

BUDGET PLANNING DOCUMENT – FY 2023
SUBMITTED MARCH 17, 2022



**SCHOOL OF
COMMUNICATION**
Illinois State University

COLLEGE OF ARTS & SCIENCES

ILLINOIS STATE UNIVERSITY

SCHOOL OF COMMUNICATION BUDGET PLANNING DOCUMENT FY 2023

The School of Communication's Budget Planning Document for FY 2023 is presented in four sections. The first section describes our major accomplishments and objectives for FY 2022. The second section outlines internal reallocations and reorganizations. The third section outlines our major objectives for FY 2023. The final section describes our tentative SBC plans for FY 2023.

1. Major Accomplishments for FY 2022 (CAS Document)

A. FY 2022 Accomplishments

- *The Vidette* successfully transitioned to a fully digital student-run news organization in April 2021. During CY 2021, a record 1.6 million pageviews were recorded on Videtteonline.com from over 600,000 unique users.
- The School hosted training as part of the Georgian Media Education Program. This endeavor brought a group of East European journalists from Georgia to Chicago and Illinois State University for a series of educational events designed to bolster journalism education and democracy (funded by a grant from the U.S. Embassy in Tbilisi, Georgia). Despite the difficulties surrounding COVID, the week-long program at ISU was staged in August 2021 and was considered a resounding success. We also sent 3 faculty (Drs. Nathan Carpenter and Steve Hunt and Laura Trendle Polus) to Georgia in December to continue training and consulting with Georgian faculty and administrators.
- Mass Media faculty secured a CAS Interdisciplinary Grant to support the development of a Film Festival Management and Curation course as well as a yearly competitive film festival.
- Our TV-10 staff spent much of summer 2021 visiting and networking with alumni who work at the following TV stations: Spectrum News Orlando, CBS12 Palm Beach, KKTV Colorado Springs, WEEK/Heart of Illinois Peoria, WMBD Peoria, WCIA Champaign, WTOV Rockford, WIFR Rockford, WNDU South Bend, ABC7 Chicago, CBS2 Chicago, NBC5 Chicago, WGN-TV Chicago, WGN Radio Chicago, WCIU Chicago, WISN Milwaukee, WDJT Milwaukee, WITI Milwaukee, Spectrum News Milwaukee, as well as others working for ITV, Ball Aerospace, Caterpillar, State Farm, Google, Milestone Inc., One Main Financial, East Bank Club, Chicago Cubs, Chicago White Sox and more.
- WGLT continues to experiment and innovate. The station was accepted for membership to the Institute for Nonprofit News (INN), and was selected to participate in three pilot projects: NPR/Apple News (which will allow WCBU's news to be more easily discoverable in the Apple News app), the NPR Member Station Streamlined Donation Initiative (designed to make it easier for visitors to NPR.org to financially support the local station of their choice), and the CPB/Poynter Institute Digital Transformation project (an extended professional development opportunity designed to help stations better serve their local communities on digital platforms).

B. Major Objectives & Accomplishments for FY 2022

The following table shows the top objectives for the School of Communication during FY 2022. The table also concisely states what results were achieved for the objectives. These objectives are aligned with the School’s overall Strategic Foci as well as the College’s and the University’s top-level outcomes in their respective strategic plans.

FY 2022 Objectives	Results	Support for Strategic Plans		
		COM	CAS	Educate•Connect •Elevate
1. Support diversity, equity, and inclusion initiatives across all operations in the School.	The School’s Antiracism, Social Justice, and Coalition-Building Committee (ASC) has led our efforts to address issues of race in our policies, procedures, and classrooms. They have also developed a strategic communication plan and a series of suggested next steps. In an effort to increase faculty diversity, the School partnered with Latin American and Latino Studies Minor to search for a tenure-track faculty in digital activism.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 3 and 4
2. Continue to monitor, update, and revise technology and facilities across all our programs.	We have continued to monitor and update our use of technology and facilities across programs. For example, we began a renovation of the Social Media Analytics Command Center (SMACC) and completed renovations Fall 102 in spring 2021.	Strategic Foci 1, 2, and 3	Strategic Foci 1, 2, and 3	Strategic Directions 1, 2, 3, and 4
3. Diversify and enhance financial support for all operations in the School.	One of our most successful efforts to enhance financial support for the School has been through Birds Give Back. In 2021, we received 215 gifts totaling \$101,745. In 2022, we led the University with 328 gifts totaling \$211,126.	Strategic Focus 3	Strategic Focus 3	Strategic Directions 1 and 2
4. Continue to expand opportunities	TV-10, <i>The Vidette</i> , and WZND, and WGLT offer programming directly related	Strategic Focus 1	Strategic Focus 1	Strategic Directions 1, 2, and 3

