

GOAL 1: To Enhance and Expand Academic Programs and Delivery

Objective 1.1: Decrease student/faculty ratio to 25:1 by increasing full-time and part-time faculty

Action steps:

Secure two full-time faculty lines per year for the next five years
Add two full-time, tenure-track faculty (Media Law/Journalism, Grad Program), Fall 2009
Add one Lecturer (Writing courses; coordinator for COM 1135), Fall 2009
Add two full-time, tenure-track faculty, Fall 2010
Add two full-time, tenure-track faculty, Fall 2011
Add two full-time tenure-track faculty, Fall 2012

Objective 1.2: Expand and streamline the undergraduate curriculum

Actions steps:

Redesign and streamline the Organizational Communication concentration, Fall 2008
Redesign and streamline the Public Relations concentration, Fall 2008
Redesign and streamline the Media Studies concentration, Fall 2008
Re-evaluate the Gateway (COM 1129 + COM 1135 = GPA 2.5), Spring 2008
Design and launch a new concentration in Journalism and Citizen Media, Fall 2008
Explore design of a concentration in Persuasive Communication/Advertising, Fall 2012

Objective 1.3: Develop and launch a graduate program

Action steps:

Form graduate committee, August 2007
Conduct feasibility study, December 2007
Submit Letter of Intent (LOI) to faculty for approval, Spring 2008
Submit LOI to KSU Dean of Graduate Studies, Spring 2008
Submit LOI to Board of Regents, Summer 2008
Submit full proposal to Board of Regents, Fall 2008
Advertise new graduate program, Spring 2009
Launch new graduate program, Fall 2009
Hire/appoint a director of Graduate Studies, Fall 2009

Objective 1.4: Improve and expand hybrid and online course delivery

Action steps:

Encourage faculty to develop hybrid or online versions of their courses, Fall 2008
Require interested faculty members to achieve Quality Matters certification, Spring 2009

Objective 1.5: Implement SACS “Get Global” Initiative

Action steps:

Design and develop a Study Abroad program with Coles College, Fall 2007
Explore partnership with Shanghai International Studies University, Summer 2008
Introduce new Study Abroad program to China, Summer 2009
Explore partnerships with universities in Germany, Brazil, Fall 2009

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Increase international diversity among full-time and part-time faculty, Fall 2007
Encourage full-time faculty to teach abroad, Fall 2007
Encourage full-time faculty to conduct research abroad, Fall 2008

Objective 1.6: Seek Accreditation for Public Relations Curriculum

Action steps:

Discuss PR accreditation with communication faculty, Fall 2008
Get approval from faculty to apply for PR accreditation, Fall 2008
Complete and send required paperwork to request accreditation, Spring 2009

Objective 1.7: Aim for Accreditation by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC)

Action steps:

Revisit the two consultants' report from 2005, Spring 2009
Familiarize ourselves with the new ACEJMC standards, Spring 2009
Explore possibilities of incrementally adopting ACEJMC standards, Fall 2010

GOAL 2: To Improve Retention, Progression and Graduation Rates While Maintaining High Quality Education

Objective 2.1: Strengthening advising services for Communication Majors

Actions steps:

Maintain high quality advising and mentoring of students, ongoing
Update advising information on a regular basis and post on Website, ongoing
Offer annual orientation sessions in advising to all full-time faculty, every fall
Establish an "On Demand" advising Center, Spring 2008
Reassign faculty time to serve as academic adviser, Spring/Summer/Fall 2008
Hire a full-time staff person to handle advising and alumni relations, Fall 2010

Objective 2.2: Making academic progress more transparent to students

Action steps:

Update Web site on a regular basis, starting Fall 2007
Provide more "on demand" information on departmental Web site, starting Spring 2008
Offer a semester-by-semester course flow-chart for each concentration, Fall 2008
Include course "forecast" information in KSU catalog, Fall 2009

Objective 2.3: Maintaining a high level of instruction

Action steps:

Strengthen academic rigor in lower level writing course COM 1135, starting Fall 2008
Introduce more consistency in student outcomes in all sections of COM 1135, Fall 2008
Maintain academic rigor in COM 1129 Public Speaking, ongoing
Strengthen the mentor program for junior faculty, Fall 2007
Revive a peer observation program for junior faculty, Fall 2008

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Encourage and support undergraduate student research, starting Fall 2007

Objective 2.4: Increasing diversity among faculty, staff, and students

Action steps:

Proactively recruit and retain faculty from underrepresented groups, starting Fall 2007
Proactively recruit and retain staff who would add to domestic diversity, starting Fall 2007
Proactively recruit and retain students from underrepresented groups, starting Fall 2007
Advertise job announcements using viral marketing techniques, starting Fall 2008

GOAL 3: To Expand Resources

Objective 3.1: Increase revenue through course fees

Action steps:

Increase course fee for COM 4405 Organizational Publications to \$30, Spring 2008
Introduce course fees for all new courses in digital media production, Spring 2009
Offer continuing education courses in design and production, Fall 2009

Objective 3.2: Increase external fundraising efforts

Action steps:

Secure funds for research, technology, and instruction through grants, starting Spring 2008
Pursue funding opportunities through the National Advisory Board, Spring 2008
Secure funds for a second Endowed Chair (minimum of \$500,000), Fall 2011
Invite proposals for naming the Digital Media Lab, Spring 2008
Help facilitate the creation of scholarships for students, Fall 2009
Help facilitate funding for a Communication lecture series, Fall 2009
Seek funding for department specific research fellow opportunities for summer, Fall 2010
Work more closely with Mark Hellman in Development, Spring 2008

Objective 3.3: Expand resources and production equipment for Digital Media Lab

Action Steps:

Add a budget line item for digital media equipment, Fall 2008
Identify and pursue potential donors of digital media production equipment, Spring 2008
Recruit and retain student assistant for Digital Media Lab open hours, Fall 2008
Work with Deborah Smith to identify and pursue grant proposal opportunities, Spring 2008
Assist KSU in creating a digital media classroom, Fall 2008

GOAL 4: To Enhance Student Life Activities and Prepare Students To Be Leaders

Objective 4.1: Increase student participation in existing student organizations

Action steps

Increase student participation in Kennesaw Communication Association (KCA), Fall 2007

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Align organizational mission with campus and community service opportunities, Fall 2007
Increase programming activities of KCA, Fall 2008
Provide more leadership opportunities in KCA, Fall 2009
Increase student participation in Public Relations Student Society of America, Fall 2007
Align organizational mission with campus and community service opportunities, Fall 2007
Increase programming activities of PRSSA, Fall 2008
Provide more leadership opportunities in PRSSA, Fall 2009
Increase student participation in Lambda Pi Eta (LPH), Fall 2007
Seek opportunities to strategically align LPH's national mission and objectives with chapter and campus programming and service opportunities, Fall 2008
Establish and support proactive membership recruitment for chapter growth, Fall 2007
Maintain and highlight ample leadership opportunities in LPH, Fall 2009
Increase opportunities for organizational activities, scholarship and service built around digital media experience and skill sets, Fall 2008

Objective 4.2: Introduce new student organizations to follow curriculum growth

Action steps

Encourage student participation in KSU's LINK program, Fall 2008
Encourage students to participate in scholastic competitions, Fall 2008
Create a student chapter of the National Society for Training and Development, Fall 2009
Create a student chapter of the Society of Professional Journalists (SPJ), Fall 2010
Explore creation of a chapter of the American Advertising Federation (AAF), Fall 2012

GOAL 5: To Improve Service, Strengthen Accountability, and Establish a Stronger Sense of Community

Objective 5.1.: Strengthen new and current faculty orientations

Action steps:

Prepare an annual update for the Policies and Procedures handbook, Fall 2007
Offer annual faculty orientation, starting Fall 2007
Develop and create a handbook for new part-time faculty, Fall 2008
Prepare an annual update of the part-time faculty handbook, Fall 2010
Post all policies and procedures on the I-Drive, ongoing
Post relevant policies and procedures on our department Web site, Spring 2008

Objective 5.2: Establish a departmental master calendar

Action steps

Post original calendar in copy room for faculty and staff to add conference and event items, Spring 2008
Transfer information of key events to departmental website on a regular basis, Spring 2008
Make master calendar accessible (read only) to the public, Summer 2008
Move past events to a calendar archive, accessible to the public, every semester

Objective 5.3: Build a strong community with students, staff, and faculty

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Action steps:

Create a theme/slogan, Spring 2007
Modify departmental website to attract student's attention, Fall 2007
Update departmental Web site on a weekly basis, starting Fall 2007
Introduce weekly or bi-weekly announcements on our website, Fall 2008
Add an FAQ section on our departmental website, Summer 2008
Create a logo and develop a corporate identity for the department, Fall 2008
Advertise and promote the new identity in internal and external communication, Fall 2008
Hold receptions for graduating Seniors in May every year
Award graduating Seniors a tangible "take away" (mug, key chain, etc.)
Explore and establish an online social network for our students, Fall 2008
Explore and establish an online social network for our alumni, Spring 2009

Objective 5.4: Strengthen internship program

Action steps:

Assign new internship coordinator, Spring 2008
Streamline application and processing, Spring 2008
Expand employer base, ongoing
Strengthen process of performance evaluation, Fall 2008
Limit internship experience per semester per site to 6 credit hours, Fall 2007
Establish a link to the KSU Internship Website, Spring 2008
Hire full-time internship coordinator, Fall 2009
Limit internship experience to a total of six credit hours, Fall 2012

Objective 5.5: Establish a National Advisory Board (NAB)

Action steps:

Assign this task to a qualified faculty member as a service opportunity, Fall 2007
Recruit, invite, and retain qualified board members, Fall 2007
Encourage NAB to meet at least once per semester, Fall 2007
Provide administrative support for Board meetings and communication, Fall 2007

Objective 5.6: Establish a Student Advisory Council for Communication (SACC)

Action steps:

Assign this task to a qualified faculty member as a service opportunity, Spring 2008
Recruit, invite, and retain qualified students from each of the concentrations, Fall 2008
Provide administrative support for meetings and communication, Fall 2008

Objective 5.7: Introduce (annual) Communication Events

Action steps:

Public Speaking Showcase, Fall 2007
Seek input and guidance from NAB members, Spring 2008
Plan Communication Job Fair, Spring 2009
Plan Communication Lecture Series, Fall 2009
Host annual SoCon conferences, starting 2007

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Expand outreach to community leaders, schools and general public via training & networking, Fall 2007

Objective 5.8: Expand recognition for outstanding performance

Action steps:

Continue Communicator of the Year Award, Fall 2007

Continue Outstanding alumnus/alumna Award, Fall 2007

Continue Outstanding Senior Award, Spring 2008

Introduce Gumby Award, Spring 2008

Encourage nominations for KSU Teaching Award, Spring 2008

Encourage nominations for KSU Research Award, Spring 2008

Encourage nominations for KSU Service Award, Spring 2008

Encourage applications for research scholarships sponsored by Burruss Institute, Fall 2007

Encourage applications for CARET scholarships offered by CETL, Fall 2007

Introduce student-nominated Teacher of the Year Award, Spring 2009

Introduce student-nominated Adviser of the Year Award, Spring 2009

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