

Academic Plan
2004-2009
Department of Mass Communications

Executive Summary

The Department of Mass Communications is adding a minor in Broadcasting, and new courses will be added in all three tracks (Broadcasting, Journalism, Public Relations) to cover new technologies, practices, and contents in media as the entire curriculum undergoes revision at this time.

The Department will expand its offerings of hands-on experiences and other professional preparations for students and faculty by the aforementioned course changes and by the development of new student media outlets, revival of student professional organizations and honor societies, and creation of a practicum for Public Relations majors, similar to the practicum opportunities already enjoyed by Broadcasting and Journalism.

Digital integration of coursework, facilities, and student media is an ongoing process to which the Department is committed, and this involves the aforementioned curriculum revisions as well as equipment purchasing and re-purposing, continuing education of personnel, and improving and/or expanding physical spaces, including furniture.

Rationale

To stay competitive regionally, the Department must continue to adapt/respond to trends and innovations in the production, distribution, and reception of promotional, journalistic, and artistic content, i.e., we must stay current and offer students state-of-the-art experiences. Institutional data from recent years suggests that enrollment in the Department will continue to grow along with the university's overall enrollment growth and will, in fact, outpace that overall growth. For example, the number of juniors and seniors who have declared the major has increased 65% since Fall 2000. Journalism majors alone have tripled since Fall 2001.

Resources Required

2 new faculty (and their offices/furniture/computers in Old Main) before 2009.

Operating budget funded at (at least) the current rate (not including two generous one-time awards already received in the 2003-04 school year totaling nearly \$200,000 from the Chancellor and Provost).

Furniture additions and upgrades in the labs to total approximately \$10,000 over five years for ergonomic, aesthetic, and safety reasons. Other indirect funding is sought at the current rate (e.g., UCIS computers and software for our labs; library allocations; carpentry/physical plant for minor renovations to labs).

Financial aid and scholarship as enrollment warrants. Scholarship funds in Mass Communications have declined each year since Fall 2001, to the point where some, including endowed scholarships, cannot be awarded each year.