

# Indiana State University

2005 - 2006 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 accomplishments for the 2006-2007 year that will contribute to this effort? [Please list in priority order and limit to no more than 8.]**

1. WISU won 1st Place in the IASB Radio Station Imaging contest both 2005 and again just recently ranking ahead of Ball State and University of Southern IN. 2. Two ISU RTVF students won first and second places in the I IASB Video Spot Production competition for 2006 and we also had first and second place winners for the same contest in 2005. 3. The journalism program in spring 2006 awarded journalism majors \$44,500 worth of scholarships for the 2006-07 academic year. 3. Two courses in the department applied for and received Learning in Action Grants through the Alliance for Experiential Learning and Community Engagement in 2005. 4. Drs. Darlene Hantzis, Debra Worley and David Worley presented papers at the Internation Conference on the First Year Experience in Southampton, England during the summer of 2005. 5. Dr. Debra Worley is writing a monograph for the AACandU that features the "4002 in 2004" Voting Campaign that occured on the campus of ISU. 6. Drs. Debra and David Worley, along with colleagues from two other institutions, won the Federation Prize in April, 2005, which consists of \$3,000 of financial support to complete an original research project. The original results were presented at the Central States Communication Assoc. on April 7, 2006. 7. Three professors in the department have contracted book projects which are in progress including Dr. Richard Vincent and Drs. Debra and David Worley. 8. The Department has successfully completed a search for a new Assistant Professor. Dr. Jay Clarkson who recently completed his Ph.D. at the University of Iowa and was also mentioned in the April 3, 2006 issue of Time Magazine; he will join the faculty this summer.

### Research and Scholarship

**What is your assessment of accomplishments in the area of research and scholarship that is focused primarily on contributions to practice and discipline-based 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?**

16 peer-reviewed articles or books chapters have been published by faculty members in the Department of Communication, addressing various discipline-specific content. Additionally, faculty members have presented 16 programs or panels at various professional conferences that also represents discipline-specific research. Our faculty are appropriately productive, especially given the number of faculty members who have or will soon retire. While greater productivity is possible and desirable, given the multiple demands on faculty time, this research record appears appropriate, especially given the wide breadth of scholarship interest in the department. Grant seeking activity is an area where our department could improve.

### 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?**

We do not have any external grants in place, but faculty have succeeded in obtaining Liberal Learning in Action Grants, Community Engagement Grants, and a community engagement fellowship for Fall, 2006. One faculty member has also received yet a second grant from the Phi Kappa Phi Honor Society for a literacy based project with Vigo County Public Library. Additionally, faculty have been involved in numerous off-campus professional service activities. Recent reviews of FARs indicate that faculty have served in at least 25 different capacities in service to outside constituents, including community-based groups, such as Vigo County Public Library, and professional organizations. These activities range from serving as consultants, to acting as reviewers for journals or conference submissions, to acting as board members for various organizations. Our departmental service is noteworthy, although, our grant seeking activities need to be improved.

Teaching

**We would like to highlight innovative approaches to teaching. Has your department developed any pedagogies or practices you'd like to share with us? Please describe briefly.**

Our department is committed to experiential learning and community engagement. For example, our public relations courses serve non-profit organizations in the Wabash Valley in order to assist these organizations with their communication campaign needs. Moreover, the department has been working to develop a non-profit resource center in cooperation with the Office for Community Engagement. The basis for this work has been a semester-long class that has involved students in planning the resource center. Our RTVF students have also been involved in producing a local television program. WISU is staffed by students, as well. Additionally, our mass communication students are involved in practicums. Some of graduate students are engaged in a major research project in cooperation with one of faculty members. Moreover, the majority of our students across the department complete internships with a variety of organizations both on and off campus.

Course Scheduling/Enrollment Management

**What have been your greatest challenges in scheduling courses to meet student needs this year? How were you able to overcome them?**

Our greatest challenge has been trying to teach our students with reduced number of faculty. We have also faced equipment needs that have impeded our ability to teach our students. We have faced these challenges by reconsidering our course offerings, working to reconfigure our majors in the department, and seeking to use resources wisely and strategically. For example, in a recent hire, which we were fortunate to obtain, we advertised for and succeeded in hiring an assistant professor who can serve multiple areas within the department. We have also actively sought for funding to help meet equipment needs. We have also used the amount of funding we have received for equipment to purchase equipment that will serve our student needs. Additionally, we are using foundation funds to help bridge the gap in meeting instructional and equipment needs, where possible. While all of our efforts to date have not yielded the results we hoped for, we continue to work to identify possible revenue streams that will help our needs.

Outreach

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

The nature of our discipline is, for the most part, hands-on and experiential, making web-based and distance delivery problematic. However, we have cooperated with CEP in providing distance courses for those enrolled in that program. Two courses in journalism have been made available

online in the past.

## **Strategic Initiatives**

### Development Activities

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

We assume you are referring to how we have attempted to raise money at the department level. If that is the question, we have done the following. We have consulted with the CAS Development Director on ways to enhance grants. We have reconnected with our alumni through alumni newsletters with a view to enhancing contributions to foundation accounts. We have responded with a letter of thanks to every contributor to the department.

### Community Engagement I

**Please summarize your faculty's efforts in community engagement this year.**

Some of our faculty have been very active in community engagement. While we have faculty members who serve on various boards in the community and in their respective professions, much of our engagement is the result of linking course work with community initiatives. For example, our public relations courses regularly serve nonprofit organizations in the Wabash Valley in order to help with their communication needs. Students serve clients as they complete course requirements. Our mass communication students are engaged with community by providing programs and information for public use. Communication 101, which most students take as a basic core course, focuses group and individual presentations on community events, problems, questions, or initiatives. Additionally, members of the department have been actively involved in supporting the ESL program at Vigo County Public Library. Our students are also engaged with community through numerous internships that serve a variety of needs in the Wabash Valley. Most of these internships are unpaid and thereby provide significant service for organizations at no cost to them.

### Experiential Learning

**We are interested in hearing about any innovative approaches you might have taken to incorporate experiential learning into your course or departmental work this year.**

Much of our course work is experiential in nature. Our students serve nonprofit organizations in public relations courses. For example, in Public Relations Campaigns, student teams complete a portfolio for a given organization that helps address the organization's most pressing communication needs. These portfolios result in strategies and tactics that provide organizations with ideas, materials, and insight. This year we introduced a new course that focused on developing a non-profit resource center. This course will be followed in Spring, 2007 by a grant writing course that will result in grants being written for nonprofit organizations. Our mass communication courses also are based in experiential learning - students work at WISU, shoot video, and complete practicums that engage them in hands-on learning. Our students also complete internships in a variety of venues across the U.S. For example, during the past year we have over 40 upper level students completing internships in government, nonprofit organizations, and businesses throughout the State of Indiana and the in other parts of 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?**

We emphasize community engagement and experiential learning as explained throughout this report. We also are working on significant curriculum reform in order to enhance our majors and minors, while also streamlining our general education offerings in order to serve students in and out of our department well.

Feedback

**This section is to allow you to share your ideas for enhancing enrollment or dealing with budget and other challenges facing the administration.**

Develop a marketing task force composed of ISU community members who have expertise in order to advise on how to promote ISU. We could save hundred of thousands of dollars by using our own best minds rather than hiring consultants for some of these tasks.