

# Indiana State University

2004 - 2005 Academic Annual Report

Department of Communications

## Year in Review

### Accomplishments

**As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's 5-10 top accomplishments for the 2004-2005 year that will help contribute to this effort?**

1. American Democracy Project: This departmental effort was a multi-course, multi-semester initiative involving students in basic studies courses, communication studies, public relations, radio-tv-film, journalism, and graduate studies. 2. Disney Internship Program: Representatives from the Department worked with the Career Center, and Disney coordinators to develop internship policies, and course equivalencies that provide a foundation for further relationship development between Disney and Comm. Department. 3. Launched a new, updated website for the department. 4. Two faculty submitted and received Liberal Learning in Action Mini-Grants from the Center for Public Service and Community Engagement (David Worley; Debra Worley). 5. Students in the public relations program extended their work in community engagement/service learning through their work for United Way of the Wabash Valley and the American Democracy Project. 6.\* This year's winner of the Sycamore Video Expo in the Continuing Series category "Incredible Indiana: Indianapolis Motor Speedway" by Lindsay Brown, Jennifer Compton and Ashley Hardin is part of a series produced for Riley Children's Hospital. "Animal World", one of last year's video entries, is currently running on their closed-circuit television system. 7. Last year's Long Form Video winner in The Sycamore Video Expo "All Who Wander" has been entered in the Ohio Valley Chapter of the Academy of Television Arts and Sciences student competition, so it is up for an Emmy. 8. WISU won first place in the Indiana Association of School Broadcasters (IASB) Station Imaging competition. Station imaging includes announcements which promote the station and imprint an "image" in listeners' minds between songs. It is a very high-profile award among Indiana colleges. 2005 was a record year for number of entrants. 9. WISU also had its most successful year in terms of total broadcasting hours and total listenership. For the first time ever, WISU undertook a 24-hour per day broadcast schedule at no extra expense to the University. The 24/7/365 schedule assures that ISU will not be forced to "share time" with any party seeking ISU's frequency as has happened to other educational broadcasters in Indiana as recently as a few months ago. 10. WISU listenership is up substantially. Due primarily to the addition of morning broadcast hours, WISU is a strong second place among ALL area radio stations in its primary demographic of 12-24-year olds in many dayparts. The potential positive impact this can have on a target audience for the University is just beginning to be realized.

### Research and Scholarship

**What is your assessment of accomplishments in the area of research and scholarship? Are you satisfied overall? In which areas do you feel your department does particularly well? In which areas do you feel your department needs to improve?**

In addition to the data reported above, it is important to note that three faculty members have four books in progress and that faculty were engaged in over 57 workshops, speeches, or presentations. Additionally, one faculty member produced two Reader's Theatre performances in concert with

upper level oral interpretation classes. The faculty research agenda, however, clearly needs strengthened, although it is important to note that we have numerous retirements, resignations, and reassignments in place which have impacted research productivity. Nevertheless, the department needs to improve its research performance and publication. At present, faculty in the department have approximately six publications under review in peer reviewed scholarly journals.

### Grants, Contracts & Off Campus Professional Service

**What is your assessment of accomplishments in the area of grants, contracts, and off campus professional service? Are you satisfied overall? In which areas do you feel your department does particularly well? In which areas do you feel your department needs to improve?**

Two faculty members (Debra and David Worley) have received Liberal Studies in Action Mini-grants to fund community engagement initiatives. Another faculty member (David Worley) has received a literacy grant from a national honor's organization to fund a community engagement project. This grant will be renewed in the coming year. Additionally, two faculty members (Debra and David Worley) received the Central States Communication Association Federation Prize to underwrite a research project which will result in a conference presentation and journal article in a regional, scholarly journal.

### Best Practices

**Describe the progress your unit has made thus far. Were you able to take these steps? What steps or goals have been particularly difficult to achieve and why? What practices, actions, initiatives are you doing that could be considered eminent?**

The information above seems focused more on assessment than Best Practices. In order to clarify, therefore, I am listing those best practices in which the department has been involved in the section below.

