

Administrative and Educational Support Report*

Department of Communication

**Annual Action Plan
Annual Assessment Report**

June 2007 – May 2008

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



Annual Action Plan: June 1, 2007–May 31, 2008

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.

UTPA Goal: **1: Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.**

Academic Affairs Objective: 1.A. The Provost's Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking and improving continuance of students in degree programs as measured by key outcome measures associated with students in continuance degree programs.

College/AVP Objective:

1.A.1. The College of Arts and Humanities (COAH) will establish a systematic methodology for collecting, reporting, and benchmarking.

1.A.2. The College of Arts and Humanities (COAH) will improve continuance of students in degree programs in the College as measured by the outcome measures associated with continuance of students (graduation, retention, persistence, and success in gatekeeper courses).

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>1.A.1. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking of key outcome measures (indicators) for students in degree programs in the Department.</p>	<p>100% completion of a plan to collect, report, and benchmark performance on key indicators of students in degree programs.</p>	<p>Obtain national, state and institutional data for graduation, retention and persistence rates of majors in the Department.</p> <p>Work with the Dean's Office and Office of Institutional Research and Effectiveness and the Division of Academic Affairs Research Analyst to design methodology for collecting data not currently available.</p>	<p>The Communication Coordinator will compile all of the data for all programs in the department each year.</p> <p>A database of all data will be created.</p>	<p>Clerical assistance and data from the Dean and Provost's office.</p>

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>1.A.2. The Communication Department will improve continuance of students in degree programs as measured by the outcome measures associated with continuance of students (graduation, retention, and persistence)</p>	<p>Increase of 1% in graduation rates for majors in each program as compared to benchmark year.</p> <p>Increase of 1% in retention rate for majors in each program as compared to the previous year.</p> <p>Increase of 1% in persistence rate for majors in each program as compared to the previous year.</p>	<p>Set yearly graduation, retention and persistence targets for majors in each department/program.</p> <p>Compare institutional data collected for each major with national, state and peer institutions data.</p> <p>Write a report summarizing the analysis, synthesis and evaluation of data.</p> <p>Set targets for the next year.</p> <p>Develop strategies for improvement in each measure.</p>	<p>The Communication Department will collect data for the previous years and set benchmarks for AY 2007-2008.</p> <p>At the end of the academic year, the Communication Department will collect data for AY 2007-2008.</p> <p>The Communication Department will analyze the data by comparing AY 2007-2008 to the benchmarks set.</p> <p>The Communication Department will report the results of the analysis on the Annual Assessment Reports.</p> <p>Using the results of the data, the Communication Department will initiate and plan for improvements for AY 2008-2009.</p>	<p>Clerical assistance and data from the Dean and Provost's office.</p>

UTPA Goal: 1. Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective: 1.B. The Provost's Office will work with the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking, and improvement of the key outcome measures associated with enhancing student learning outcomes.

College/AVP Objective: 1.B.1. The College of Arts and Humanities (COAH) will develop a systematic methodology for the collection, reporting, and benchmarking outcome measures associated with enhancing student learning outcomes.

1.B.2. The College of Arts and Humanities (COAH) will improve student learning based on measures associated with enhanced student learning outcomes.

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
1.B.1. The Communication Department will develop a systematic methodology for the collection, reporting, and benchmarking of the key outcome measures associated with enhancing student learning outcomes.	100% completion of a plan for systematically collecting, reporting, and benchmarking performance on key indicators of student performance associated with student learning outcomes.	<p>Appoint key faculty in each program to develop the plan.</p> <p>Identify key indicators or measures of student performance that are consistent with state and professional standards.</p>	<p>The faculty committee in each program area will review national, state, and professional entity norms or averages on associated student learning outcome measures to use in benchmarking.</p> <p>The faculty committee will review performance of students in peer institutions and at institutions with similar student population.</p>	<p>Funding for new instructional technology.</p> <p>Funding for updates and new communication software.</p>

