

Administrative and Educational Support Report*

Department of Communication

**Annual Action Plan
Annual Assessment Report**

June 2005 – May 2006

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



Annual Action Plan: June 1, 2005–May 31, 2006

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: Communication **Unit Head:** Dr. Salma Ghanem

Unit Mission: The Department of Communication advances unique forms of human expression through Theatre/TV/Film Media, 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 Department of Communication 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 Department of Communication 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 FY06
Curriculum revision based on Communication students Learning Outcomes assessment. (1)	2, 3, 4	100% of existing courses will be aligned with Communication Student Learning Outcomes (SLO) by Spring 2006.	<ul style="list-style-type: none"> The Department of Communication will ensure the implementation of student learning improvement plans (SLIP) in all degreeed 	The Department of Communication will address the effectiveness of their student learning improvement plans in the 2005-2006 Annual	None

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			<p>programs.</p> <ul style="list-style-type: none"> Integrate the results achieved from implementing the student learning improvement plans in the 2005-06 annual assessment reports. 	<p>Assessment Report due in May 2006.</p>	
	<p>2, 3, 4</p>	<p>In Fall 2005 curricular revisions will be proposed to reflect results of Student Learning Outcomes assessment and to promote enhanced student learning.</p> <p>In Fall 2005, departmental faculty will discuss and approve proposed curricular revisions.</p> <p>In Fall 2005, proposed curricular changes will be submitted to appropriate administrators.</p>	<p>Departmental curriculum committees will review undergraduate and graduate curriculum in the context of Communication Student Learning Outcomes</p> <p>Committees and faculty will recommend revision of existing courses and/or programs to reflect Student Learning Outcomes assessment.</p>	<p>Proposed new courses and/or programs will reflect current theory and practice in undergraduate and graduate Communication disciplines.</p> <p>Proposed revisions to existing courses and/or programs will promote enhanced student learning.</p>	

Unit Goal:	Provide effective student recruitment, development, retention, and placement programs designed to promote and serve a diverse student population.
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 FY06
Time-to-graduation. (2)	2, 4	In fall 2005, the department of communication will conduct an assessment of time-to-graduation for each degreed program.	Incorporate instructions given to chairs for assessing time-to-graduation.	In January 2006, the chairs will submit to the Dean a report detailing the time-to-graduation baseline for each degreed program.	None
	2, 4	The Department of Communication will develop an integrated plan for improving time-to-graduation in its degreed programs beginning in AY07.	The Department of Communication will develop and disseminate guidelines for the integrated plan.	By April 8, 2006, seek approval from the Dean and Provost on the integrated department and college plans for improving time-to-graduation and request submission of revised plans by April 15, 2006.	None

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 2. Enhance graduate education and research

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Research productivity. (4)	2, 5	Using data for AY05, establish the baseline for the level of scholarly productivity per program per department.	Review data submitted and prepare master spreadsheet.	The official baseline for scholarly productivity by academic programs will be established by Dean November 2005.	None
	2, 5	Increase the level of overall external funding during AY06 by 10% over AY05.	<ul style="list-style-type: none"> Promote the concept of a research culture Support the professional development of the faculty as researchers Provide space, equipment and materials for research activities. Recognize and reward faculty members for commitment to research activities. 	Track the proposals submitted and approved throughout AY06.	Funding for additional workshops, travel, training, speakers and awards.

Unit Goal:	Recruit and retain highly qualified faculty by providing an environment that promotes and rewards excellence in teaching, research, service, and student success.
Link to UTPA Goal(s):	3. Improve UTPA's organizational effectiveness

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 FY06
Official Department of Communication faculty policies and processes. (3)	7	Seek approval for annual review and tenure and promotion policies and graduate faculty criteria submitted to the dean in AY04.	Consultation with COAH Dean.	All guidelines will be approved through all required levels and be in place by Fall 2006.	None



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Division: Communication **Unit Head:** Dr. Salma Ghanem

Unit Mission: The Department of Communication advances unique forms of human expression through Theatre/TV/Film Media, 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 Department of Communication 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 Department of Communication will provide a variety of quality academic programs that cultivate active learning, critical thinking, and interdisciplinary perspectives.

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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?)
Curriculum revision based on Communication students Learning Outcomes assessment. (1)	2, 3, 4	100% of existing courses will be aligned with Communication Student Learning Outcomes (SLO) by Spring 2006.	The Department of Communication will address the effectiveness of their student learning improvement plans in the 2005-2006 Annual	All courses were aligned with Communication SLO.	All syllabi included SLO for their degree programs

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			Assessment Report due in May 2006.		
	2, 3, 4	<p>In Fall 2005 curricular revisions will be proposed to reflect results of Student Learning Outcomes assessment and to promote enhanced student learning.</p> <p>In Fall 2005, departmental faculty will discuss and approve proposed curricular revisions.</p> <p>In Fall 2005, proposed curricular changes will be submitted to appropriate administrators.</p>	<p>Proposed new courses and/or programs will reflect current theory and practice in under graduate and graduate Communication disciplines.</p> <p>Proposed revisions to existing courses and/or programs will promote enhanced student learning.</p>	Changes and the addition of new courses were made to all degree programs (graduate and undergraduate).	These changes have been approved and are implemented for Fall 2006

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Time-to-graduation. (2)	2, 4	In fall 2005, the department of communication will conduct an assessment of time-to-graduation for each degreed program.	In January 2006, the chairs will submit to the Dean a report detailing the time-to-graduation baseline for each degreed program.	Submitted to the Dean	N/A
	2, 4	The Department of Communication will develop an integrated plan for improving time-to-graduation in its degreed programs beginning in AY07.	By April 8, 2006, seek approval from the Dean and Provost on the integrated department and college plans for improving time-to-graduation and request submission of revised plans by April 15, 2006.	For full time students, time to graduation was at 4 to 4.5 years	Multiple sections of courses are offered and course times are altered between day and evening to ensure graduation. In addition pre-requisites have been included for several courses to ensure that students are prepared and thus successful.

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.
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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?)
Research productivity. (4)	2, 5	Using data for AY05, establish the baseline for the level of scholarly productivity per program per department.	The official baseline for scholarly productivity by academic programs will be established by Dean November 2005.	Baseline for 2004-2005 developed for comparison purposes. # of faculty: 14 Book Reviews 2004-2005 1 Book Chapter 2004-2005 2 Workshops: 2004-2005: 4 Presentations: 2004-2005: 9 Chaired Panels: 2004-2005: 7 Plays: 2003-2004: 4 Journal articles: 2004-2005: 2 Biographical Essays: 2004-2005: 2	None

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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?)
				<p>Newspaper Articles: 2004-2005 30</p> <p>News Releases: 2004-2005 40</p> <p>Grants: 2004-2005: 2</p> <p>Playscripts: 2004-2005: 1</p> <p>Performance: 2004-2005 3</p> <p>Advertising Design Awards: 2004-2005 2</p> <p>Photos Published: 2004-2005 1</p> <p>Journalism Award: 2004-2005 1</p> <p>Design Displays 2004-2005 4</p>	
	2, 5	Increase the level of overall external funding during AY06 by 10% over AY05.	Track the proposals submitted and approved throughout AY06.	The proposals are being tracked and results will be available in Fall 2006 when faculty submit their annual review reports.	None

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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?)
Official Department of Communication faculty policies and processes. (3)	7	Seek approval for annual review and tenure and promotion policies and graduate faculty criteria submitted to the dean in AY04.	All guidelines will be approved through all required levels and be in place by Fall 2006.	All policies submitted to Dean's Office in AY03. College is currently working on new annual review criteria.	None