

Communication Studies, Department of  
Assessment Plan Summary

Communication Studies, Department of

Graduate Recruitment And Admission

Goal Description:

To increase the enrollment of a diverse class of graduate students. Communication training is critical to a broad variety of disciplines, ranging from teaching to corporate training and development to fundraising to family counseling. Accordingly, the graduate program offers varied coursework designed to meet the needs of a diverse student body and is available entirely online to attract such a group.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Graduate Recruitment And Admission

Performance Objective Description:

The graduate faculty will recruit and admit four or more new qualified applicants.

RELATED ITEM LEVEL 2

Recruitment And Admission Of Graduate Students

KPI Description:

This objective will be attained by identifying qualified graduate applicants and admitting them to the program. The criterion for meeting this goal will be the admission of 5 new graduate students.

Results Description:

The department admitted 17 new graduate students during the evaluation period, exceeding the criterion.

RELATED ITEM LEVEL 3

Student Recruitment

Action Description:

The department will work with campus marketing to develop materials and plans to attract undergraduate and graduate students to the programs in Communication Studies.

Professional Activity And Service

Goal Description:

To promote regular faculty participation in and service to state, regional, national, and international professional organizations with an emphasis on *participation in international conferences* held outside the United States. The department also promotes the conduct of *interdisciplinary research* wherever possible.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Professional Activity And Service

Performance Objective Description:

Tenured and tenure-track faculty members will participate regularly and perform service to the university and community and in the state, regional, national, and international professional organizations of the field. Special credit will be given to participation on the programs of international conferences and to conference papers which are interdisciplinary in nature.

RELATED ITEM LEVEL 2

Professional Activity

KPI Description:

Professional activity will be measured by the number of professional organization conventions attended during the evaluation period. The criterion for achieving this goal is attendance at 1 regional or national conventions or 1 international convention.

Results Description:

All but one faculty member met or exceeded the criterion of convention participation. Three faculty members attended one international convention each.

RELATED ITEM LEVEL 3

Enhancing Research Productivity

Action Description:

The department will continue to encourage faculty members to conduct and publish high quality research by supporting travel for research and reporting purposes. The faculty will discuss the nature of the on-going research in the department and brainstorm research opportunities and possible collaborations.

RELATED ITEM LEVEL 2

Professional Service

KPI Description:

Professional service will be measured by the number of service activities performed as a member of a professional organization. Examples of such activities include serving as an officer, a journal editor, member of an editorial board, division officer, and the like. The criterion for achieving this goal is service in any official capacity during the evaluation period.

Results Description:

Eighty percent of the faculty met the criterion of service.

Research Productivity

Goal Description:

To establish and maintain an ongoing program of research and publication by the tenured and tenure-track faculty exclusively in *refereed* journals and books in communication studies and related fields. The department acknowledges the added rigor of refereed publications and is committed to continuing its record of publication in such venues.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Research Productivity

Performance Objective Description:

Tenured and tenure-track faculty will maintain an ongoing program of research and publication in refereed journals and books in communication studies or related fields.

RELATED ITEM LEVEL 2

Research Productivity

KPI Description:

The first measure of research productivity will be the number of refereed journal publications published or accepted for publication during the evaluation period. The criterion for achieving this goal is one paper published or accepted for publication during the evaluation period. For tenured faculty on a 4-4 teaching load, the criterion is one paper published or accepted for publication during a three year period. A second measure of research productivity will be publication of a scholarly book during the evaluation period.

Results Description:

All but one faculty member met and all but one exceeded the first criterion. The single faculty member who had no publications in this evaluation period exceeded the publication standard over the past three years. No faculty members published books during this year.

RELATED ITEM LEVEL 3

Enhancing Research Productivity

Action Description:

The department will continue to encourage faculty members to conduct and publish high quality research by supporting travel for research and reporting purposes. The faculty will discuss the nature of the on-going research in the department and brainstorm research opportunities and possible collaborations.

Teaching Excellence

Goal Description:

To perform with excellence in classroom instruction.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Teaching Excellence

Performance Objective Description:

Faculty members will sustain an above average level of classroom instruction.

RELATED ITEM LEVEL 2

Chair's Evaluation Of Teaching

KPI Description:

The first performance indicator for Teaching Excellence will be the Chair's Rating of Teaching Effectiveness provided by the annual Faculty Evaluation System document. Scores range from 1 to 5. The Chair's evaluation will be based on a teaching portfolio submitted by each faculty member and a conference with that faculty member. Items to be considered include but are not limited to Professionalism and Content/Pedagogy as specified in the university's Academic Policy Statement 820317. The criterion for achieving the goal of teaching excellence using this indicator is a Chair's Rating of 4.00 or greater.