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>1.B.2. The Communication Department will improve student learning based on measures associated with enhanced student learning outcomes.</p>	<p>All students will demonstrate increase in student learning as measured by assessment of student learning outcomes in each program.</p>	<p>Analyze Student Learning Outcome Assessment Reports/ results every semester in each program.</p> <p>Set improvement targets for AY 2008-2009.</p> <p>Review, revise and improve the Student Learning Outcomes (SLO) Assessment Plans (procedures and methodology) for majors in the Communication Department using results of AY 2006-2007 to improve student success.</p> <p>Analyze and revise programs, curricula and/or assessment procedures, as appropriate, based on assessment results.</p>	<p>At the beginning of each Fall and Spring semester, the faculty will review the results of the Student Learning Outcomes assessment for the previous semester and/or year.</p> <p>The faculty and department chair will analyze the implications for the program of student learning outcomes.</p> <p>The program will make necessary changes to curriculum, instruction, and/or assessment processes to improve student learning.</p>	<p>None</p>

UTPA Goal: 1. Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective: 1.C. The Provost Office will work with the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving of the key outcome measures associated with increasing access to our educational programs

College/AVP Objective: 1.C. The College of Arts and Humanities will assist the departments to establish a systematic methodology for the collection, reporting and benchmarking of the key outcome measures associated with increasing access to our educational programs and will improve access as measured by these outcomes.

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
1.C. The Communication Department will establish a systematic methodology for the collection, reporting and benchmarking of the key outcome measures associated with increasing access to our educational programs and will improve access as measured by these outcomes.	Increase access to our education programs as compared to 2006-2007 using the key outcome measures: a. Maintain undergraduate and increase graduate SCH enrollments b. Maintain and or increase number of students involved in research/creative works activities	Utilize the department recruitment committee to increase awareness of department programs. Promote department participation in new student/transfer orientations. Update recruitment materials. Expand opportunities for students engaged in creative/research activities.	The Communication Department will monitor key indicators and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures.	Increase funding for department recruitment. Increase funding for student engaged in creative/research activities. Increase new faculty positions.

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
		<p>Develop new programs in areas of need.</p> <p>Advocate for new faculty positions in areas of need.</p> <p>Ensure baseline data is available for all key indicators.</p>		

UTPA Goal:

2. Become an outstanding research institution emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective:

2.A. The Provost's Office will support the Colleges and Departments to establish systematic methodology for the collection, reporting, benchmarking, and to improve the production and dissemination of scholarly and creative works as measured by key outcome measures.

College/AVP Objective:

2.A The COAH will support the Departments to establish systematic methodology for the collection, reporting and benchmarking of the key outcome measures for scholarly productivity and will increase scholarly productivity of its tenured/tenure track faculty as measured by these outcomes.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>2.A The Communication Department will establish systematic methodology for the collection, reporting and benchmarking of the key outcome measures for scholarly productivity and will increase scholarly productivity of its faculty as measured by these outcomes.</p>	<p>The Department of Communication will maintain and try to increase the overall number of scholarly and creative activities by faculty as compared to the baseline year of 2006-2007 using the key outcome indicators:</p> <ul style="list-style-type: none"> a. number of refereed/juried works in journals b. number of state, regional, national and international performances/presentations c. number of books. d. number of book chapters. 	<p>Publicize scholarly productivity successes.</p> <p>Publicize availability of internal and external sources of funding.</p> <p>Advocate for release time for faculty who demonstrate high levels of scholarly activity.</p> <p>Facilitate full utilization of research assistants.</p> <p>Ensure that baseline data for benchmarking is available.</p>	<p>The Department Chair will monitor the key outcome indicators for and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase.</p>	<p>Increased release time for faculty engaged in scholarly activity.</p> <p>New faculty needed to reduce the service and teaching loads of current faculty.</p> <p>Increase funding for research assistants.</p>

UTPA Goal:

2. Become an outstanding research institution emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective:

2.B. The Provost's Office will support the Colleges and Departments to establish systematic methodology for the collection, reporting, benchmarking, and to improve the acquisition of external funds as measured by key outcome measures and will increase the acquisition of external funds as measured by the key outcome measures.

College/AVP Objective:

2.B.The COAH will assist the Departments to establish systematic methodology for the collection, reporting and benchmarking and of key outcome measures for the acquisition of external funds and will improve the acquisition of external funds as measured by these outcomes.

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>2.B.The Department of Communication to establish systematic methodology for the collection, reporting and benchmarking and of key outcome measures for the acquisition of external funds and will improve the acquisition of external funds as measured by these outcomes.</p>	<p>Improve the acquisition of external funds as measured by an overall increase in the key outcome indicators:</p> <ul style="list-style-type: none"> a. number and amount of research and non-research projects submitted for funding b. number and amount of funded projects by faculty 	<p>Publicize internal and external sources of funding</p> <p>Encourage PIs to write paid release time into their externally funded projects.</p>	<p>The Department Chair will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures.</p>	<p>Seed money for revenue generating activities.</p>

UTPA Goal:

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

Academic Affairs Objective:

3.A. The Provost Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking and to increase credit and non-credit course offerings as measured in the key outcome measures.

