

DEPARTMENT OF COMMUNICATION

2019 – 2020 Department Goals
Approved by Faculty September 25, 2019

Communication Studies Program Mission

The Communication Studies program fosters the development of oral communication competencies of all Frostburg State University students. The faculty also offer tracks in Conflict Communication Studies; Leadership Communication Studies; and Public Communication and Rhetorical Studies, with flexible tailoring to meet students' goals as they prepare for a career or graduate studies and to serve as members of the communication studies discipline. The program provides a learning environment characterized by close, personal mentoring from caring faculty, with emphasis on theory-informed understandings and applications of face-to-face and computer-mediated communication in interpersonal, small group, organizational, and public contexts. We strive to help each student learn how to interpret, critique, and create communicative and rhetorical messages within the context of relationships embedded within formal and informal settings. We prepare students to negotiate technology and conflict as they contribute to civility within a diverse, rapidly changing society as effective, ethical communication leaders and engaged citizens.

Mass Communication Program Mission Statement

The faculty in the Mass Communication program believe that higher education should prepare students not only for career success, but also civic success. The program strives to stimulate intellectual curiosity, imagination, rational thinking, thoughtful expression, and independent learning – skills necessary for success in all mass communication fields. To accomplish this goal the program couples practical experience with theoretical course work and supports a strong program of co-curricular, extracurricular, and internship activities to help students understand and appreciate the crucial role mass communication has in our society. The program provides students with a well-rounded media-oriented experience while also allowing students to create an area of specialization.

Department of Communication Goal 1

Goal 1: develop policies, procedures and documents that will stabilize the department and support the full-time faculty in their work.

Department of Communication Action Priorities

1A: Foster Professionalism and Teamwork, and Develop Schedules and Bylaws

Continue to work to foster professionalism and teamwork within the department and develop documents for department operations and governance such as updated faculty evaluation policies for the unit and long-term course schedules.

1B: Address Faculty Attrition and Morale

Through a collective effort of the department's educational professionals, solutions will be identified to reduce teaching overloads, faculty turnover and dependence on adjunct faculty.

1C: Petition for PINs and a Technical Manager for Studio

Continue to advocate for PINS and FTNTT resources to sustain current and projected major and minor levels and credit hours generated. Continue to impress upon administration the need for a Technical Manager to facilitate television studio use and rental for local, regional and national organizations and businesses. This person will reduce demands on existing staff who can then make greater use of FSU-TV3 facilities. This also supports Action Priority item 3C.

1D: Locate Professional Development Funds

As the department's curricula are revised to prepare for the future, faculty and staff need to re-tool to effectively deliver those new experiences. As such, additional funds will be identified and secured for professional development for Communication faculty and staff such as workshops, seminars, webinars and other training.

Department of Communication Goal 2

Goal 2: develop and promote educational programs that are needed for professions, now and into the future. (Links to CLAS Goal 3)

2A: Initiate Program Modification

Solidify plans and a timeline for work on the unit's curricula including possible creation and consolidation, where needed. Clarification of the format of the LEAD program as an interdisciplinary minor situated within this department will be undertaken. Examination of SCH production by class and major will be conducted in order to develop course enrollment standards that facilitate learning and improve the unit's credit hour vitality and stability. As a result of the activities above, assessment activities will necessarily be reviewed and revised, if needed.

2B: Plan for and Initiate Promotion Tactics

Once revisions of the curricula are complete, new promotional materials such as brochures, posters, videos and other controlled media for the unit can be produced and made available. The department will also be represented at Majors Fairs, Open Houses and other recruiting events. Promotional materials will be made available to FSU's top feeder high schools and community colleges. Brief informative videos will be placed on the department homepage to promote academic sequences. A student-ambassadors group may be formed to assist in the promotion, outreach and personalization of the unit.

Department of Communication Goal 3

Goal 3: develop plans to ensure that the unit's hardware, software and facilities meet the instructional needs of faculty to educate FSU students now, and into the future to meet industry expectations and to make FSU students competitive. (Links to CLAS Goal 1)

3A: Develop Equipment Replacement Plans

The faculty and staff in the department will prepare replacement plans to include all of the hardware and software used to deliver instruction to FSU students. The Technical Manager described in Action Priority item 1C will be beneficial in continually updating these plans.

3B: Explore Facility Alterations

The faculty in the department will develop a plan to modify the arrangement of its computer laboratory to make it more useful for teaching classes. A more visible location will be sought for the Leadership Laboratory space.

3C: Increase Student and Faculty Access to Equipment and Facilities

The department will continue to explore ways to increase student and faculty access to the department's equipment and facilities. The Technical Manager described in Action Priority item 1C will be vital to the achievement of this objective.

Department of Communication Goal 4

Goal 4: participate in actions that extend the reach of the department to educate any, and all, FSU students. (Links to CLAS Goal 2)

4A: Assist with Oral Competency Assessment Requests and Advocate for Oral Competency and Other Communication Knowledge/Skills in the GEP

To better prepare FSU students for professional careers, productive citizenship and beneficial social interactions, the unit's faculty will advocate for a central role in integrating an oral competency requirement, and others relating to the field of Communication, in the university GEP. The faculty will assist with oral communication competency assessment requests.

4B: Continue Partnerships with Alumni and Organizations for Internship and Experiential Learning Opportunities

To continue partnerships with alumni, campus and local organizations for experiential learning projects and internships, including those relevant to the television studio and Communication Leadership Lab.

4C: Explore the Strategic Creation, Scheduling and Delivery of Distance Education Courses.

The department's faculty will consider courses, semesters, rotations and methods for course delivery to prospective students that may be outside of the Frostburg area.