

Departmental Annual Report - Part I All Departments			
College of Social Sciences College or Division	Mass Communications Department Department, If Applicable	Mass Communications College School Area (Title On Report)	2014 (Su13-Sp14) Academic Year
1) Name of department chairperson or director? Dr. Camilla Gant		2) Email address of department chairperson or director? cgant@westga.edu	
<p>3) <b>List departmental mission statement?</b></p> <p>The Department of Mass Communications seeks to provide students with high quality academic and experiential learning opportunities to prepare them for successful integration into the global community as industry professionals, leaders and thinkers in the fields of convergence journalism, film and media arts, and public relations. We are committed to empowering students to communicate clearly, act responsibly, think critically, and demonstrate conceptual understanding and aesthetic sensitivity of complex communicative contexts.</p> <p>Through sequenced study, students are educated and trained across media industries to meet the demands of a complex, technological media landscape and multicultural society. Across areas of concentration, students master an understanding of the paramount economic, legal/policy, ethical, social, and effects issues facing mass media within the context of freedom of speech, freedom of press, media competition, and media convergence.</p> <p>The curriculum offers a balance of theoretical and conceptual courses that challenge students to think critically, creatively, and collaboratively, and professional skills courses that give students an opportunity to apply their knowledge in cutting-edge experiential learning labs - - bluestone Public Relations firm, <i>The West Georgian</i>, The WOLF Internet Radio, and WUTV. Located approximately 45 miles west of Atlanta, the department also gives students the opportunity to regularly network and intern with mass media and public relations professionals in one of the nation's top-10 media markets. Students graduate with portfolios that showcase their scholarship and skills, and give them a competitive edge in the industry.</p>			

**4) List departmental goals for this reporting year.**

1. To perform curriculum mapping to ensure that all required courses are appropriately tied to program learning outcomes, and to ensure that program learning outcomes are being achieved across course levels with standardized assessment measures. Supports UWG Guiding Principle 1.1, COSS Strategic Goals 1.a, 2.c, 3.d; and Department Strategic Priority 1.
2. To develop 4-year and 6-year student plans to shorten students' time to degree by increasing the likelihood that they will only complete courses that satisfy degree requirements. Supports UWG Guiding Principle 1.3; COSS Strategic Goals 2.c; Department Strategic Priority 1; and CCG Strategies 13, 14.
3. To track professional partnerships, e.g., guest lecturers, Media Day panelists, Media Day networking participants, etc., in order to inform diversity plan assessment and strategic partnership assessments, particularly in regard to community and national affiliates who heighten program visibility, prestige, viability, and professional development and networking opportunities. Supports UWG Guiding Principles 2.5, 4.12; COSS Strategic Goals 1.d, 2.e, 3.b, 3.c, 5.a, 5.b, 5e; and Department Strategic Priorities 2, 3.

**Assessment Information**

**5) In this box, please include a brief description of the assessment tools or artifacts, the assessment results used to measure your department's progress toward departmental goals, and an analysis of the assessment results for the Annual Report year noted above.**

1. Accrediting Council on Education in Journalism and Mass Communications Standards
2. SMART Goals Criteria (specific, measurable, ambitious but achievable, relevant to objectives/priorities, and time-bound)
3. Strategic Plan Benchmarks

**6) Based on the assessment results and analysis noted in question 5, please list departmental improvements you intend to make in the coming year. Specific improvements should be noted even when goals were met.**

Course mapping is an ambitious endeavor. We completed a rudimentary draft which will need to be refined during the 2014-2015 academic year. Additional assessment training revealed that program level curriculum mapping should account for all required courses as well as progressive student learning outcomes, e.g., knowledge/comprehension, application/analysis, and synthesis/evaluation. Using a form to track professional guests and strategic partners is useful, but challenging. Hence, a communication plan may be necessary to

achieve more comprehensive tracking. We success developed 4-year and 6-year student plans. Next steps will involve a rollout plan to ensure maximum access to them for students.