College/AVP Objective:

3.A. The COAH will assist Departments in establishing a systematic methodology for collecting, reporting and benchmarking of key outcome measures for credit and non-credit course offerings and will increase credit and non-credit course offerings as measured by these outcomes.

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>3.A. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking of key outcome measures for credit and non-credit course offerings and will increase credit and non-credit course offerings as measured by these outcomes.</p>	<p>Increase by 1% the number of credit and non-credit offerings using the following indicators as compared to the previous year:</p> <ul style="list-style-type: none"> a. fully online courses b. continuing education programs c. weekend classes 	<p>The Dept. Chair will encourage faculty to develop fully online courses.</p> <p>The Dept. Chair will arrange for the College Director of Online Course Development to meet with and present to the faculty of the Department of Communication to help with the development of online courses.</p> <p>Encourage participation in flexible class scheduling including weekends.</p> <p>Encourage participation in conducting continuing education programs.</p>	<p>The Chair's office will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures</p>	<p>Funding for financial incentives for faculty to develop fully online courses.</p>

UTPA Goal:

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

**Academic
Affairs
Objective:**

3.B. The Provost Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking, and to improve the integration of University and community resources as measured in the key outcome measures.

**College/AVP
Objective:**

3.B. The COAH will assist Departments in establishing a systematic methodology for collecting, reporting and benchmarking of the key outcome measures that measure University participation in professional and community activities and will increase University participation in professional and community activities as measured by these outcomes.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
3.B. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking of the key outcome measures that measure department	Increase the overall number of activities that demonstrate participation in professional and community activities by 5% as compared to the baseline year of 2006-2007:	Publicize outstanding service and major appointments. Publicize events and activities through the College Calendar, FESTIBA Brochure, and	The Chair's office will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures	

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
participation in professional and community activities and will increase department participation in professional and community activities as measured by these outcomes.	a. number of events in FESTIBA b. number of community-based activities c. number of memberships on advisory boards d. number of faculty engaged in discipline specific consulting e. number of faculty holding office in professional organizations f. number of faculty serving on committees in professional organizations	department web page. Reward community and professional activities in the annual review process.		

UTPA Goal: 4. Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Academic Affairs Objective: 4.A. The Provost Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking, and to improve the pool of qualified applicants as measured in the key outcome measures.

College/AVP Objective: 4.A. The COAH will assist Departments in establishing a systematic methodology for collecting, reporting and benchmarking, of the key outcome measures related to improving the pool of qualified applicants as measured in the key outcome measures and will improve the pool of qualified applicants as measured by these outcomes.

Unit Objective	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>4.A. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking, of the key outcome measures related to improving the pool of qualified applicants as measured in the key outcome measures and will improve the pool of qualified applicants as measured by these outcomes</p>	<p>a. Participate in service-related summer camps</p> <p>b. Participate in at least 2 recruitment activities at the local high schools.</p> <p>c. Participate in at least 2 UIL judging activities at the local high schools.</p>	<p>Promote departmental involvement in P-12 activities.</p>	<p>The Chair's office will compile departmental activity for each of the measurable outcomes for this objective.</p>	<p>Funding for P-12 Special Projects.</p>

UTPA Goal:

5. Infuse inter-American and global perspectives throughout the University community.

Academic Affairs Objective:

5.A. The Provost Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking, and to enhance access to inter-American and global perspectives as measured in the key outcome measures.