Results Description:

Faculty members' teaching evaluation scores awarded by the department Chair ranged from 4.1 to 4.8, exceeding the criterion in each case.

RELATED ITEM LEVEL 3

Enhancing Instructional Effectiveness

Action Description:

Data indicate that all faculty have exceeded acceptable standards of classroom instruction. However, there is always room for improvement, both in measuring the effectiveness of instruction and in the delivery of the instruction itself. To that end, these actions

are proposed:

1. The Chair will continue to discuss with individual faculty members and the faculty as a whole with the aim of fostering instructional excellence. These discussions will continue to focus on identifying any issues that are preventing faculty from achieving excellence in instruction as well as sharing best practices among colleagues.
2. The Chair will schedule observations of each faculty members' teaching at least once a year to foster development of teaching excellence. To that end, pre-observation meetings will be held to discuss the objective of the class to be observed as well as to reassure the instructor of the support of the evaluator for the instructor in the process. Follow-up meetings will also be held to discuss observations of the evaluator and give the instructor the opportunity to provide feedback about the lesson in retrospect.

RELATED ITEM LEVEL 3

**Improving Instruction**

**Action Description:**

Toward constant improvement, the chair will continue the practice of classroom observations, with pre- and post-observation consultations with each instructor as part of a developmental approach to enhance each instructor's teaching skills.

RELATED ITEM LEVEL 3

**Improving Teaching**

**Action Description:**

Toward constant improvement, the chair will continue the practice of classroom observations, with pre- and post-observation consultations with each instructor as part of a developmental approach to enhance each instructor's teaching skills.

RELATED ITEM LEVEL 2

**Comparison Of Faculty Teaching Scores To Those In The Discipline Nationally**

**KPI Description:**

The third performance indicator for Teaching Excellence will be the overall average of IDEA System Standardized Scores for faculty members in comparison to similar scores of faculty members in the discipline nationally found in the IDEA database. The criteriion for achieving the goal of teaching excellence using this indicator will be an overall average in the Middle 40% of all classes in the IDEA database.

**Results Description:**

Based on raw scores, ALL of the department's IDEA scores (100%) exceeded those of the IDEA database average.

RELATED ITEM LEVEL 3

**Enhancing Instructional Effectiveness**

**Action Description:**

Data indicate that all faculty have exceeded acceptable standards of classroom instruction. However, there is always room for improvement, both in measuring the effectiveness of instruction and in the delivery of the instruction itself. To that end, these actions are proposed:

1. The Chair will continue to discuss with individual faculty members and the faculty as a whole with the aim of fostering instructional excellence. These discussions will continue to focus on identifying any issues that are preventing faculty from achieving excellence in instruction as well as sharing best practices among colleagues.
2. The Chair will schedule observations of each faculty members' teaching at least once a year to foster development of teaching excellence. To that end, pre-observation meetings will be held to discuss the objective of the class to be observed as well as to reassure the instructor of the support of the evaluator for the instructor in the process. Follow-up meetings will also be held to discuss observations of the evaluator and give the instructor the opportunity to provide feedback about the lesson in retrospect.

RELATED ITEM LEVEL 3

**Improving Instruction**

**Action Description:**

Toward constant improvement, the chair will continue the practice of classroom observations, with pre- and post-observation consultations with each instructor as part of a developmental approach to enhance each instructor's teaching skills.

RELATED ITEM LEVEL 3

**Improving Teaching**

**Action Description:**

Toward constant improvement, the chair will continue the practice of classroom observations, with pre- and post-observation consultations with each instructor as part of a developmental approach to enhance each instructor's teaching skills.

RELATED ITEM LEVEL 2

**Student Evaluation Of Teaching**

**KPI Description:**

The second performance indicator for Teaching Excellence will be the Student Rating of Teaching Effectiveness, which is the Summary Evaluation score (adjusted) provided by IDEA System forms for each class taught. The criterion for achieving the goal of teaching excellence using this indicator is a Student Rating of 3.5 or greater (averaged across classes).

**Results Description:**

Faculty members' student evaluations (IDEA System scores) ranged from 4.2 to 4.75, substantially exceeding the criterion in each case.

