

2019 - 2024 | OUR COMMITMENT TO FOUR GOALS DEPARTMENT OF COMMUNICATIONS STRATEGIC PLAN

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As the Department of Communications celebrates 60 years as a leading academic unit, COMM remains one of the largest academic majors at CSUF and one of the largest mass communications programs in the United States.

Future communications professionals have an abundance of opportunities for excellence at Cal State Fullerton. Rigorous, relevant, hands-on curriculum in advertising, entertainment and tourism, journalism, and public relations provide a grounding in ethical practice. Signature programs like COMM Week, the Daily Titan, OC News, Tusk Magazine and PRactical ADvantage Communications, provide world-class experiences beyond the classroom.

We are also thriving with new initiatives. Among them are new certificate programs in digital media, photography, radio/audio and partnerships with the Latino Communications Initiative, including a Spanish for Hispanic Media certificate, a border reporting class, and a Spanish-language newscast, *Al Dia*.

The Department Strategic Plan outlined in these pages represents the faculty's roadmap for the next five years as COMM strives to be the largest and most diverse, comprehensive,

student-centric and future-oriented mass communications department in the country.

The faculty spent one academic year in focused inquiry to develop the objectives and strategies outlined here, including through surveys, discussion groups and open forums. The plan was adopted unanimously.

The Strategic Plan embraces the mission and values of CSUF and serves to support the University's Strategic Plan.

On behalf of the outstanding faculty of the Department of Communications, I am proud to share this Strategic Plan as we look forward to the next five years as Titans Reach Higher.



Dr. Jason M. Shepard,
Department Chair



As a result of our 2014 - 2019 Strategic Plan...

- 1** | Increased faculty diversity and expertise by hiring 15 new tenure-track faculty
- 2** | Added required digital skills course for all students
- 3** | Inducted 61 new distinguished COMM alumni into Alumni Wall of Fame
- 4** | Created 4 new certificate programs: Digital Communications Media, Radio-Audio, Photocommunications, and Spanish for Hispanic Media
- 5** | Expanded partnerships in Latino Communications, including adding *Al Dia* and Border Reporting class
- 6** | Expanded faculty-led study abroad programs
- 7** | Created biannual *Communique* newsletter to celebrate success
- 8** | Maintained graduation and retention rates better than university averages

GOAL 1 | OUR COMMITMENT TO A TRANSFORMATIONAL TITAN EXPERIENCE

Provide a transformative educational experience and environment for all students.

Titan students are immeasurably enriched by immersive experiences and a robust array of services that support their well-being, provide a sense of belonging, and promote academic success. The many benefits from this institutional commitment — enhanced learning, retention, confidence, and affinity for the university — ensure Titan graduates are well prepared to excel in the workforce or in further education.

DEPARTMENT OBJECTIVES

1 | Programs

Protect, enhance and promote our signature programs and high impact practices.

2 | Curriculum

Examine and enhance curriculum, including through faculty-led assessment of teaching and learning.

DEPARTMENT STRATEGIES

1 | Protect, enhance and promote our existing signature programs, including: **a** Student media and agency, (Daily Titan, Tusk, Al Dia OC News, and PRactical ADvantage Communications); **b** Required internships; **c** High-quality capstones and specialty classes with hands-on experiences (COMM Week, Newport Beach Film Festival, border reporting and AAF competition); **d** Premiere student clubs: Ad Club, PRSSA, ETC, SPJ and Latino Journalists; **e** Partnerships with campus entities, including Dept. of Modern Literature and Languages (Spanish for Hispanic Media Certificate) and Titan Communications (Titan TV/Radio/Universe); **f** Student scholarships and awards.

2 | Develop sustainable new signature programs in areas identified by faculty, including the Arboretum Project and sports media programs.

3 | Increase opportunities for global education and Spanish-language media, including through study abroad programs, opportunities for global diversity in curriculum and programming, and partnerships with the Latino Communications Institute.

4 | Providing training and support for digital skills instruction across the curriculum.

5 | Operationalize key components of the department's assessment plan, including the program e-portfolio assessment in the capstone class, and "closing the loop" discussions for curriculum enhancements based on assessment collection data.