College/AVP Objective:

5.A. The College of Arts and Humanities will assist Departments in establishing a systematic methodology for the collection, reporting and benchmarking of the key outcome measures for enhancing access to inter-American and global perspectives and will enhance access to inter-American and global perspectives as measured in these outcomes.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>5.A.The Department of Communication will establish a systematic methodology for the collection, reporting and benchmarking of the key outcome measures for enhancing access to inter-American and global perspectives and will enhance access to inter-American and global perspectives as measured in these outcomes.</p>	<p>Increase the number of indicator activities as compared to the baseline data for 2006-2007:</p> <ul style="list-style-type: none"> a. number of active international partnerships that yield instructional, research or service benefits to the institution and its faculty b. number of students who study abroad for either credit or non-credit. c. number of faculty with international experiences through Fulbright or similar faculty experiences d. number of visiting international scholars e. number of international presentations f. number of courses/ 	<ul style="list-style-type: none"> Assist faculty in acquiring necessary funding for international presentations. Encourage departments to address cultural diversity throughout the curriculum. Promote study abroad activities to students Serve on the academic advisory committee for the Center for International Studies Encourage faculty to participate in International activities on campus such as 	<p>The Chair's office will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures</p>	<p>Funding to allow faculty participation in international activities.</p>

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	special programs addressing cultural diversity issues in the curriculum	International Week and Pan American Days.		

UTPA Goal:

6. Optimize institutional effectiveness and efficiency with high quality organization standards.

Academic Affairs Objective:

6.A. The Provost Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking, and to optimize course offerings through careful planning as measured in the key outcome measures.

College/AVP Objective:

6.A. The College of Arts and Humanities will assist Departments in establishing a systematic methodology for collecting, reporting, and benchmarking of key outcome measures for optimizing course offerings and will improve the optimization of course offerings as measured by these outcomes.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
6.A. The Department of Communication will establish a systematic methodology for collecting, reporting, and benchmarking of key	The difference between scheduled seats and filled seats will be less than 20% for the majority of classes offered during AY 2007-2008.	Chair's Office will monitor proposed program schedules.	The Chair's office will review reports to determine the difference between scheduled seats and filled seats during the fall and spring semester.	None needed.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
outcome measures for optimizing course offerings and will improve the optimization of course offerings as measured by these outcomes.				

UTPA Goal:

6. Optimize institutional effectiveness and efficiency with high quality organization standards.

Academic Affairs Objective:

6.B. The Provost Office will support the Colleges and Departments to establish a systematic methodology for the collection, reporting, benchmarking, and to recruit and retain quality faculty as measured in the key outcome measures.

College/AVP Objective:

6.B. The College of Arts and Humanities will establish a systematic methodology for the collection, reporting, and benchmarking of key outcome measures related to recruiting quality faculty and will increase the recruiting of qualified faculty as measured by these outcomes.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
6.B. The College of Arts and Humanities will establish a systematic methodology for the collection, reporting, and benchmarking of key outcome measures	Maintain the percentage of successfully filled positions as compared to last year. Increase the number of new to UTPA tenured/tenure	The Department will have Recruitment Plans submitted to the Dean's office no later than September 15 of each year.	The Chair's office will review the data for the measurable outcomes for this objective and determine if all criteria have been met.	Continuation of recruitment budget from the Provost's and Dean's office.

Unit Objective	Measurable Outcome for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
related to recruiting quality faculty and will increase the recruiting of qualified faculty as measured by these outcomes.	track faculty who remain for 5 years.			

AES FY08 Assessment Results Report

UTPA

Dept - Communication

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 Head: Salma Ghanem

College: College of Arts and Humanities

Division: Division of Academic Affairs

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
Dept - Communication - Degree Programs - Systematic Methodology - 1.A.1. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking of key outcome measures (indicators) for students in degree programs in the Department. Outcome Types: Administrative - Fiscal Year 2008 Start Date: 06/01/2007 End Date: 05/31/2008 Outcome Status: Active/Ongoing Strategies: 1. Obtain institutional data for graduation, retention and persistence rates of majors in the Department. 2. Work with the Dean's Office and Office of Institutional Research and Effectiveness and the Division of Academic Affairs Research Analyst to design methodology for collecting data not currently available.	Assessment Method: The Communication Coordinator will compile all of the data for all programs in the department each year. Criterion for Success: 100% completion of a plan to collect, report, and benchmark performance on key indicators of students in degree programs.		
	Assessment Method: A database of all data will be created. Criterion for Success: 100% completion of a plan to collect, report, and benchmark performance on key indicators of students in degree programs.	08/29/2008 - Data collected for retention and graduation rates. Persistence rates have not been collected pending determining definition of term. Result Type: Criterion Met Next Step: Continue Current Strategy(s)	09/30/2008 - Will continue to maintain database to have benchmarks for performance on key indicators
Dept - Communication - Degree Programs - Continuance of Students - 1.A.2. The			