- 7) **Attach additional assessment information (not related to student learning outcomes in academic programs which are input in another section of the system), consolidate information into one PDF document and upload it here.**

Assessment File Upload (No file uploaded)

**Departmental Progress Toward The UWG Strategic Plan**  
Please discuss your department's initiatives toward the UWG Strategic Goals  
You only need to reply to the goals your department addressed this year

- 8) **Every undergraduate academic program will demonstrate a distinctive blending of liberal arts education, professional competencies, and experiential learning, preparing students to be ethically responsible and civically engaged professionals in the global economy of the 21st century.**

The curriculum offers a balance of theoretical and conceptual courses that challenge students to think critically, creatively, and collaboratively, and professional skills courses that give students an opportunity to apply their knowledge in cutting-edge experiential learning labs - - bluestone Public Relations firm, *The West Georgian*, The WOLF Internet Radio, and WUTV. Located approximately 45 miles west of Atlanta, the department also gives students the opportunity to regularly network and intern with mass media and public relations professionals in one of the nation's top-10 media markets. Students graduate with portfolios that showcase their scholarship and skills, and give them a competitive edge in the industry.

- 9) **Every undergraduate student will be advised to take advantage of one of multiple available learning communities. Learning communities that are available to students will include communities organized by living arrangement, by year in program, by other co-curricular associations - Honors Program, Advanced Academy, Band, Athletics, Debate, or program in the major.**

- 10) **The University will endeavor to increase enrollment in and graduation from graduate programs, including doctoral programs, that have as their mark a practical professional purpose, experiential learning opportunities, and an intellectual program informed by a foundation of liberal education.**

- 11) **The University will maintain an environment that is safe and conducive to learning.**

- 12) **The University community will provide a balanced variety of cultural, recreational, leisure, and informal education programming opportunities for faculty, staff, and students that enhance the quality of campus life.**

- 13) **All units will strive to improve the compensation and working environment of faculty and staff in order to recruit and retain the best individuals.**

- 14) The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.
- 15) With our enrollment growth, West Georgia will remain committed to the following targets of academic quality: student to faculty of 18 to 1; average class size of 29; full-time to part-time faculty ratio of 4.4 to 1.
- 16) West Georgia will develop several new facilities to improve quality along with meeting capacity demands due to enrollment growth.
- 17) **Capital Campaign:** The Development Office will prepare for a capital campaign to assist in meeting the long-term needs of the University of West Georgia.
- 18) **Communication and Marketing:** The Office of University Communications and Marketing (UCM) will internally and externally promote the missions and goals of the strategic plan. This will be achieved by aligning the institution's integrated marketing plan (advertising, visual identity standards, web presence, media relations, etc.) with the strategic plan.
- 19) **Community Relations:** The University will engage the local community educationally, culturally and recreationally.
- 20) Describe any notable achievements toward selected goals(s) during this reporting year.
- 21) List any resources that could have assisted your department with achieving/exceeding departmental goals and how they could have facilitated/improved the work of your the work of your department?

#### Other Departmental Information

- 22) List any changes to the structure or substructures of your department implemented during reporting year.
- 23) List any additional comments about your department based on this reporting year.  
The department completed several critical operational and strategic initiatives as noted below.

1. Held annual strategic planning retreat, which involves two days of intensive dialogue, decision-making, and planning regarding targeted, departmental strategic priorities. This year's focus was curriculum assessment.
2. Revised department's mission and vision statements, both of which are required to initiate the application process with the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).
3. Completed action steps for department's SMART goals, a requirement to initiate the application process with the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).
4. Completed department's inaugural Diversity Plan, a requirement to initiate the application process with the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).
5. Continued Best Practices Power Lunch series.
6. Continued Student Leadership Advisory Board initiative to keep abreast of student concerns; ensure proactive, student-informed decision-making; and strengthen teaching and learning curves through student counsel regarding curricular, professional development, advancement, and special event initiatives.
7. Reorganized deficient vacant staff lines and realized two part-time/benefitted/30-hour positions – UTV13 Executive News Producer and The WOLF Internet Radio Operations Manager – and a part-time UTV13 Production Assistant position.
8. Continued Visionary Leadership Award to strengthen faculty morale by acknowledging and honoring exemplary performance in regards to departmental critical initiatives and strategic priorities. This year's recipients are Mr. Deon Kay and Mr. Christopher Renaud for Film & Media Arts curriculum and technologic development.