and programming for civic learning and democratic engagement.	to civic engagement. SMACC staff provide support for the University's Voter Engagement Coalition. Further, School faculty have been integrally involved leadership of the national ADP.			
5. Continue to refine, implement, and assess our student success plan. Create unique metrics and strategies for graduate student success.	We began the process of redesigning COM 111 (Introduction to Communication Theory), one of our highest DFWI courses. We established a summer application period for current ISU students. We also created a weekly newsletter for COM majors and streamlined the registration process for graduate students. Our full assessment report is available upon request.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 3 and 4

C. Academic Program Development

Faculty, staff, and students affiliated with the School developed numerous innovative initiatives and programs in 2021. Initially, our faculty and staff devoted significant time and energy to navigating online, hybrid, and face-to-face instruction due to COVID-19. Faculty from the School have also partnered with faculty from the Department of Psychology on the Extending Empathy Project and will take the project national next year through the ADP. Our newly redesigned Mass Media curriculum was launched in fall 2021 (collapsed four sequences into two). We also received approval to change the catalog copy for the following courses: COM 364 (Media Management), COM 312 (Media History), and COM 271 (Media Performance). All Mass Media courses have had "broadcast" removed from their titles to reflect the current reality of media distribution which no longer is constrained solely to broadcast transmitters. We also obtained UCC approval for a new, required course in public relations ethics (this fulfills a reaccreditation requirement for the Public Relations major).

D. Accomplishments Related to Equity, Diversity, and Inclusion

In 2021, the School of Communication's Anti-Racism, Social Justice, and Coalition-Building Committee (ASC) met once or twice a month brainstorming several ways to increase COM's growth in advancing Equity, Diversity, Inclusion, and Accessibility (EDIA) initiatives. Members of the ASC created the EDIA Learning Community Undergraduate Certificate Program. The primary goal of this program is to encourage students to develop important and crucial life skills to address and work toward remedying structural racism at multiple levels. This learning community program will also include opportunities for graduate students to serve as mentors to undergraduates. In addition, the ASC met with all the program coordinators within

COM to share with them the Pillars of Progress, the specific goals set forth by the President's Office for all areas of the University to advance EDIA initiatives. They encouraged the coordinators to examine the curriculum and syllabi within their respective programs of study and to identify ways to promote growth in EDIA. The ASC also hosted a book club and invited all faculty and staff to read *Diversity Regimes: Why Talk is Not Enough to Fix Racial Inequality at Universities* followed by a 1-hour discussion.

E. Accomplishments Related to Faculty/Staff Success

Faculty in the School of Communication were extraordinarily productive in CY 2021. Beyond authoring over 130 scholarly and creative works, they also earned the CAS Outstanding Research by a Pre-Tenured Faculty Member Award (Dr. Lindsey Thomas), Outstanding University Teaching Award—AP/CS (Elizabeth Chupp), Outstanding College Researcher Award (Dr. Aimee Miller-Ott), and Herb Sanders Award for Academic Advisement (Julie Navickas). Further, Dr. Joseph Zompetti was selected by ISU's Center for Civic Engagement to serve as a Civic Engagement Fellow for Civic and Digital Literacy. Dr. Zompetti was also appointed as an honorary member to the NNLE Center for Classical and Contemporary Rhetoric in the country of Georgia. Dr. Byron Craig was selected as the fall speaker for African American Studies. Our faculty also received significant national attention in 2021. For example, Dr. Lindsey Thomas received the Distinguished Article Award from the Family Communication Division of the National Communication Association (NCA) and Drs. Brent and Cheri Simonds received an Award of Excellence in the Broadcast Education Association's (BEA) Festival of Media Arts. Dr. Brent Simonds was also invited to screen his documentary on Verlon Thomas at the 18th Rome International Film Festival. Dr. Megan Hopper continued her service on an American Psychological Association (APA) task force examining the messages in music lyrics and videos; Drs. Byron Craig, Nathan Carpenter, and Steve Hunt continued their service as American Association of State Colleges and Universities (AASCU) American Democracy Project (ADP) Civic Fellows for the Extending Empathy Project; and Dr. Lance Lippert served on the planning committee for the Civic Learning and Democratic Engagement (CLDE) national conference and was a member of an NCA ad-hoc Committee on Mental Health and Wellness. Also, WGLT staff won 2 first place awards from the Public Media Journalists Association (PMJA) as well as a first place in the Illinois News Broadcasters Association (INBA) Crystal Microphone Award for Best Newscast. WCBU was awarded 2 first place Crystal Microphone Awards from the INBA for Best Station and Best Digital Presence. In addition, Megan Koch was elected President of the National Forensics Association (NFA) and won an NFA National Service Award. Shanna Carlson received a Fulbright Specialist Award to teach debate in Taiwan. Finally, *Vidette* General Manager John Plevka continued to serve on the Illinois College Press Association (ICPA) Board of Directors.