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Communication Department will improve continuance of students in degree programs as measured by the outcome measures associated with continuance of students (graduation and retention)</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Compare graduation and retention rate to previous benchmarks.</p>	<p>Assessment Method: The Communication Department will collect data for the previous years and set benchmarks for AY 2007-2008.</p> <p>At the end of the academic year, the Communication Department will collect data for AY 2007-2008.</p> <p>The Communication Department will analyze the data by comparing AY 2007-2008 to the benchmarks set.</p> <p>The Communication Department will report the results of the analysis on the Annual Assessment Reports.</p> <p>Using the results of the data, the Communication Department will initiate and plan for improvements for AY 2008-2009.</p> <p>Criterion for Success: Increase of 1% in graduation rates for majors in each program as compared to benchmark year.</p> <p>Increase of 1% in retention rate for majors in each program as compared to the previous year.</p> <p>Increase of 1% in persistence rate for majors in each program as compared to the previous year.</p>	<p>09/16/2008 - Retention rate decreased from 67.3% to 58.5% for EF Cohort first year retention rates. Graduation rate for 4 year graduation increased from 20.6% to 23.7% from Fall 2002 to Fall 2003 cohort but then decreased to 14.6% for Fall 2004 cohort. As for 5 year graduation, the rate increased from 31.7% to 33.3% from Fall 2002 to Fall 2003 cohort.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue to monitor graduation and retention rates. Graduation rates are looking good. As for retention, continued monitoring will determine if there is a problem here.</p>
<p>Dept - Communication - SLOs - Systematic methodology - 1.B.1. The Communication Department will develop a systematic methodology for the collection, reporting, and benchmarking of the key outcome</p>	<p>Assessment Method: 1a. The faculty committee in each program area will review national, state, and professional entity norms or averages on associated student learning outcome</p>	<p>08/29/2008 - Faculty will be requested to seek national and state data to use for benchmarking.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step:</p>	<p>09/30/2008 - Plan to have benchmarking data to conduct comparison between our program and others.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>measures associated with enhancing student learning outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Appoint key faculty in each program to develop the plan. 2. Identify key indicators or measures of student performance that are consistent with state and professional standards.</p>	<p>measures to use in benchmarking.</p> <p>Criterion for Success: 100% completion of a plan for systematically collecting, reporting, and benchmarking performance on key indicators of student performance associated with student learning outcomes.</p>	<p>Continue Current Strategy(s)</p> <p>08/29/2008 - Faculty in each area will be requested to collect and report benchmarking performance on key indicators.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step: Continue Current Strategy(s)</p> <p>08/29/2008 - Faculty developed a plan for collecting, reporting and benchmarking performance on key indicators of student performance associated with student learning outcomes. Student learning outcomes have been revised and included in all syllabi.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Each area will be compared with other areas across the country.</p> <hr/> <p>09/30/2008 - Will ensure that new SLOs are included in syllabi.</p> <hr/> <p>09/30/2008 - Will conduct comparisons from year to year to determine areas of improvement.</p> <hr/>
	<p>Assessment Method: 2a. The faculty committee will review performance of students in peer institutions and at institutions with similar student population.</p> <p>Criterion for Success: 100% completion of a plan for systematically collecting, reporting, and benchmarking performance on key indicators of student performance associated with student learning outcomes.</p>	<p>08/29/2008 - Student learning outcomes have been developed in each of the areas in the Department of Communication.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	
<p>Dept - Communication - SLOs - Improve student learning - 1.B.2. The</p>	<p>Assessment Method: At the beginning of each Fall and Spring</p>	<p>08/29/2008 - Faculty review assessment results each semester. SLOs have been revised and</p>	<p>09/30/2008 - Will determine if new SLOS measure and assess</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Communication Department will improve student learning based on measures associated with enhanced student learning outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Analyze Student Learning Outcome Assessment Reports/ results every semester in each program. 2. Set improvement targets for AY 2008-2009. 3. Review, revise and improve the Student Learning Outcomes (SLO) Assessment Plans (procedures and methodology) for majors in the Communication Department using results of AY 2006-2007 to improve student success. 4. Analyze and revise programs, curricula and/or assessment procedures, as appropriate, based on assessment results.</p>	<p>semester, the faculty will review the results of the Student Learning Outcomes assessment for the previous semester and/or year.</p> <p>Criterion for Success: All students will demonstrate increase in student learning as measured by assessment of student learning outcomes in each program.</p> <p>Assessment Method: The faculty and department chair will analyze the implications for the program of student learning outcomes.</p> <p>Criterion for Success: All students will demonstrate increase in student learning as measured by assessment of student learning outcomes in each program.</p>	<p>curricula have been changed to increase student learning.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p> <hr/> <p>08/29/2008 - Conducted each semester.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p> <hr/> <p>08/29/2008 - Curriculum has been changed. Multi-section courses have been standardized.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>in a more effective manner.</p> <hr/> <p>09/30/2008 - Will continue with increase.</p> <hr/> <p>09/30/2008 - Will evaluate curriculum and standardization to determine if changes were effective or not.</p> <hr/>
