

Department of Communications

Strategic Plan for 2013-2018 (five year plan)

Strategic Goals and Objectives

Goal 1. Continue to improve student learning and mentoring.

1. Objective 1: Curricular implementation. In 2012, the department created and passed a new curriculum which now needs to be implemented.
 - Effective September 1, 2013 all students will be required to provide their own computer. Address software accessibility for students under this new requirement.
 - Assess to ensure all learning outcomes within ACEJMC accreditation and the AIMS of a BYU Education are moved from the electives to the core and emphases.
 - Implement the new curriculum. Transition students to the new core and bridge semester. Create processes around the new bridge semester. Prepare, teach and then assess the new visual communication core course.
 - Transition students, faculty and curricular offerings from the Comms Studies emphasis.
 - Enhance technology use in the curriculum to ensure that student needs for understanding and using technology are current for the changing media landscape.
 - Enhance learning spaces by reconfiguring classrooms and labs. Update desks to be more conducive to group work rather than fixed seating with tab arm chairs.
 - Send faculty and staff to workshops and seminars for necessary professional development training.
- Objective 2: Integrate assessment more seamlessly with teaching and learning
 - Continue to conduct an assessment retreat in conjunction with the college to evaluate student learning in program and emphases.
 - Complete documentation of assessment activities by May 1 every year.
 - Better integrate the Alumni Survey, Senior Survey, NSSE data, and ASJMC reports for assessment.
 - Continue to explore electronic portfolios options.
 - Close the loop on the assessment process to ensure implementation
- Objective 3: Continue to support and enhance student learning through labs.
 - Continue and complete space reconfiguration with Ad Lab, Bradley and the Universe. Create and adjust spaces to be more conducive to the learning environments of each of the individual labs.
 - Complete the transition of the Universe from a daily newspaper to digital first format with a weekly newspaper and ancillary publications. The operation needs to complete staff hiring and work toward a financial breakeven point as a minimum financial expectation. Resolve distribution issues.
 - Look for opportunities to work with other programs and labs in college, university and profession. This includes working with BYU Broadcasting, Laycock Center and other regional media outlets.

- Continue to assess a Content Management System that will handle the Web, broadcast, and print outlets for journalism.
 - Work toward greater course/lab integration where applicable.
 - Balance the financial needs of AdLab and the Bradley agency with paid clients and major brands for the capstone classes.
 - Continue to support external evaluation of lab work through awards and competitions.
- Objective 4: Recruit and admit students into Comms Department earlier in their academic experience.
 - Develop new website materials, step-by-step admissions page, FAQ videos.
 - Develop web-based admissions process.
 - Develop better collateral materials for recruiting (majors fairs, pick-up material, mailers).
 - support new 60/75 standard
 - Implement new bridge semester.
 - Communicate new admission processes to students in the introductory classes.
 - Expand faculty participation and alumni in recruiting process.
 - Objective 5: Continue to provide for and improve the off-campus learning experiences for our students.
 - Continue with New York Internship program. Need to address changes to program to reflect the demands for interns, especially among advertising students.
 - Fully develop the international internship program with LDS Public Affairs, using the Bruce Olsen Scholarship fund for financial support of students.
 - Develop better collateral materials for internship development.
 - Reach out to alumni for mentoring and internship opportunities.
 - Explore opportunities to enhance multiculturalism and international learning opportunities. “Explore Summer in Harlem/Manhattan.”

Goal 2. Increase our diversity efforts to align with the growth of the sponsoring institution.

- Objective 1: Seek opportunities for faculty and students to have meaningful diverse experiences.
 - Look to develop exchange and study abroad programs.
 - Explore the possibility of creating a “Summer in Harlem/Manhattan” program to run parallel to New York Internship program.
 - Support traveling groups in college with internships for publicity and reporting of international experiences.
 - Explore Spanish-language broadcast opportunities with BYU TV International
- Objective 2: Continue to expanding opportunities in exposing students to diverse background and thought.
 - Fully implement “diversity across the curriculum.” Explore workshops, professional development opportunities and consulting groups to workshop with the faculty.
 - Aggressively recruit adjunct female and minority faculty.

- Take an active role in contacting all possible female and minority faculty for full-time positions.
- Proactively seek female and minority guest speakers.
- When possible, fill open positions with visiting faculty who would increase our diversity.
- Monitor syllabi for diversity content.
- Assess courses to ensure fulfillment of diversity curriculum needs.
- Objective 3: Recruit and provide support for students with diversity.
 - Meet with alumni in New York City (and New Jersey), Detroit, San Antonio, Houston, Atlanta, Chicago, Los Angeles and Phoenix to identify potential students of diverse backgrounds to recruit.
 - Invite and provide scholarships for minority students to participate in BYU Comms Summer Workshops
- Objective 4: Support the development of potential diverse candidates for faculty positions.
 - Continue to use our grow-our-own program. Provide money to assist candidates in completing a Ph.D. program.

Goal 3. Increase the level of scholarly productivity.

- Objective 1: Instill a “culture and expectation of research”.
 - Regularly visit with faculty to discuss their research.
 - Create space to profile faculty research productivity.
 - Schedule “brown bag sessions” to share research developments.
 - Regularly monitor graduate research assistant productivity.
- Objective 2: Provide incentives and support for scholarship and mentoring.
 - Continue to provide research grants (Ashton, Silver, etc.) for faculty research.
 - Promote Beckham lecture as reward for good scholarship.
 - Offer graduate assistants for scholarship.
 - Offer release time for productive scholars with proven track record.
 - Encourage faculty to apply for more college and university grants/funding.
 - Provide funding for senior faculty looking to retool their research agendas.
- Objective 3: Use research center resources to promote faculty and student scholarship.
 - Update research center with new research software applications (Nuvi, Eye-tracking, N-Vivo)
 - Review utilization of lab staff to assist faculty in their research

Goal 4. Review and assess outreach activities.

- Objective 1: Reorganize outreach functions.
 - Create a stronger web presence to replace the magazine.
 - Revise current three-quarter time outreach position to meet current department communication needs.

- Objective 2: Review the viability of creating an external board of advisors.
 - Identify individuals who can help fulfill the strategic plan.
 - Identify individuals with specific expertise.
- Objective 3: Strengthen mentoring program.
 - Use Alumni Association iModule database software.
 - Verify accuracy of our alumni information.
 - Use alumni surveys to gather information about alumni.
 - Use LinkedIn to help manage alumni information and connections.
- Objective 2: Continue and improve alumni mentoring program.
 - Realign mentoring functions under the internship and placement office
 - Review mentoring efforts in other academic units

Goal 5. Work toward School Status

- Objective 1: Present proposal to college and university that emphasizes the following:
 - School status is the primary recommendation from the Internal Review.
 - The change would be in name only, not in order to create an independent unit. There would be no program restructuring or need for additional administrative resources.
 - In our discipline the name “School” provides the best description of our program
 - Based on professional orientation of undergraduate programs.
 - Based on size of program.
 - Based on quality of program.
 - The name “School” would benefit students, the program, and the university
 - Increase internship and job opportunities for students.
 - Increase possibilities for graduate school acceptance for students.
 - Allow the program to compete for external funds and programs.
 - Improve ability to raise funds for important strategic initiatives.
 - Improve our status among our peer institutions, thereby improving admissions to graduate programs.
 - Would increase the potential of drawing the best qualified and most diverse communications students to BYU.