DEAN’S RESPONSE

Planning and Review Committee

I. Program: **B.S. in Professional Communication and Emerging Media**
   College: **CAHSS**
   Year: 2011-12 Academic Year

Recommendations for the Program Director:

Issue/Concern:

1. *(Regarding Issue of Concern #1)* Work with the Chair of Department and the Dean on hiring the needed Journalism faculty.

2. *(Regarding Issue of Concern #2)* Work with the Chair of Department, the Dean, and the Library on finding the resources to keep the Library resources aligned with the need of the program.

3. *(Regarding Issue of Concern #3, 4)* Work with the Chair of Department and the Dean on securing resources needed to keep classroom facilities and laboratory equipment up to date.

4. *(Regarding Issue of Concern #5)* Work with the Chair of Department and the Dean on identifying solutions to the persistent workload issues due to the formats of delivery of the offered courses.

Response from Program Director:

1. The PD served on the search-and-screen committee for the position in Journalism and Intermediate Writing. A successful job offer was made to a candidate with a Ph.D. in Journalism and Mass Communication, and significant experience in the practice of journalism. This new faculty member will anchor the program curriculum in the area of Applied Journalism.

2. As part of the annual library acquisition process, program faculty are preparing a suggested list of new resources for purchase. In addition, program faculty are reviewing library coverage of journals in the fields of Applied Journalism and Digital Humanities, and will make acquisition recommendations for journals in those fields.

3. Room 205 Harvey has been updated through a Lab Mod (2011) with a usability lab. In addition, a SMARTBoard in that room helps with hybrid instruction. However, the room was last comprehensively updated in early 2005, and the furniture and equipment are reaching the end of their functional life. We would like to develop a renovation plan to coincide with the Harvey refurbishment that would provide a flexible class/lab space for students in the program.
Increased program enrollments are allowing the English and Philosophy department to begin offering separate sections (dedicated in-class and online sections, rather than blended hybrid sections) of Core courses as well as those in Applied Journalism starting in Fall 2012. This will significantly reduce instructor prep load. As enrollment continues to grow, we expect to be able to make hybrid offerings an option, not a requirement, for instructors. This may initially mean that some program courses, once split, are not fully enrolled; we hope to have the department and the Dean’s support during that transition.

**Recommendations for the Department Chair:**

**Issue/Concern:**

1. *(Regarding Issue of Concern #1)* Work with the Program Director and the Dean on hiring the needed Journalism faculty.

2. *(Regarding Issue of Concern #2)* Work with the Program Director, the Dean, and the Library on finding the resources to keep the Library resources aligned with the need of the program.

3. *(Regarding Issue of Concern #3, 4)* Work with the Program Director and the Dean on securing resources needed to keep classroom facilities and laboratory equipment up to date.

4. *(Regarding Issue of Concern #5)* Work with the Program Director and the Dean on identifying solutions to the persistent workload issues due to the formats of delivery of the offered courses.

**Response from Department Chair:**

1. We conducted a successful search for a journalism faculty member during the 2011-12 academic year. This person will join the department starting August 2012.

2. The Chair will consult with the PCEM Program Director, the CAHSS Dean, and the Library Director to identify funding to update and expand library resources aligned to the needs of the program.

3. The Chair worked with the Provost’s Office during the 2010-2011 year to secure funding for a SMARTBoard. It has been installed in room 205 Harvey Hall and primarily serves classes in the PCEM program. The Chair also worked with PCEM faculty on facilitating submissions of Lab Modernization proposals that resulted in purchasing portable website usability equipment and an eye tracker. The Chair will continue to work with the PCEM program director and the CAHSS Dean to secure funding to update laboratory equipment and classroom facilities. This will be especially important as the work on renovating Harvey Hall continues to move forward.

4. The Chair will work in consultation with the PCEM program director to schedule needed
courses using the most effective delivery format. The workload issue should ease a bit as enrollment in the PCEM program expands since the increased enrollments will allow us to move away from combined in-person/Tegrity delivery and towards separate in-person delivery and completely online delivery sections.

**Recommendations for the Dean:**

**Issue/Concern:**

1. *(Regarding Issue of Concern #1)* Work with the Program Director and the Chair of Department on hiring the needed Journalism faculty.

2. *(Regarding Issue of Concern #2)* Work with the Program Director, the Chair of Department, and the Library on finding the resources to keep the Library resources aligned with the need of the program.

3. *(Regarding Issue of Concern #3, 4)* Work with the Program Director and the Chair of Department on securing resources needed to keep classroom facilities and laboratory equipment up to date.

4. *(Regarding Issue of Concern #5)* Work with the Program Director and the Chair of Department on identifying solutions to the persistent workload issues due to the formats of delivery of the offered courses.

**Response from Dean:**

1. During this current academic year a search was conducted to fill a faculty tenure-track position to address this very need. Just last week that search culminated in a successful hire. Our office worked with the Department Chair to offer a competitive salary and benefit package.

2. Our office has been, and will continue to remain, in discussion with the Program Director to provide whatever support we can to ensure that needed library resources are made available to the faculty and staff of the PCEM program.

3. Since the last PRC review, our office has worked with the Program Director and the Department Chair to assist in securing the following: a portable usability testing station, an eye-tracker, and a SMARTBoard. Our office also has provided assistance in converting from the Echo360 asynchronous course delivery tool to the Tegrity asynchronous course delivery tool.

4. Through the successful efforts of the Program Director, the Department Chair, and members of the PCEM program faculty, enrollments in the program have now grown to a level where individual sections can be offered without dual scheduling. Our office will support the securing and funding of fill-behind sections of ENGL-101, -102, -111, and -112 to free up the program faculty to address the program-specific courses in the major.