

Administrative and Educational Support Report*

Department of Communication

**Annual Action Plan
Annual Assessment Report**

June 2006 – May 2007

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



Annual Action Plan: June 1, 2006–May 31, 2007

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:** 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.
 The Department supports the goal of making UTPA the premier HIS in the country by including the study of Latino/Latinas in the curriculum and by encouraging research in the area of Communication and Hispanics. In recruiting faculty, the department will seek to recruit quality faculty with expertise in Hispanic and border issues.

UTPA Goal: Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective: Establish a research environment that is student-learner centered.

College/AVP Objective: Establish a research environment that is student-learner centered.

| Unit Objective | Strategy(ies) to Achieve Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | New Resources Needed in FY07 |
|---|---|--|--|--|
| Establish a research and creative environment that is student-learner centered. | Hire strong research and creative faculty who are student-learner centered. | 2006-2007 tenure-track jobs in all areas in the department establish | By December 31, 2006, 100% of posted job announcements for tenure- | Approval of new tenure-track lines in annual budget. |

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| Unit Objective | Strategy(ies) to Achieve Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | New Resources Needed in FY07 |
|---|--|--|---|------------------------------|
| (1) | | research potential and strong commitment to teaching as minimum required criteria. | track positions include research potential and strong commitment to teaching as minimum criteria. | |
| Establish a research and creative environment that is student-learner centered. (2) | Update Graduate Student Handbook. | Graduate Student Handbook reviewed by graduate coordinator and graduate faculty for updates. | By May 31, 2007, the Graduate Student Handbook is updated. | None |
| Establish a research and creative environment that is student-learner centered. (3) | Award merit points for excellence in teaching and research/creative works. | Communication Department Annual Evaluation Guidelines reviewed. | Communication faculty approve revisions to merit guidelines by May 31, 2007 | None |

UTPA Goal: Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective: Promote engagement with existing organizations to address challenges and opportunities.

College/AVP Objective: Promote engagement with existing organizations to address challenges and opportunities.

| Unit Objective | Strategy(ies) to Achieve Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | New Resources Needed in FY07 |
|---|---|---|---|--------------------------------------|
| Promote engagement with existing organizations to address challenges and opportunities. (4) | Expand FESTIBA promotion and participation. | Events held by the Department of Communication for FESTIBA. | A minimum of three events sponsored by the Department of Communication will be included in FESTIBA. | Funds to conduct events for FESTIBA. |

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UTPA Goal: Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Academic Affairs Objective: Establish expectations/standards that define students who are personally prepared and academically qualified for college.

College/AVP Objective: Develop field trips and on-campus programs for P-12 students

| Unit Objective | Strategy(ies) to Achieve Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | New Resources Needed in FY07 |
|---|--|--|---|------------------------------|
| Develop field trips and on-campus programs for K-12 students. (5) | Propose participation in GEAR-UP Summer Camps at UTPA. | Develop proposal for GEAR UP Summer Camps at UTPA. | By January 15, 2007, proposal presented to GEAR UP Coordinator. | None. |

UTPA Goal: Infuse Inter-American and global perspectives throughout the University community

Academic Affairs Objective: Increase and improve international activities on campus.

College/AVP Objective: Infuse international and Inter-American content into the curriculum.

| Unit Objective | Strategy(ies) to Achieve Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | New Resources Needed in FY07 |
|--|---|--|--|------------------------------|
| Infuse international and Inter-American content into the curriculum. (6) | Establish baseline of faculty expertise, interest and experience in Inter-American and global teaching, professional and service opportunities. | Increase Department of Communication faculty participation in international teaching, scholarship and service opportunities. | By May 11, 2007, a 5% increase over 2005-2006 of Communication faculty involvement in international teaching, scholarship and service opportunities. | None. |

Annual Action Plan June 1, 2006–May 31, 2007

| Unit Objective | Strategy(ies) to Achieve Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | New Resources Needed in FY07 |
|-----------------------|--|--|---|-------------------------------------|
| | | | | |



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UTPA Goal: Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective: Establish a research environment that is student-learner centered.

College/AVP Objective: Establish a research environment that is student-learner centered.

| Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | Assessment Results (Use actual data to describe annual performance) | Use of Results (What change was made?) |
|---|---|--|---|--|
| Establish a research and creative environment that is | 2006-2007 tenure-track jobs in all areas in the | By December 31, 2006, 100% of posted job | All positions were posted by December 31 and offers | Because of the early postings, we were able to |

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| Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | Assessment Results (Use actual data to describe annual performance) | Use of Results (What change was made?) |
|--|---|--|---|--|
| student-learner centered. (1) | department establish research potential and strong commitment to teaching as minimum required criteria. | announcements for tenure-track positions include research potential and strong commitment to teaching as minimum criteria. | were made and accepted by March 31, 2007 | hire very qualified faculty for all three vacant positions. |
| Establish a research and creative environment that is student-learner centered. (2) | Graduate Student Handbook reviewed by graduate coordinator and graduate faculty for updates. | By May 31, 2007, the Graduate Student Handbook is updated. | Handbook updated, printed and handed out to students. | Changes included curriculum changes, admission changes and clearer deadline requirements |
| Establish a research and creative environment that is student-learner centered. (3) | Communication Department Annual Evaluation Guidelines reviewed. | Communication faculty approve revisions to merit guidelines by May 31, 2007 | Revisions were approved in May 1, 2007 faculty meeting. | Changes include alignment with the revisions to the College guidelines. |

UTPA Goal: Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

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|---|---------------------------------------|--|---|---|
| Promote engagement with existing organizations to | Events held by the Department of | A minimum of three events sponsored by the | A light show, a stage combat workshop, a | The Dept. of Comm. Had a strong presence in |

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| Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | Assessment Results (Use actual data to describe annual performance) | Use of Results (What change was made?) |
|---|---------------------------------------|--|---|--|
| address challenges and opportunities. (4) | Communication for FESTIBA. | Department of Communication will be included in FESTIBA. | makeup workshop and a play were all part of FESTIBA | FESTIBA this year |

UTPA Goal:

Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Academic Affairs Objective:

Establish expectations/standards that define students who are personally prepared and academically qualified for college.

College/AVP Objective:

Develop field trips and on-campus programs for P-12 students

| Unit Objective | Measurable Outcome for Unit Objective | Assessment Criteria, Evaluation Methods for Measurable Outcome | Assessment Results (Use actual data to describe annual performance) | Use of Results (What change was made?) |
|---|--|---|---|--|
| Develop field trips and on-campus programs for K-12 students. (5) | Develop proposal for GEAR UP Summer Camps at UTPA. | By January 15, 2007, proposal presented to GEAR UP Coordinator. | Proposal presented and accepted. Workshop will be held in June 2007 | No previous summer camps were offered by the Department. |

UTPA Goal:

Infuse Inter-American and global perspectives throughout the University community

Academic Affairs Objective:

Increase and improve international activities on campus.

College/AVP Objective:

Infuse international and Inter-American content into the curriculum.

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|--|--|--|--|---|
| Infuse international and Inter-American content into the curriculum. (6) | Increase Department of Communication faculty participation in international teaching, scholarship and service opportunities. | By May 11, 2007, a 5% increase over 2005-2006 of Communication faculty involvement in international teaching, scholarship and service opportunities. | Four faculty members volunteered for study abroad programs but the only one program had enough students. Two faculty members presented at international conferences. | Continue to encourage faculty to participate. |