

**ACADEMIC PROGRAM REVIEW ACTION PLAN**

**Program: Communication and Journalism Department**

**Date of Visit: April 22-25, 2012**

**Completed by: Glenda R. Balas, Chair**

#	Goals and Objectives Action Item	Individual(s) Responsible	Other Resources/Items Needed	\$ Cost Amount (if applicable)	Action Planned/Taken	Projected Start Date	Target Date For Completion	Progress Review Date (if needed)
1a	Undergraduate Experience: Enhance Opportunities for Strong Students	David Weiss, Gregoria Cavazos	Brochures for promotion and information	\$500- brochures to promote C & J Honors Program	1-Promotion and further development of our C & J honors program. Too few of our faculty and students know about this long-standing program in the Department. It offers an excellent opportunity for strong students to pursue a scholarly topic of their choosing in a format that mirrors the M.A. experience (choosing and researching a topic, writing and defending a prospectus, working with a thesis committee, and writing and defending a final thesis project). This two-semester project allows talented students to leave the C & J program with a tangible project that not only enhances their research and writing ability, but also prepares them for graduate work. We need to develop an internal promotion program that provides more information about this important C & J program. 2-Developing honors versions of C & J classes. This would allow us to work within the confines of our curriculum to develop more rigorous versions of regular coursework, satisfying both the need for students to take certain classes in the program and also creating a more demanding experience for them in these courses. This will involve working with advising and the undergraduate committee to 1) isolate appropriate courses, and 2) develop enhanced content for the honors courses.	1/14/2013	8/14/2014	8/25/2013
1b	Undergraduate Experience: Monitor Online Teaching	Janet Shiver, Jessica Nodulman	SACs to support Director and Association Director of Online Teaching Initiative	\$1,500-SAC for Shiver; \$1,000-SAC for Nodulman	Professors Shiver and Nodulman are actively involved in training, assessment, and course design for the Department's online teaching initiative. The online health communication course initiative has also begun, with several faculty designing online courses in this area. We anticipate offering the certificate program by August 2015.	ongoing	ongoing- Health Comm Certificate: 8/1/15	5/1/2013
1c	Undergraduate Experience: Develop Student-led Strategic Communication Campaign for Department	Judith White, David Weiss	Brochures, flyers, other collateral material for campaign	\$2,000- campaign materials	Our Strategic Communication capstone course ("Campaigns") has worked with clients in the community for years, producing viable, creative programs that has built image, presence, and customer base for these course partners. The course instructors are responsible for selection of these clients; the Department is working with strategic communication faculty to gain inclusion into this program as a client in the capstone course or with LoboEdge, the Department's student-lead strategic communication agency.	1/14/2013	5/14/2014	8/15/2013
1d	Undergraduate Experience: Expand Student Media Programs at UNM	Adan Garcia, Glenda Balas, Richard Schaefer	Fully functioning radio facility that can effectively broadcast on the web and train students in audio production	\$30,000- conversion of classroom to radio control room	The faculty has determined that an online radio station, featuring radio content produced by interested faculty and students and in C & J classes, could aid not only in training students but also in creating a larger news presence by the Department. Following strong suggestions by multimedia faculty and several members of the C & J Advisory Board, the Department is piloting a production course in radio during spring 2103. We are also exploring how a large room on first floor could be converted into a radio production facility for online broadcasting and experiential training for multimedia journalism students. We believe this new course in radio, as well as a community station, will be beneficial to students and help them develop skills needed to pursue a career in radio and audio production. It is our intent to include Spanish-language content on this station, addressing in part the suggestion by the APR Review team that we develop media to meet the needs of Latino/a populations at UNM and in the larger Albuquerque community.	1/14/2013	2/14/2014	8/15/2013
2a	MA Program: Develop Full Funding for MA students	Karen Foss, Richard Schaefer, Iliia Rodriguez, Tema Milstein			Work with members of C & J Advisory Board to develop fundraising plan for private sector support of MA funding.	2/1/2013	8/15/2015	8/15/2013