	<p>Assessment Method: The program will make necessary changes to curriculum, instruction, and/or assessment processes to improve student learning.</p> <p>Criterion for Success: All students will demonstrate increase in student learning as measured by assessment of student learning outcomes in each program.</p> <p>Assessment Method: The program will make necessary changes to curriculum, instruction, and/or assessment processes to improve student learning.</p> <p>Criterion for Success: All students will demonstrate increase in student learning as measured by assessment of student learning outcomes in each program.</p>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Dept - Communication - Access - Systematic Methodology - 1.C. The Communication Department will establish a systematic methodology for the collection, reporting and benchmarking of the key outcome measures associated with increasing access to our educational programs and will improve access as measured by these outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> Utilize the department recruitment committee to increase awareness of department programs. Promote department participation in new student/transfer orientations. Update recruitment materials. Expand opportunities for students engaged in creative/research activities. Develop new programs in areas of need. Advocate for new faculty positions in areas of need. Ensure baseline data is available for all key indicators. 	<p>Assessment Method: The Communication Department will monitor key indicators and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures.</p> <p>Criterion for Success: Increase access to our education programs as compared to 2006-2007 using the key outcome measures:</p> <ol style="list-style-type: none"> Maintain undergraduate and increase graduate SCH enrollments Maintain and or increase number of students involved in research/creative works activities 	<p>09/16/2008 - Students involved in research activities have increased in 2007-2008 compared to 2006-2007. Number of graduate students involved in research increased from four to seven.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p> <hr/> <p>09/16/2008 - Undergraduate SCH enrollment dropped by 5.8%. Graduate SCH enrollment increased by 14.9%.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will try to maintain growth and encourage student participation.</p> <hr/> <p>09/30/2008 - Will monitor enrollment to determine if there is a trend. Too early to tell.</p> <hr/>
<p>Dept - Communication - Scholarly Productivity - Systematic Methodology - 2.A The Communication Department will establish systematic methodology for the collection, reporting and benchmarking of the key outcome measures for scholarly productivity and will increase scholarly productivity of its faculty as measured by these outcomes.</p>	<p>Assessment Method: The Department Chair will monitor the key outcome indicators for and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase.</p> <p>Criterion for Success: The Department of Communication will</p>	<p>09/16/2008 - Data is gathered through faculty annual reviews. In 2006-07 faculty produced 6 journal articles, 20 presentations, 1 book and no book chapters. For 2007-08 the numbers jumped to 9, 23, 1 and 4 respectively.</p> <p>Result Type:</p>	<p>09/30/2008 - Will continue to gather data to conduct comparisons from year to year.</p> <hr/>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Publicize scholarly productivity successes. 2. Publicize availability of internal and external sources of funding. 3. Advocate for release time for faculty who demonstrate high levels of scholarly activity. 4. Facilitate full utilization of research assistants. 5. Ensure that baseline data for benchmarking is available.</p>	<p>maintain and try to increase the overall number of scholarly and creative activities by faculty as compared to the baseline year of 2006-2007 using the key outcome indicators:</p> <p>a. number of refereed/juried works in journals b. number of state, regional, national and international performances/presentations c. number of books. d. number of book chapters.</p>	<p>Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	
<p>Dept - Communication - Acquisition of External Funds - Systematic Methodology - 2.B.The Department of Communication to establish systematic methodology for the collection, reporting and benchmarking and of key outcome measures for the acquisition of external funds and will improve the acquisition of external funds as measured by these outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Publicize internal and external sources</p>	<p>Assessment Method: The Department Chair will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures.</p> <p>Criterion for Success: Improve the acquisition of external funds as measured by an overall increase in the key outcome indicators:</p> <p>a. number and amount of research and non-research projects submitted for funding</p> <p>b. number and amount of funded projects by faculty</p>	<p>08/29/2008 - Data will be gathered through faculty annual reports. One external funding was obtained in 2007-08 compared to non in 2006-08. The amount was for \$10,000 for the production of the summer movie.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue exploring avenues for funding and informing and encouraging faculty to apply for external grants.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>of funding. 2. Encourage PIs to write paid release time into their externally funded projects.</p>			