**Departmental Annual Report - Part II  
(Academic Departments Only)**

24)	List all new degree or certificate programs with the full/accurate program title launched in your department this reporting year.	
25)	Number of nationally recognized academic programs offered by your department?	0
26)	List new or renewed accreditation or similar distinction (include name of the accrediting body and date received) in your department this year.	

27) List any notable achievements accomplished by your department this year.

### Student Achievements

28) List types of licensure your department prepares students to receive?

29) Explain how your department prepares students for licensure?

30) Percentage of students who passed the state licensure or certification examination, if applicable.

0

31) Percentage of graduating students that goes on to graduate or professional schools?

0

32) Number of research papers published by students in your department this year?

0

33) Number of research presentations completed by students in your department this year?

0

34) Number of internships completed by students in your department this year?

0

35) Number of cooperative education experiences completed by students in your department this year?

0

36) Number of scholarships awarded to students in your department this year?

0

37) Number of fellowships received by students in your department this year?

0

38) Number of students engaged in funded research in your department this year?

0

39) Number of students, in your department, that received national awards and/or recognition this year?

0

40) Number of students, in your department, inducted into Academic Honors Societies this year?

0

41) Number of students, in your department, that participated in a student program (which received national recognition) this year? (i.e. debate, cheerleading, athletic teams)

0

42) List notable achievements accomplished by students in your department this year.

<b>Number of Faculty</b>		
43)	Number of endowed chairs in your department?	0
44)	Number of full professors in your department?	2
45)	Number of full-time faculty in your department this year?	13
46)	Number of part-time faculty in your department this year?	3
<b>Faculty Extracurricular Engagement with Students</b>		
47)	Number of new course developments completed by faculty in your department this year?	5
48)	Number of honors courses taught by faculty in your department this year?	0
49)	Number of faculty that participated or led a study abroad program this year?	0
50)	Number of faculty that participated in academic advisement this year?	13
<b>Faculty Research Productivity</b>		
51)	Number of books and/or monographs published by faculty in your department this year?	0
52)	Number of book chapters published by faculty in your department this year?	2
53)	Number of peer-reviewed articles published by faculty in your department this year?	3
54)	Number of shorter works published by faculty in your department this year?	2
55)	Number of papers presented by faculty in your department this year?	6
56)	Number of other presentations delivered by faculty in your department this year?	9
57)	Number of in-house publications published by faculty in your department this year?	0
58)	Number of juried exhibits completed by faculty in your department this year?	1
59)	Number of other exhibits or performances completed by faculty in your department this year?	0
60)	Number of faculty that served in journal editing/reviewing positions this year?	0

61)	Number of faculty that participated in notable continuing education efforts this year?	14
62)	Number of faculty that traveled abroad for research purposes this year?	0
<b>Faculty Public Service</b>		
63)	Number of faculty that served in honors organizations this year?	1
64)	Number of faculty that held positions in professional organizations this year?	4
65)	Number of faculty that served as advisors to student organizations this year?	5
66)	Number of faculty that participated in cooperative consulting efforts this year?	3
67)	Number of faculty that served on institution (UWG) wide committees this year?	5
68)	Number of faculty that served on USG system committees this year?	1
69)	Number of faculty that participated in public service activities this year?	7
<b>Faculty Grants and Awards</b>		
70)	Number of grant applications submitted by faculty in your department this year?	15
71)	Number of grant proposals funded for faculty in your department this year? (Answer not to exceed response to question 70)	13
72)	Total dollar amount of the grants funded (reported for question 71) for faculty in your department this year? (Round to the nearest whole dollar)	0
73)	Total number grants generated by faculty members in your department.	0
74)	Total number of faculty receiving grants in your department this year.	13
75)	Total number of faculty receiving fellowships in your department this year.	0
76)	List notable achievements accomplished by faculty in your department this year.  Three faculty/staff members received COSS outstanding awards - Mr. Shawn Isaacs, Outstanding Staff Award, Dr. Soo Moon, r Outstanding Research Award, and Dr. Brad Yates for the Outstanding Service Award.	