F. Accomplishments Related to Student Success

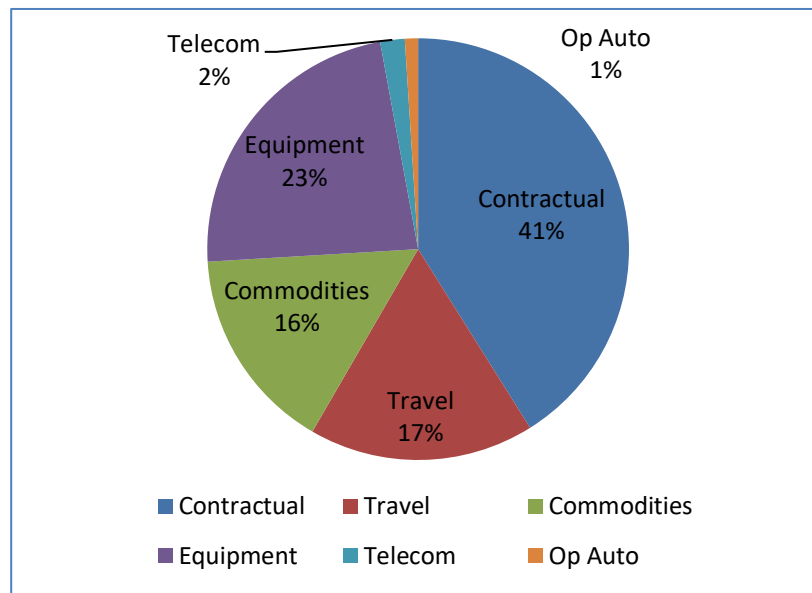
Students in the School of Communication also amassed significant achievements in 2021. Initially, WZND students won 37 state, regional, and national awards. Also, WZND contributed to major Dean of Students Office virtual events, including hosting/emceeding all four days of Festival ISU, Admissions open house events, and ISU Housing events for on-campus housing areas. In addition, students at *The Vidette* captured a record eight first-place awards for editorial achievement in the 2020-2021 ICPA contest. *The Vidette* won a total of 16 awards in the competition among other campus news organizations in the state of Illinois. *The Vidette* captured second place in the overall General Excellence Sweepstakes, which tallies points for awards won. (the large-school General Excellence Sweepstakes winner this year was the *Daily Illini* of the University of Illinois). Although they faced several obstacles due to the pandemic, our

speech and debate teams had an excellent year. Altogether for the season, speech and debate earned 56 first place awards, won 5 invitational tournaments, and qualified full entries to the Illinois Intercollegiate Forensics Association (IIFA) Championship, National Speech Championship (NFA), and Interstate Oratory Contest. TV-10 students also won 4 awards and 2 scholarships from the Illinois News Broadcasters Association (INBA) as well as 9 Illinois Broadcasters Association (IBA) Silver Dome Awards. Our students also completed a total of 264 internships in 2021. Graduate students were active in presenting at national and regional conferences in 2021. Finally, Erianne Theodore won the Outstanding University Teaching Award for Master's students.