<p>Dept - Communication - Credit and Non-credit Course Offerings - Systematic Methodology - 3.A. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking of key outcome measures for credit and non-credit course offerings and will increase credit and non-credit course offerings as measured by these outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The Dept. Chair will encourage faculty to develop fully online courses. 2. The Dept. Chair will arrange for the College Director of Online Course Development to meet with and present to the faculty of the Department of Communication to help with the development of online courses. 3. Encourage participation in flexible class scheduling including weekends. 4. Encourage participation in conducting continuing education programs.</p>	<p>Assessment Method: The Chair's office will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures</p> <p>Criterion for Success: Increase by 1% the number of credit and non-credit offerings using the following indicators as compared to the previous year:</p> <ul style="list-style-type: none"> a. fully online courses b. continuing education programs c. weekend classes 	<p>08/29/2008 - Fully online courses have remained the same. The department does not offer continuing education programs and does not offer weekend classes.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step: Mark Outcome as Complete</p>	<p>09/30/2008 - Will encourage faculty to increase online presence. Will explore the idea of weekend classes.</p> <hr/>
<p>Dept - Communication - Professional and Community Participation - Systematic Methodology - 3.B. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking of the key outcome measures that measure department participation in</p>	<p>Assessment Method: The Chair's office will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome</p>	<p>08/29/2008 - Compared to base line year, community based activities increased from 2 to 11. As for participation in FESTIBA, number of faculty involved increased from 4 to 5.</p> <p>Result Type: Criterion Met</p>	<p>09/30/2008 - There has been an increase in this area. Will maintain current level or continue to increase by rewarding faculty in annual reviews.</p> <hr/>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>professional and community activities and will increase department participation in professional and community activities as measured by these outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Publicize outstanding service and major appointments. 2. Publicize events and activities through the College Calendar, FESTIBA Brochure, and department web page. 3. Reward community and professional activities in the annual review process.</p>	<p>measures</p> <p>Criterion for Success: Increase the overall number of activities that demonstrate participation in professional and community activities by 5% as compared to the baseline year of 2006-2007:</p> <p>a. number of events in FESTIBA</p> <p>b. number of community-based activities</p> <p>c. number of memberships on advisory boards</p> <p>d. number of faculty engaged in discipline specific consulting</p> <p>e. number of faculty holding office in professional organizations</p> <p>f. number of faculty serving on committees in professional organizations</p>	<p>Next Step: Continue Current Strategy(s)</p>	
<p>Dept - Communication - Qualified Applicants - Systematic Methodology - 4.A. The Department of Communication will establish a systematic methodology for collecting, reporting and benchmarking, of the key outcome measures related to improving the pool of qualified applicants as measured in the key outcome measures and will improve the pool of qualified applicants as measured by these outcomes</p>	<p>Assessment Method: The Chair?s office will compile departmental activity for each of the measurable outcomes for this objective.</p> <p>Criterion for Success: Participate in service-related summer camps</p>	<p>08/29/2008 - One faculty member conducted three summer camps.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue to inform faculty of such activities and reward participation through annual reviews.</p>
<p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date:</p>	<p>Assessment Method: The Chair?s office will compile departmental activity for each of the measurable outcomes for this objective.</p> <p>Criterion for Success: Participate in at least 2 recruitment activities at the local high schools.</p>	<p>08/29/2008 - Faculty participated in Ull high school judging and invited high school journalism students to come to campus. Six visits to high schools were done by faculty members.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue to reward faculty participation by rewarding them in their annual reviews.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Promote departmental involvement in P-12 activities.</p>	<p>Assessment Method: The Chair's office will compile departmental activity for each of the measurable outcomes for this objective.</p> <p>Criterion for Success: Participate in at least 2 UIL judging activities at the local high schools.</p>	<p>08/29/2008 - Judging at UIL activities was 3 for 2006-07 and 4 for 2007-08.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue to reward faculty participation in high schools through annual reviews.</p>
