

Literacy EDD

Increase Scholarly Activity

Goal Description:

We would like to see an increase in scholarly activity among faculty and students.

Providing Department: Literacy EDD

Progress: Completed

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Comprehensive Publication For Submission

Learning Objective Description:

Students will prepare a journal-ready article in one or more courses in the program.

RELATED ITEM LEVEL 2

Quantity of Publications Drafted, Submitted, and/or Accepted

Indicator Description:

The faculty members teaching courses that require journal-ready papers will report the number of publications drafted, submitted, and/or accepted. Students in other courses will also be asked to submit the number of publications drafted, submitted, and/or accepted.

Criterion Description:

It is imperative that students gain experience conducting research and reporting their findings in peer-reviewed journals and other outlets.

Findings Description:

Students gained experience in the courses by submitting their research to peer-reviewed journals and other outlets.

RELATED ITEM LEVEL 3

Quantity of Publications Drafted, submitted, and/or accepted

Action Description:

Progress is completed because benchmark was met.

RELATED ITEM LEVEL 1

Conference Proposal Training

Learning Objective Description:

During the first semester of coursework, students will complete a conference proposal with the guidance of a faculty member. Students will also be introduced to the variety of conferences in our field, and choose the best outlet for their scholarly work.

RELATED ITEM LEVEL 2

Quantity of Conference Proposal Submissions and Acceptance Rate

Indicator Description:

The faculty member in charge of the conference proposal training, the LITC Ed.D. Director, will report the number of proposals submitted and the number that were accepted.

Criterion Description:

It is expected that graduate students engage in scholarly work - in this case, presenting research at refereed conferences.

Findings Description:

Graduate students in the LITC Ed.D. program presented research at refereed conferences.

RELATED ITEM LEVEL 3

Quantity of Conference Proposal Submissions and Acceptance Rate

Action Description:

Progress is completed because conference proposals and submissions were accepted at one national and one international conference.

Increase the Visibility of our EDD Program

Goal Description:

We will increase the visibility of our Ed.D program through a variety of recruitment methods, including in person visits, online media, the new doctoral student council, and newsletter, featuring the work of faculty and students.

Providing Department: Literacy EDD

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Promote Our Program

Learning Objective Description:

We will implement an awareness/promotion plan geared toward the recruitment of quality applicants in five phases: 1) LinkedIn, 2) Facebook A: video campaign, 3) Facebook B: warm audience from website clicks, 4) Google search campaign, and 5) Twitter/Pandora: clicks and audio commercials. Along the way, we will encourage students and faculty to continuously report their work to the program director so that the information can be disseminated via social media.

RELATED ITEM LEVEL 2

Results of the Social Media Campaign

Indicator Description:

We will report the number of clicks, warm leads, and students applications based on the following ads: 1) LinkedIn, 2) Facebook A: video campaign, 3) Facebook B: warm audience from website clicks, 4) Google search campaign, and 5) Twitter/Pandora: clicks and audio commercials.

Criterion Description:

Social Media seems the way of the world, and thus we hope to increase the number of applications so that we can be more selective with our admissions.

Findings Description:

We used social media recruitment methods to increase the number of applications within our LITC Ed.D. program.

Systematically Increase Research Collaboration Between Faculty and Students

Goal Description:

The purpose of this goal is initiate a system that connects faculty and students in research endeavors, including research projects, publications, and grant-writing.

Providing Department: Literacy EDD

Progress: Completed

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Student/Faculty Research Collaborative System

Learning Objective Description:

The reading/literacy faculty will devise a system for connecting faculty and students on research projects.

RELATED ITEM LEVEL 2

Research Collaborative System

Indicator Description:

There will be a tangible, shared system that provides an opportunity for students and faculty to identify potential research collaboratives.

We will now also encourage and develop guidance for virtual research.

Criterion Description:

It is imperative that faculty mentor students in the area of research.

Findings Description:

Faculty mentored students in the area of research.

RELATED ITEM LEVEL 3

Research Collaborative System

Action Description:

Progress is completed because the Ed.D. in literacy in process of changing to an Ed.D. in curriculum and instruction, and this specific ICF is unique to the literacy program.

RELATED ITEM LEVEL 2

Results of Graduate Coordinator

Indicator Description:

One faculty member from each group will report their progress and productivity in recruitment for the C&I Ed.D. which will start its first cohort in summer 2023.

Criterion Description:

This item can be reported as the number of students recruited to the inaugural cohort.

Findings Description:

Faculty reported recruitment to Doctoral Director.

RELATED ITEM LEVEL 3

Results of Research Collaborative

Action Description:

Progress is completed because the Ed.D. in literacy in process of changing to an Ed.D. in curriculum and instruction, and this specific ICF is unique to the literacy program.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

The social media campaign worked well, so we will employ this approach again this year. While we saw an increase in faculty/student research collaboratives, there is always room for improvement. The social media group for research collaboration needs more involvement on behalf of faculty. Reminders will be sent monthly to update the group regarding planned scholarly activities that might include research projects, publishing, presenting or grant writing. In addition, we will hold trainings on internal grant programs that is intended to lead to external funding, publications, and presentations.

Update of Progress to the Previous Cycle's PCI:

The social media planned worked well again; we had a larger number of applicants (13) and accepted 11. Unfortunately, due to a variety of student issues, only 6 remained in the program. We will use the social media campaign again. Now that some conferences are face-to-face again, we will be recruiting at related conferences.

The systematic research collaboration was established as Facebook group, and while it was promising, the pandemic quieted the group immensely and interaction still remains dismal. Therefore, we plan to meet as a faculty to discuss other possible ways to create a systematic way to promote student/faculty research collaborations.

We continue to share publishing, presenting, and grant writing opportunities, but these results were similar to the previous years, and therefore this approach also needs revamping.

New Plan for Continuous Improvement Item**Closing Summary:**

There are big plans for the literacy doctoral program as it transitions to the C&I EDD with strands in literacy, TESOL, and special education. I've formed a committee of faculty in these areas to revise the program to be more effective and also more marketable. Big things to come!