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3a	PhD Program: Update Graduate Curriculum	Full Faculty			C & J is dedicated to bringing new faculty voices into the discussion of curriculum change and development. Overall graduate curriculum was a topic of discussion at the C & J Retreat in August 2012, and the Graduate Committee expressed concerns about graduate course content and sequencing in a special curriculum meeting in October 2012. The Department will schedule a special retreat in spring 2013 to explore needs of graduate students, redundancy in curriculum, teaching expertise of faculty, trends in the discipline, and overall departmental vision for the doctoral program.	2/15/2013	5/15/2013	NA
3b	PhD Program: Develop Four-Year Funding	Full Faculty			We have also discussed the topic of fourth-year funding for all doctoral students, voting at the August 2012 Retreat to develop such a program should funding permit. Subsequent analysis has shown that C & J can effectively support fourth-year funding within current funding levels; and we have moved forward to develop promotional materials announcing this shift in doctoral funding in the Department. These materials will be distributed at the National Communication Association Graduate Fair in mid-November 2012. This change in policy has also been published in our graduate handbook, on our website, and in other materials distributed to new and potential students.		Completed	
3c	PhD Program: Sponsor Summer Doctoral Honors Conference	Doctoral Committee			Some faculty members have expressed interest in the Department sponsoring another summer doctoral honors conference. This topic will be discussed at the spring retreat.	2/15/2013	2/15/14-plan	8/15/2013
4a	Faculty Hiring: Expand Faculty in 2012-13	Full Faculty; David Weiss search chair			The Department put forward a hiring plan for 2012-13 that featured five new hires. Our first choice (Assistant Professor in Strategic Communication) has been approved, and we are in the initial stages of that search. Given that we were able to hire nine new faculty members last year, we do not anticipate more than one new line this year. Should opportunity present itself, the Department will explore additional hires.	has begun	5/15/2013	NA
5a	Faculty Mentoring: Establish Plan and Practice	Full Faculty			The Department has moved forward to develop a full faculty mentoring plan this year, focusing not only on new assistant professor hires, but also lecturers and associate and full professors. This plan was completed by October 15, 2012, and has been included in the department's policies manual. We have also named faculty members for each of the nine new faculty joining us this year.		Completed	
6a	Faculty Governance: Develop Executive Committee	Full Faculty			Following the recommendations of the APR Review Team, the Department has elected a four-person Executive Committee, which includes representatives from each rank in the Department. This committee was put in place at the October 2012 faculty meeting; members will meet with the Chair in November and December, 2012, and in February, March, and April of 2013. This body will have a range of responsibilities, including acting as the Merit Committee.		Completed	
7a	Administrative Hiring: Expand Advising Staff	A & S			The APR Review Team suggested that additional staffing be put in place to assist the Department's academic advisor. The College has agreed to provide such support by providing a part-time advisor to aid in one-on-one advising, student program review, and other activities currently assumed by the C & J Academic Advisor.		Pending assignment to Dept. by College	
8a	Facilities: Maintenance	Adan Garcia, Nancy Montoya, Glenda Balas			Given that UNM no longer has a rotation for either painting the building or replacing equipment, C & J has accepted this responsibility. We use our own funds to paint and repair a portion of the building each summer; and we use course fees to replace and upgrade teaching technology on a regular basis (for example, computers in the Mac lab are replaced every four years).	Ongoing-procedures in place		

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8b	Facilities: Develop Mac Lab	Adan Garcia, Glenda Balas			In an effort to alleviate heavy demand for the Mac lab by multimedia and strategic communication classes, we have invested in a new 17-seat Mac lab for the Department. This lab, which opened this semester, will serve writing, editing, production, and strategic communication classes, as well as graduate methods courses. It should be noted that the review team was in error when it reported that C & J does not have a regular amortization schedule in place for existing equipment.		Completed	
9a	Fundrasing: Develop Long-Term Plan	Glenda Balas, Karen Foss, Robert Avery, Pam Lutgen-Sandvik, Janet Shiver, Judith White	Stipend and travel-consultant	\$4,000 for travel and stipend for Robert Avery-consultant for fundraising effort	The Review Team posed a compelling—and very challenging—notion that C & J should seek to secure a \$10 million gift to be used as an endowment for programmatic projects for students and faculty. The team also suggested that C & J seek to grow to become a School of Communication and Journalism. After faculty discussion and deliberation of these ideas, the Department will invite Dr. Bob Avery (who serves as development officer for his own department) to return to our campus and discuss and advise C & J on these topics. This is a large and exciting possibility, and it must involve broad faculty involvement. We will seek to accomplish first stages of discussion this year, working with our advisory board to develop a plan.	3/15/2013	8/15/2018	Annual review