2. Internal Reallocations and Reorganizations in FY 2022

<u>Operating Budget Line</u>	<u>Amount Allocated</u>	<u>% of Operating Budget</u>
Contractual	\$37,571.59	43%
Travel	\$15,791.00	14%
Commodities	\$14,350.00	16%
Equipment	\$21,085.00	24%
Telecom	\$1,720.00	2%
Operational Auto	\$923.00	1%
Total	\$91,477.59	

There were no significant reallocations or reorganizations for FY 2022. Operating funds received a permanent base budget increase to the travel portion of the budget in the amount of \$3,750 in FY 2019. Total operating funds were \$91,477.59. See table and chart for fund distribution.



Additional Funds

Over the last year, the School was able to use a combination of agency funds, instructional capacity, general revenue funds, AEF, and foundation funds to support and enhance productivity. For example, we received \$6,945 from AEF to enhance technology in WZND. We also received \$61,433 in AEF funds to renovate the SMACC. This funding provided for a new SMACC video wall as well as new furniture (desk chairs, tables on casters, workstation chairs, training table and miscellaneous facilities work (KI installation, etc.).

3. Major Objectives for FY 2022

The following table shows the top objectives for the School of Communication for FY 2023. These objectives are aligned with the School's overall Strategic Foci as well as the College's and the University's top-level outcomes in their respective strategic plans.

FY 2022 Objectives	Support for Strategic Plans		
	COM	CAS	<i>Educate•Connect•Elevate</i>
1. Hire new TT and NTT faculty to support our undergraduate and graduate programs.	Strategic Foci 1, 2, 3, and 4	Strategic Foci 1, 2, 3, and 4	Strategic Directions 1, 2, 3, & 4
2. Support diversity, equity, and inclusion initiatives across all operations in the School.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 3 and 4
3. Continue to refine, implement, and assess our student success plan. Create unique metrics and strategies for graduate student success.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 3 and 4
5. Continue to monitor, update, and revise technology and facilities across all our programs.	Strategic Foci 1, 2, and 3	Strategic Foci 1, 2, and 3	Strategic Directions 1, 2, 3, and 4
6. Diversify and enhance financial support for all operations in the School. Work with Alumni Engagement to execute a WZND reunion in spring 2022.	Strategic Focus 3	Strategic Focus 3	Strategic Directions 1 and 2
7. Further develop international links and study abroad opportunities for all communication students.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 2, 3, and 4
8. Continue to expand opportunities and programming for civic learning and democratic engagement.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 1, 2, and 3
9. Explore new interdisciplinary collaboration opportunities among our converged media assets, Redbird Athletics, ESPN+, and the Missouri Valley Conference (MVC).	Strategic Foci 1 and 4	Strategic Focus 1	Strategic Direction 4
10. Continue to explore options to facilitate collaboration with other public radio stations in the region to share operating or programming costs or to reduce costs to WGLT.	Strategic Foci 3 and 4	Strategic Focus 3 and 4	Strategic Directions 1, 2, and 4
11. Launch the new Film Festival Management & Curation Course as well as a yearly competitive film festival.	Strategic Foci 1 and 4	Strategic Foci 1 and 4	Strategic Directions 1, 2, and 4

12. Identify and assign building space with computer access for PRSSA to manage operations, hold office hours, and retain files and chapter material.	Strategic Focus 2	Strategic Focus 2	Strategic Directions 1 and 4
13. Develop information fluency pedagogy for COM 110 and assess its effectiveness in partnership with Milner Library Instructional Staff.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 1, 2, and 4
14. Continue colloquia series for research presentations by graduate faculty and students.	Strategic Focus 1	Strategic Focus 1	Strategic Directions 1, 2, and 4

4. Tentative SBC Plans for FY 2023

Our tentative SBC plans for FY 2023 include a portion of \$23,000 in faculty start-up funds. To date, approximately \$6,000 of FY 2022 start-up funds have been used by the allotted faculty. The School of Communication would like to SBC the remaining \$17,000 for FY 2023 to be used for travel and other start-up expenses. In addition, we have \$48,000 earmarked for renovations in in Fell Hall. These funds will be used in FY23 to create a Fell 277 Podcasting Studio (new carpet, paint and equipment) and create a Research Studio (remove door between 2 rooms, new carpet, furniture and camera equipment).