergraduate programs. The Communication Department will continue to strive for excellence by pursuing a multi-pronged approach to enhance the areas of teaching, professional achievement and service in a student-centered, intellectually stimulating environment.

**Unit Goal:** The Communication Department will provide a variety of quality academic programs that cultivate active learning, critical thinking, and interdisciplinary perspectives.

**Link to UTPA Goal(s):**  
 1: Ensure undergraduate student access and success  
 2: Enhance graduate education and research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Assessment of the majors (1)	2, 4	Implement program learning outcomes assessment in the majors in the department by the end of AY 2004-05.	<p>Establish learning outcomes for all department undergraduate and graduate programs.</p> <p>Develop learning outcomes assessment plans for undergraduate and graduate majors.</p> <p>Use the results of assessments to improve the curriculum.</p>	The Chair's Office will verify that all the departments programs have implemented the outcomes assessment process. Documentation of the results for the first cycle of the process will be sent to the Dean's office by August, 2005 for all programs and affected courses which can be used to meet core requirements.	None
Approval and initiation of freshman success courses (3)	2	Participate in providing a Learning Framework course for entering	Participate in the development of a Learning Framework course for	In August 2005, the Office of the Chair will verify that a Learning Framework	None

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Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
		freshmen in every major in the College of Arts and Humanities.	<p>entering freshmen in every major.</p> <p>Participate in seeking professional development activities for faculty and staff who teach the Learning Framework and Learning Community courses.</p> <p>Monitor the effectiveness of the Learning Framework course in the department.</p>	course for entering freshmen has been provided for every major in the department. The number of entering freshmen enrolled in the sections of the Learning Framework course will be tallied and reported to the Office of the Dean.	

**Unit Goal:**

Facilitate excellence in scholarship, research, and/or creative activities for the enhancement of knowledge that can be shared with the public through presentation, publication, or performance.

**Link to UTPA Goal(s):**

- 1: Ensure undergraduate student access and success
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Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improvement of faculty scholarly research and external research support (2)	2, 5	Increase the level of faculty involvement in scholarly research during AY 2004-2005 by 10% over AY 2003-2004.	<p>Support the professional development of the faculty as researchers.</p> <p>Increase the number of faculty members submitting a three-year plan for scholarship.</p> <p>Seek space, equipment and materials for research activities.</p> <p>Recognize and reward faculty members for commitment to research activities.</p>	The Office of the Chair will determine the level of faculty involvement in scholarly research in AY 2004-2005 and compare the results to AY 2003-2004 data.	<p>Funding for workshops, speakers, travel</p> <p>Research space, equipment, materials</p>



# Annual Assessment Report: June 1, 2004–May 31, 2005

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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Assessment of the majors (1)	2, 4	Implement program learning outcomes assessment in the majors in the department by the end of AY 2004-05.	The Chair's Office will verify that all the departments programs have implemented the outcomes assessment process. Documentation of the results for the first cycle of the process will be sent to the Dean's office by August, 2005 for all programs and affected courses which can be used to meet core requirements.	Learning outcomes were developed and approved by the faculty and by the Associate Vice President of Undergraduate Studies. Outcomes assessment was conducted in Spring 2005.  The results of the assessment are being compiled and the department's learning outcomes assessment report will be submitted in	Established a committee to review outcomes effectiveness, beginning in Fall 2005.

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Approval and initiation of freshman success courses (3)	2	Participate in providing a Learning Framework course for entering freshmen in every major in the College of Arts and Humanities.	In August 2005, the Office of the Chair will verify that a Learning Framework course for entering freshmen has been provided for every major in the department. The number of entering freshmen enrolled in the sections of the Learning Framework course will be tallied and reported to the Office of the Dean.	<p>Summer 2005.</p> <p>In Spring 2005, a Communication Department faculty member taught the Learning Framework course. A total of 29 students enrolled in the course.</p> <p>In Fall 2004 and Spring 2005, representatives from the three areas of the department: Communication Studies, Journalism and Theatre/TV/Film conducted presentations in the Learning Framework course.</p>	The department has ensured that each degree plan allows for the addition of the Learning Framework course.

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Improvement of faculty scholarly research and external research support (2)	2, 5	Increase the level of faculty involvement in scholarly research during AY 2004-2005 by 10% over AY 2003-2004.	The Office of the Chair will determine the level of faculty involvement in scholarly research in AY 2004-2005 and compare the results to AY 2003-2004 data.	<p>Baseline for 2003-2004 developed for comparison purposes.</p> <p><b># of faculty: 14</b></p> <p><b>Awards:</b> 2003-2004: 1</p> <p><b>Biographical essays:</b></p>	<p>The faculty has been encouraged to work with the Office of Research and Sponsored Programs on increasing the number of grant applications.</p> <p>Faculty members have applied for travel and</p>

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				2003-2004: 3  <b>Books accepted for pub:</b> 2003-2004: 1  <b>Design pieces:</b> 2003-2004: 5  <b>Film:</b> 2003-2004: 1  <b>Grants:</b> 2003-2004: 5  <b>Journal articles:</b> 2003-2004: 2  <b>Plays:</b> 2003-2004: 7  <b>Playscripts:</b> 2003-2004: 3  <b>Presentations:</b> 2003-2004: 15  <b>Workshops:</b> 2003-2004: 5	research funds from the Faculty Development Council.  The Chair has implemented the tracking and documentation of scholarly productivity. Data for 2004-05 is being compiled for comparison to the baseline data.  The Chair has requested additional travel funds for faculty to present papers at academic conferences and to conduct research.

<b>Additional Resources Needed (if any) that were requested for FY06 during the budget cycle:</b>	
Wage Pool:	\$5,945 (Increase of 34% from AY 05)
Operating Budget	\$24,000 (increase of 86% from AY 05)
Travel	\$14,400 (increase of 11.6% from AY 05)
Student Travel	\$9,500 (item did not exist in AY 05)