**Department of Communication Strategic Plan, 2012-2017**

**Branding tagline/visual identity:**



**Vision:** [to be revised during our upcoming branding activities, Goal 1, Objective 2, Step 1)

The Department of Communication prepares students for entry into the highly competitive, ever changing communication professions and contributes to creating conscientious and committed professionals and citizens. The department is creating a destination program of national significance for Central and Northwest Georgia.

**Mission:** [to be revised during our upcoming branding activities, Goal 1, Objective 2, Step 1)

The Department of Communication at Kennesaw State University prepares its graduates to be effective, life-long communicators, pro-active leaders, and scholarly practitioners who create, design, deliver, and interpret the meaning of messages in interpersonal, organizational, and societal contexts. Our graduates will be prepared to actively contribute to the continuously evolving local and global communities while adapting to the constantly changing technological environment.

**GOAL 1:**

**Create a destination program of national significance through creation of a School of Communication.**

**Objective 1:** **Create a School of Communication.**

**Action steps**

1. Research and develop a proposal to create a School of Communication to better serve students; pursue implementation, if the proposal is approved by the faculty and the dean.
2. Continue to pursue new majors for students through the curriculum approval process.
3. Create an organizational, operational, and budgetary structure that will support our large student enrollment and consolidation with Southern Polytechnic State University.
4. Explore an Internship Center to better serve students and employers.
5. Expand the reach and significance of the department’s graduate programs.
6. Formalize additional study abroad programs or programs that support global learning.
7. Support continuation and possible expansion of registered student organizations advised through the department.

**Objective 2:** **Enhance engagement with local, national, and international stakeholders.**

**Action steps**

1. Brand the department with internal and external stakeholders.
2. Promote the department’s programs through participation in national and international conferences.
3. Work with the leadership of the National Advisory Board to expand its membership.
4. Work with the leadership of the National Advisory Board to continue to offer Communication Colloquium events annually.
5. Secure long-term funding for the annual Public Speaking Showcase and other similar initiatives.
6. Identify and collaborate with professional and organizational partners who can contribute to creating a destination program of national significance.
7. Continue collaboration activities with the Center for Sustainable Journalism under our Department/School structure.

**Objective 3: Create visibility and awareness of the department’s programs through celebrations of the Department of Communication’s 2015 25th anniversary milestone.**

**Action steps**

1. Incorporate 25th anniversary theme in department print and web materials.

2. Develop and print a 25th anniversary publication that supports student recruitment, branding, and creating a destination program of national significance.

3. Involve current students and alumni in the anniversary milestone.

**Objective 4: Support a program of national significance through an emphasis on scholarly activities.**

**Action steps**

1. Establish a program that encourages faculty to pursue innovative scholarly activities through participation in national and international conferences in their respective disciplines.
2. Establish a program that encourages faculty to pursue innovative scholarly activities through publication in peer-reviewed journals.
3. Establish a program that encourages senior faculty to pursue innovative scholarly activities through various avenues, including joint publications/presentations with junior faculty.

**Objective 5: Explore accreditation options to enhance the department’s programs, visibility, and reputation.**

**Action steps**

1. Explore the Public Relations Society of America (PRSA) certification program for possible implementation.
2. Explore the ACEJMC (Accrediting Council on Education in Journalism and Mass Communication) accreditation program for possible implementation.

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**GOAL 2:**

**Promote an excellent student-centered learning environment through innovative curriculum, state-of-the-art classroom facilities, and creative online program development.**

**Objective 1:** **Continue to promote additional majors within the department and other curriculum advancements to better serve students.**

**Action steps**

1. Continue to promote the new majors in Public Relations and Journalism and Citizen Media until Board of Regents action is taken.
2. Begin redesign of the Media Studies and Organizational Communication concentrations, which may include additional course offerings, new content emphases, and new majors.
3. Consider additional course offerings and special content emphases throughout the department.
4. Ensure that diversity and ethical considerations are addressed at all levels (with our students, through our curriculum and assessment, and through our faculty).

**Objective 2:** **Implement a process for students to apply for the major.**

**Action steps**

1. Fully implement the 2.5 GPA standard in the Area F COM courses.
2. Implement a writing test standard that must be achieved by all students applying for the major.
3. Study the process of an application fee for the major.
4. Develop a communication strategy to inform new students of the application process for declaring Communication as a major.

**Objective 3:** **Promote the development of the hybrid and online program** **to address marketplace needs and the academic needs of our students.**

**Action steps**

1. Increase the number of hybrid and online course offerings.
2. Increase the number of faculty (full-time and part-time) who are QM certified and trained to offer hybrid and online courses.
3. Develop an online program for graduation (Organizational Communication).
4. Assess the effectiveness of hybrid/online programs across the department.

**Objective 4:** **To support a student-centered learning environment,** **pursue support for state-of-the-art classroom facilities and technology equipment and software.**

**Action steps**

1. Identify specific recommendations regarding industry-standard equipment and software in state-of-the-art classrooms and labs, including access to news channels for majors.
2. Communicate these recommendations with university administrators and facilities managers.
3. Communicate these recommendations with the National Advisory Board, KSU Foundation, and other potential funders.

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**GOAL 3:**

**Build a supportive environment for faculty teaching, research, development, and innovation.**

**Objective 1: Pursue additional faculty lines for the department.**

**Action steps**

1. Within the college and university, create awareness of the urgent need for additional faculty lines within the department to serve more than 1,400 majors.
2. Within the budget planning process, request additional faculty lines.
3. Assist the college with promoting the need for additional faculty lines within the college.

**Objective 2: Pursue additional funds to support faculty research, development, and conference presentations.**

**Action steps**

1. Within the college, create awareness of the need for additional funds for faculty research, development, and conference presentations.
2. Within the budget planning process, request additional funding for faculty travel and research.
3. Assist the college with promoting the need for additional faculty travel and research funding.

**Objective 3: Pursue faculty and staff raises and salary adjustments due to severe compression issues.**

**Action steps**

1. Within the college, create awareness of the need for additional funds for faculty and staff raises.
2. Within the budget planning process, request additional funding for faculty and staff raises.
3. Assist the college with promoting the need for faculty and staff raises and salary adjustments.

**Objective 4: Implement a comprehensive faculty and student recognition program**

**Action steps**

1. Within the department, develop and implement the first steps toward a comprehensive faculty recognition program.
2. Within the department, develop and implement the first steps toward a comprehensive student recognition program.

**Objective 5: Enhance the diversity of our faculty.**

**Action steps**

1. In consultation with appropriate university personnel, identify strategies to recruit a diverse pool of candidates for part-time and full-time faculty positions.
2. Create a departmental culture that is welcoming to faculty of color and to minority candidates (including international faculty).
3. Create a welcoming culture as part of consolidation efforts with SPSU.

**Objective 6: Increase the opportunities for mentoring of junior faculty.**

**Action steps**

1. Develop a mentoring program for junior faculty.

**Objective 7: Improve supervision, mentoring, and pay for part-time faculty.**

**Action steps**

1. Assist the college with the promoting the needs for increased pay for part-time faculty.
2. Improve supervision and mentoring of part-time faculty.

**Adopted March 13, 2014**