Program Development Plan

**Program:** Communication (COMM)  
**Department:** Communication  
**Date:** March 22, 2012

**Strengths:** The COMM program …
- has made great strides in focusing and modernizing the curriculum;
- has excellent academic advising;
- has a culture of collegial meetings;
- is blessed to have enthusiastic and talented students and faculty.

<table>
<thead>
<tr>
<th>Recommendations</th>
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<th>Costs</th>
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<tbody>
<tr>
<td>1. Prioritize a more aggressive recruitment program utilizing alumni located in nearby cities, such as Atlanta and Charlotte. (p. 2, ¶ 1)</td>
<td>B</td>
<td>This should not be undertaken until items 4, 5, 6, and 7 are addressed.</td>
<td>C/N</td>
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<tr>
<td>2. Schedule strategic planning sessions to clarify the department’s mission, vision, goals, and objectives. (p. 2, ¶ 2)</td>
<td>A</td>
<td>Each year schedule a retreat or series of workshops for strategic planning to include SWOT, Vision, Objectives, and Planning</td>
<td>C/N</td>
<td>$500</td>
<td>Dr. Farmer</td>
<td>Annually</td>
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<tr>
<td>3. Explore the viability of adding a Master’s program in the future, possibly focused on Health Communication. (p. 2, ¶ 3)</td>
<td>C</td>
<td>Recommendations 4 and 5 must be addressed before this recommendation can successfully move forward.</td>
<td>C/N</td>
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<tr>
<td></td>
<td>A</td>
<td>Feasibility/needs assessment</td>
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<td></td>
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<td>GA paperwork (App. A &amp; C)</td>
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<td>4. Seek funding for multiple new tenure/track lines targeted at growing area.</td>
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<tr>
<td>(p. 3, ¶ 1)</td>
<td>A</td>
<td>Transition fixed-term to tenure-track, where feasible</td>
<td>C = current</td>
<td>DH/Dean</td>
<td>Annually</td>
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<td></td>
<td></td>
<td>Request in staffing plan for:</td>
<td>R = reallocation</td>
<td>DH/Dean</td>
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<td></td>
<td></td>
<td>Radio, 1 position</td>
<td>N = new</td>
<td>DH/Dean</td>
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<td></td>
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<td>Television, 1 position</td>
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<td>DH/Dean</td>
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<td></td>
<td></td>
<td>N</td>
<td>76,100</td>
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<td>N</td>
<td>76,100</td>
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<td>5. Develop a plan to transition instructor lines to tenure/tenure track lines,</td>
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<td>eliminate overloads, and assign a professor to coordinate liberal studies.</td>
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<td>(p. 3, ¶ 1; p. 4, ¶ 3, 4)</td>
<td>A</td>
<td>Formally establish the number of sections of the liberal studies class that</td>
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<td>DH/Dean</td>
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<td></td>
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<td>need to be offered each semester to accommodate the freshman class.</td>
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<td></td>
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<td>Request in staffing plan, a tenure-track coordinator for the liberal studies</td>
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<td>DH/Dean</td>
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<td></td>
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<td>courses (former position cut).</td>
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<td>N</td>
<td>$76,100</td>
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<td>Request in staffing plan, 2 tenure-track lines in liberal studies to add to the</td>
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<td></td>
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<td>present liberal studies faculty.</td>
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<td></td>
<td></td>
<td>N</td>
<td>$152,200</td>
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Note: Costs are in dollars.
### Program Development Plan

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<tr>
<td>6. Seek support to move to a renovated or new facility to house all or most of</td>
<td>A</td>
<td>Faculty and Department offices and central communication lab for Journalism</td>
<td>N</td>
<td>DH/Dean</td>
<td>2012-2013</td>
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<tr>
<td>the department’s activities. (p. 3, ¶ 2)</td>
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<td></td>
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<td>Work with Development Office to pursue possible donors and GS&amp;R to pursue grants</td>
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<td>Request dedicated lab space</td>
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<td>Explore thin client options</td>
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<tr>
<td>7. Obtain funding to modernize media technologies. (p. 3, ¶ 2; p. 4, ¶ 2)</td>
<td>A</td>
<td>Budget requests and grants for: Journalism, Public Relations, Radio, HD upgrade</td>
<td>N</td>
<td>DH/Dean</td>
<td>Fall 2012</td>
</tr>
<tr>
<td></td>
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<td>Television, HD upgrade</td>
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<tr>
<td>8. Seek funding from campus and alumni for travel to professional meetings and</td>
<td>B</td>
<td>Current funding from QEP and Duke Power for students.</td>
<td></td>
<td></td>
<td>Dec. 2012</td>
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<td>media outlets for students and faculty. (p. 3, ¶ 3; pp. 5-6, ¶ 5, 1-2)</td>
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<td></td>
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<td>Work with Development</td>
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**Costs**

- **Faculty and Department offices and central communication lab for Journalism**: $700,000
- **Budget requests and grants for: Journalism, Public Relations, Radio, HD upgrade, Television, HD upgrade**: $250,000, $50,000, $250,000, $750,000
- **Current funding from QEP and Duke Power for students**: $750,000

**Date of Review**

- **2012-2013**
- **2012-2013**
- **2012-2013**
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<td>9. Communicate more clearly to students, alumni and other stakeholders the progress of the department. (p. 5, ¶ 2; p. 6, ¶ 3)</td>
<td>B</td>
<td>Dept. LinkedIn Group page</td>
<td>C</td>
<td>N/A</td>
<td>DH/Public Relations (Laura Huff)</td>
<td>Done</td>
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<td></td>
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<td>Dept. Facebook page</td>
<td>C</td>
<td></td>
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<td></td>
<td></td>
<td>Dept. Twitter account</td>
<td>C</td>
<td></td>
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<td></td>
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<td>Dept. WCU Web page revision</td>
<td>C</td>
<td>N/A</td>
<td>Dr. Spasovska M. Mattheis G. Nucci</td>
<td>In progress</td>
</tr>
<tr>
<td>10. Relieve stress on senior professors through funding, scheduling, and efficient workload assignments. (p. 3, ¶ 1; p. 4, ¶ 1, 3)</td>
<td>A</td>
<td>Salary compression/equity study</td>
<td></td>
<td></td>
<td>DH/Dean</td>
<td>2012-2013</td>
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<tr>
<td></td>
<td>B</td>
<td>Budget request for salary equalization for 1 television position</td>
<td>N</td>
<td>$15,000</td>
<td>DH/Dean</td>
<td>After completion of salary study in 2013</td>
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<td></td>
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<td>This will occur as items 4 and 5 are accomplished</td>
<td>N</td>
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C = current  
R = reallocation  
N = new
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<td>11. Identify more projects that bring students and faculty together across majors with the department and across other allied fields. (p. 5, ¶ 2)</td>
<td>A</td>
<td>In 2011 the department won the Leading Light Award for Service learning.</td>
<td>Costs</td>
<td>Department</td>
<td>Annually</td>
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<td></td>
<td></td>
<td>I don’t think the intent of the paragraph was to add more projects as much as it was to make the campus, alumni, and region more aware of the numerous projects that are being done.</td>
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<td>The department has to have more faculty, facilities, and funding to expand its list of annual projects.</td>
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<td>Communicate more the collaboration work with other departments and continue to identify new projects.</td>
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