<p>Dept - Communication - Access to Inter-American and Global Perspectives - Systematic - 5.A. The Department of Communication will establish a systematic methodology for the collection, reporting and benchmarking of the key outcome measures for enhancing access to inter-American and global perspectives and will enhance access to inter-American and global perspectives as measured in these outcomes.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Assist faculty in acquiring necessary funding for international presentations. 2. Encourage departments to address cultural diversity throughout the curriculum. 3. Promote study abroad activities to students. 4. Serve on the academic advisory committee for the Center for International Studies.</p>	<p>Assessment Method: The Chair's office will monitor key indicators for each of the departments and compare figures for 2007-2008 against the previous year to determine if there has been an overall increase in the key outcome measures.</p> <p>Criterion for Success: Increase the number of indicator activities as compared to the baseline data for 2006-2007:</p> <p>a. number of active international partnerships that yield instructional, research or service benefits to the institution and its faculty</p> <p>b. number of students who study abroad for either credit or non-credit.</p> <p>c. number of faculty with international experiences through Fulbright or similar faculty experiences</p> <p>d. number of visiting international scholars</p> <p>e. number of international presentations</p> <p>f. number of courses/ special programs addressing cultural diversity issues in the</p>	<p>08/29/2008 - In 2007-08, the faculty conducted two study abroad programs compared to non in 06-07. Faculty with international experience increased to one. International presentations remained the same at 2 and a new minor in Hispanic media studies was developed.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue to encourage faculty to participate in study abroad programs and international opportunities through information and by rewarding such activities through the annual review process.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>5. Encourage faculty to participate in International activities on campus such as International Week and Pan American Days.</p>	<p>curriculum</p>	<p>08/29/2008 - In 2007-08, the faculty conducted two study abroad programs compared to non in 06-07. Faculty with international experience increased to one. International presentations remained the same at 2 and a new minor in Hispanic media studies was developed. Result Type: Criterion Met Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will continue to encourage faculty to participate in study abroad programs and international opportunities through information and by rewarding such activities through the annual review process.</p>
<p>Dept - Communication - Optimization of Course Offerings - Systematic Methodology - 6.A. The Department of Communication will establish a systematic methodology for collecting, reporting, and benchmarking of key outcome measures for optimizing course offerings and will improve the optimization of course offerings as measured by these outcomes. Outcome Types: Administrative - Fiscal Year 2008 Start Date: 06/01/2007 End Date: 05/31/2008 Outcome Status: Active/Ongoing Strategies: 1. Chair's Office will monitor proposed program schedules.</p>	<p>Assessment Method: 1a. The Chair's office will review reports to determine the difference between scheduled seats and filled seats during the fall and spring semester. Criterion for Success: The difference between scheduled seats and filled seats will be less than 20% for the majority of classes offered during AY 2007-2008.</p>	<p>08/29/2008 - The difference between scheduled seats and filled seats was calculated at 32%. Result Type: Criterion Not Met Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will work on reducing this percentage by lowering the cap on some classes and increasing recruiting efforts for programs that are low.</p>
<p>Dept - Communication - Recruitment of Quality Faculty - Systematic Methodology - 6.B. The College of Arts and Humanities will establish a systematic methodology for the collection, reporting, and benchmarking of key outcome measures related to recruiting quality faculty and will increase the recruiting of qualified faculty as measured by these outcomes.</p>	<p>Assessment Method: The Chair's office will review the data for the measurable outcomes for this objective and determine if all criteria have been met. Criterion for Success: Maintain the percentage of successfully filled positions as compared to last year.</p>	<p>08/29/2008 - Two out of three positions were filled during 2008-08 Result Type: Criterion Met Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - We have two positions for this year and all efforts in faculty recruitment will be done to fill both positions.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The Department will have Recruitment Plans submitted to the Dean's office no later than September 15 of each year.</p>	<p>Assessment Method: The Chair's office will review the data for the measurable outcomes for this objective and determine if all criteria have been met.</p> <p>Criterion for Success: Increase the number of new to UTPA tenured/tenure track faculty who remain for 5 years.</p>	<p>08/29/2008 - Only one tenure track faculty member resigned in 06-07. All faculty were retained for 07-08.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Will work on retaining all faculty by providing a can do environment like we have done. Faculty work is rewarded and encouraged. Collegiality is highly valued.</p>