GOAL 2 | OUR COMMITMENT TO STUDENT SUCCESS AND COMPLETION

Strengthen opportunities for student completion and graduation.

Perhaps nothing is more central to our educational mission than providing equitable access to the opportunities and resources necessary for student success. Degree completion is one metric, albeit a fundamental one, by which student success is measured, and our commitment to supporting students achieve that goal is interlinked with myriad endeavors that promote student success in all its forms.

DEPARTMENT OBJECTIVES

1 | Student Recruitment

Increase student enrollment to remain one of the largest mass communications departments in the U.S.

2 | Student Success

Improve communications to increase student engagement with signature programs and graduation pathways.

DEPARTMENT STRATEGIES

- 1 | Enhance branding and messaging for the Communications major: **a** Developing branding messages, emphasizing CSUF as first-choice California university for students interested in mass communications **b** Create posters and brochures **c** Enhance website, including pages for HIPs, with information and photos **d** Develop materials and communications plans for presentations in introductory courses **e** Create a promotional video
- 2 | Develop a comprehensive student recruitment and retention plan, based on enrollment trends, for both new students and existing students that includes multiple opportunities faculty engagement.
- 3 | Identify better pathways for transfer students through greater engagement with community college partners and information about the Associate Degree for Transfer Major (ADT).
- 4 | Increase recruitment for the Department's certificate programs in Digital Communications Media, Radio-Audio, Photocommunications and Spanish for Hispanic Media.
- 5 | Provide greater training for faculty on all aspects of student advising and engage faculty more in student advising opportunities.

GOAL 3 | OUR COMMITMENT TO FACULTY AND STAFF DIVERSITY AND SUCCESS

Recruit and retain a high-quality and diverse faculty and staff.

We value the abundant depth and breadth of diversity of our campus, and recognize the profound power gained from learning amid, supporting, and celebrating the multitude of backgrounds and perspectives here. Key to our success as an institution is elevating and infusing equity-minded practices in all that we do. We must also continue to recognize and uplift the vibrancy of our faculty and staff, as our students grow and achieve in an environment that is as diverse as they are.

DEPARTMENT OBJECTIVES

1 | Faculty and staff diversity

Enhance faculty and staff recruitment and retention to increase diversity, including by gender, race, ethnicity, sexual orientation and background.

2 | Faculty and staff excellence

Provide support and recognition for excellence in faculty teaching, research and service and staff support.

DEPARTMENT STRATEGIES

1 | Enhance faculty recruitment of under-represented minorities, including through best-practice search strategies.

2 | Promote excellence in teaching and engage faculty, including full-time and part-time faculty, in collaborative professional development aimed at improving teaching methods, including innovations and technology in instruction.

3 | Provide support for and promote excellence in faculty research and professional service.

4 | Evaluate, develop and/or revise if necessary policies and procedures for evaluating tenure-track faculty and lecturers.

5 | Provide support and opportunities for professional development to department staff.

GOAL 4 | OUR COMMITMENT TO OUR LEARNING ENVIRONMENT AND LEGACY

Expand and strengthen our financial and physical capacity.

In direct service to the educational mission of the university, we seek to maximize revenue opportunities and philanthropic investment in the institution, while also ensuring that our physical spaces best support and promote our learning environment and the evolving needs of the Titan community.

DEPARTMENT OBJECTIVES

1 | Alumni and professional engagement

Engage more regularly and meaningfully with alumni and professional partners.

2 | Resources

Expand physical space and increase financial resources.

DEPARTMENT STRATEGIES

1 | Improve external communication efforts to promote the Department, including targeting brand messaging through digital, video, and print communications.

2 | Develop a comprehensive plan for alumni engagement and outreach, including for alumni identification and tracking; one-way and two-way communications; and opportunities for alumni involvement and engagement with classes and programs.

3 | Increase fundraising to the Department and its signature programs, including through more engagement with faculty, alumni, businesses, and foundations.

4 | Advocate for space and facilities needs identified by faculty.



Department of Communications – 60 years as a leading academic unit.



DEPARTMENT OF COMMUNICATIONS

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