RELATED ITEM LEVEL 3

## **Enhancing Instructional Effectiveness**

### **Action Description:**

Data indicate that all faculty have exceeded acceptable standards of classroom instruction. However, there is always room for improvement, both in measuring the effectiveness of instruction and in the delivery of the instruction itself. To that end, these actions are proposed:

1. The Chair will continue to discuss with individual faculty members and the faculty as a whole with the aim of fostering instructional excellence. These discussions will continue to focus on identifying any issues that are preventing faculty from achieving excellence in instruction as well as sharing best practices among colleagues.
2. The Chair will schedule observations of each faculty members' teaching at least once a year to foster development of teaching excellence. To that end, pre-observation meetings will be held to discuss the objective of the class to be observed as well as to reassure the instructor of the support of the evaluator for the instructor in the process. Follow-up meetings will also be held to discuss observations of the evaluator and give the instructor the opportunity to provide feedback about the lesson in retrospect.

### **RELATED ITEM LEVEL 3**

## **Improving Instruction**

### **Action Description:**

Toward constant improvement, the chair will continue the practice of classroom observations, with pre- and post-observation consultations with each instructor as part of a developmental approach to enhance each instructor's teaching skills.

### **RELATED ITEM LEVEL 3**

## **Improving Teaching**

### **Action Description:**

Toward constant improvement, the chair will continue the practice of classroom observations, with pre- and post-observation consultations with each instructor as part of a developmental approach to enhance each instructor's teaching skills.

## **Update to COMS Dept Previous Cycle's PCI**

### **Update of Progress to the Previous Cycle's PCI:**

1. The masters program enrolled 11 new high-quality graduate students into the program, making for the highest total number (24) in the program's history.
2. All tenure/tenure-track faculty continue to be active in professional activity and service on community, university, national, regional, and international levels.
3. The department has encouraged and financially supported faculty research and travel to support that research to regional and national conferences during the year.
4. The chair held formal and informal discussions with faculty regarding preferred classes and teaching times prior to scheduling classes in addition to pre- and post-observation conferences as part of the classroom observations used in the chair evaluation of teaching assessments.

## **Update to Previous Cycle's Plan for Continuous Improvement**

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

1. Continue supporting faculty travel to present research at professional conferences, especially international conferences when possible.
2. Continue the culture of service across the department that has existed. Develop a rubric that will differentiate and reward different levels of service.
3. Develop different specific Service Expectations for Non-Tenured Tenure Track faculty apart from Tenured faculty, to allow Non-Tenured Tenure Track faculty to begin to experience the service culture, but not to negatively impact their research program development leading toward tenure.
4. Faculty develop a rubric for the Chair's Evaluation of Teaching Effectiveness for the IDEA Teaching Effectiveness portion of the Faculty Evaluation System.

### **Update of Progress to the Previous Cycle's PCI:**

1. All faculty members except one traveled to professional conferences to present research during this cycle. Efforts to support faculty research will continue
2. The culture of service continues across the department with members service in many and varied capacities across the university and several associations, as well as within the community outside the university. The assessment rubric is under construction.
3. The faculty is working on developing specific expectations for non-tenured, tenure-track faculty, separate from those for tenured faculty.
4. The chair, along with the faculty, is working to develop a rubric for the Chair's evaluation of Teaching using feedback from the first year of chairs' classroom visits and pre- and post-observation consultations.

The Department has exceeded its goals in student recruitment. Faculty continue to be exceptionally active in professional service and research productivity. And the entire faculty has very strong teaching evaluations. While constant improvement is always the objective, this cycle was a very productive one.

**COMS Department Plan for Continuous Improvement**

**Closing Summary:**

1. Continue to publicize both the undergraduate and graduate programs, with the aim of increasing the understanding of potential students of what the program is and what it offers, as well as the faculty's strengths, its curriculum, etc.
  
2. Continue to promote, encourage, and support faculty participation in professional activity and service on community, university, state, regional, national, and international levels.
  
3. Continue to support faculty's individual and collaborative research both within the department and with colleagues outside the department. Also, provide support as possible for travel to present research on competitively selected conferences.

**Plan for Continuous Improvement 2015-16**

**Closing Summary:**

1. Continue to work toward enrolling high quality graduate students into the masters program.
  
2. Continue to promote, encourage, and support faculty participation in professional activity and service in university, state, regional, national, and international research and activities.
  
3. Continue to support faculty scholarly efforts both individually and in collaborative research both within the department and with colleagues outside the department. Also, provide support as possible for travel to present research on competitively selected conferences.
  
4. Continue to support faculty efforts to improve instruction, both online and in-classroom, in all ways possible.

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