### Student Credit Hours

**What did you learn? What steps will you take during 2004-05 to meet your department's student credit hour target by fall 2005?**

The Department served over 1500 students in its major courses, not including Communication 101, where the department served over 1700 students. However, we have learned that we must continue to explore ways to reduce the number of courses in the department, especially given the reduced number of faculty, and work toward greater curricular integration across the areas in the department. Given the external review and our conversations with the College of Arts and Sciences Dean's Office, we are poised to undertake significant curricular revision and integration yielding greater focus, shared courses, and a strong common curricular core. We also believe that we will need to seriously consider revising the number of majors we offer in the department. Specifically, Managerial Communication will likely need to be eliminated and other present majors will need to be rethought and in all likelihood reconfigured. This process will be led by focusing on student outcomes linked with a clear sense of assessment and feedback in order to engage in continuous improvement of the departmental courses and credit hour production.

### Budget

**Identify and describe any collaborative efforts that have been undertaken by your department with other academic or administrative units to maximize resources to meet departmental goals. Please also consider collaborative opportunities with external partners.**

The Department works with Women's Studies and First Year Programs in supportive roles. Some of

our courses are cross-listed as Women's Studies Programs and COMM 101 plays a critical role in learning communities at ISU. We have conducted initial conversations with other units on campus to enhance our graduate program by integrating an interdisciplinary focus that requires graduate students to complete a prescribed number of hours in another unit.

### Outreach

**What are the outreach opportunities for your discipline? (non-traditional modes of delivery and timing, etc)**

Numerous faculty have developed web-enhanced formats for courses in the Department, including: Jim Chesebro; Gerald Slaughter; David Worley; Debra Worley. Paul Hightower has developed web versions of Jour 372 and Jour 437.

### Assessment

**For each program in the department, provide one or two examples of how the program is using assessment and evaluation (student outcomes, program review, and/or accreditation) to enhance student learning and program strength this year.**

Assessment continues into the second cycle through a variety of methods in the PR program. These methods are primarily focused on student learning outcomes, and include: 1) Portfolio review and assessment is conducted following each semester both by faculty and professionals in Indianapolis; students completing Internships now write a comprehensive review paper in which they reflect on the role of general education, major, and minor coursework in their preparation for the internship experience. The R/TV/F program assessment has focused on student performance within the five required core courses: Survey of Broadcasting and Electronic Media, Fundamentals of Audio Production, Broadcast Writing, Fundamentals of Television Production and, Fundamentals of Film Style Production. Pre- and Post-tests have been administered in each of these courses. Simple comparative analysis of the Pre- and Post- measures reflects information retention and gain. Additionally, interviews with and evaluations written by intern facility site supervisors indicate that our students possess professional standards and abilities.

## **Strategic Initiatives**

### Development Activities

**What steps have you taken to support development activities in your department? How can your efforts be supported?**

We have launched a new departmental website that provides information, while seeking to link with alumni. We are also developing a series of electronic newsletters to reconnect with our alumni with a view to raising funds in the future. We also continue to develop partnerships with various agencies and non-profit organizations in the Wabash Valley to enhance community engagement and experiential learning. We hope to launch an advisory committee in the department composed of alumni and professionals from the community within the next year.

### Experiential Learning

**Please provide examples of experiential learning in which your department was engaged in 2004-2005.**

Students in all public relations courses work in the community during their coursework. In fall, students in Comm 329 each worked with a "client" in the community to develop actual public relations materials within the course. In Comm 470, students worked with clients on and off campus to produce strategic planning and promotional materials. Students in Comm 303 developed survey

and focus group research for the American Democracy Project. Students in Comm 290 developed and produced psa's and other materials for the ADP, which WISU broadcast. The RTVF program developed a role-play video for the AP and S Clinic and a film that is show on closed circuit TV at the Riley Children's Hospital. Each area of the department has an Internship option for students. Students enroll in Comm 492 (Public Relations/Comm Studies); Comm 499 (R-TV-Film); or Journ 489 (Journalism) and work in individually developed internship experiences with organizations in the Wabash Valley, Indiana, and across the U.S.

### **Future Goals**

#### Future Goals

**The University is highlighting experiential learning, community engagement, and eminent programs as aspects of our campus that will attract students and resources. How is your department planning to contribute to these strategic initiatives in ways that will help ISU be recognized as a Pre-eminent University?**

1. Continue experiential learning and student engagement activities. 2. Continue service learning coursework. 3. Consolidate Internships with primary department Coordinator, in order to enhance assessment opportunities for department. 4. Engage in substantial undergraduate program review and revision to enhance preeminence of departmental programs. 5. Engage in substantial graduate program review and revision to enhance uniqueness and preeminence of graduate program.