

Program: Communications Media

Department: Communications Media

Chair: Dr. Randy Howe

Review Date: May 22, 2014

Reviewer: Aaris Sherin

Recommendations from outside Reviewer

Department Responses

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OVERALL BIG ITEMS	
Undergraduate Programs *Revision to the program structure and move to distinct majors—may alleviate issue of students doubling up on course *Include a “history of the discipline” course as a required class *Distinguish Interactive Media from Graphic Design *Comprehensive review regarding the appropriate place of social media-related content within a communications major *Revise program structures to alleviate issue of students doubling up on courses *Revision of program structure should retain flexibility so students in one “major” could take courses from within another area *Offer “non-major” section of very popular courses	
Graphic Design *Address concerns on software acquisition instruction and interaction by faculty and the subsequent learning by students *Address issues of grade inflation and the impact on internship readiness *Provide a sampling of student work from each visually based concentration for future self-studies *Require/motivate students to submit their work to the Visions Exhibition	

<p>Graduate Programs</p> <ul style="list-style-type: none">*Realign the graduate program in Applied Communications back towards the “applied” side of communications*Initiate plans for a CAGS in the Coordinated Management of Meaning*Create a 5-year BS/MS program in Applied Communications*Create stronger connection between the undergraduate and graduate programs	
<p>Previous Program Review</p> <ul style="list-style-type: none">*Reinvigorate the Masters Degree program in Applied Communication*Realign graduate and undergraduate programs*Enhance classroom by the presence of a variety of people from various backgrounds and ethnicities	
<p>Conclusion</p> <ul style="list-style-type: none">*Particular attention to the graphic design concentration*Realignment of the graduate program towards a more applied focus*Evaluate the current program structure and determine if concentrations should be changed to majors*Special attention to staffing and equipment needs	

OPERATIONAL	
Faculty *Course releases for faculty research *Additional travel funds for junior faculty *Criteria for tenure be made as transparent as possible *Phase out single faculty concentrations	
Internships *Allocate resources to forge connections between possible internship locations and industry professionals for new majors in Game Design	
Overall Student Feedback *Use eagerness of students as a resource for continued engagement	
Film/Video Equipment Check Out *Examine the current system of reserving, returning, and then checking out equipment for inefficiencies and interaction	
Game Design *Develop a system of reporting and tracking software-related issues and whether the problems have been corrected in a timely fashion	
Facilities *Update antiquated building wiring and assess overall infrastructure *Increase open lab times to one or two late evenings/nights when facilities would be open	
Alumni Connections *Develop connections with alumni through Departmental Facebook page, Alumni Office, and databases	