

School of Communication

College of Arts & Sciences

**ILLINOIS STATE
UNIVERSITY**



Strategic Plan

2006-2011

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Community Partnerships

Integrate service learning into our curriculum

- At least one class in each major should have a service learning project
- SL in intro classes
- Develop contact list for SL
- Establish formal mechanism to create SL experiences for students
- SL could be on campus or in community or Mclean county, or state
- Promote service learning with undergrads
- Count community service for faculty as you would departmental service
- Student volunteer program
- Incorporate SL into internships
- More applied course that encourage student involvement with community orgs
- Promote SL into curriculum
- Designate/cultivate faculty that specialize in SL
- Com RSOs to do professional projects for community
- PR and Org Com classes include projects for local businesses
- PR assistance for local small businesses
- Have photo students take portraits for local charity (pet, doggy)
- SL projects count toward faculty productivity
- Setup department committee to seek out SL opportunities with local orgs
- Facilitate more connections with high schools regarding forensics. Provide incentives for ISU students to help coach
- School needs to recognize and reward efforts to work with students on projects in community, not just Ivory Tower.
- Link downtown Normal with school, coupons, events, downtown festival
- SL activities
- Have PR students present projects to the company/group, if they don't already
- Have a class design for actual PR in community, work alongside local org
- Civic engagement curriculum and/or course
- Check with COB to see if they have similar type course

Encourage pro-bono work.

- Pro-bono video work for non-profits
- PB audio work
- PB PR work
- Locate agencies in our community which can benefit from our specialties, including participation in such groups
- Work with county and state tourism agencies to produce RTV programs highlighting local attractions

Cultivate alumni relations and contributions to school.

- Start on-line community for alums
- Recruit distinguished alum to represent the school by addressing high school students on college nights
- Advisory board of alum and professionals
- Hold an open house for local alums

- Create or enhance alum chapters in Chicago, NY, and LA
- Remember that our current students are future alum
- Establish a school of com alum board
- Recruit alum to work at various units as mentors to students
- Enhance relationships with wider scope of alums
- Recognize grads of SOC who work in S OC
- Alum events and activities
- Proactively engage in the creation and maintenance of positive, active alum relationships
- Solicit funds from grads who are employed in areas where regional and national conferences are being held to fund alum receptions at these events.
- Alum fund raising advisory board
- Keep better in touch with alums to promote SOC to outside community
- Reward those who are active with alums

Enhancing our technology would enhance our community partnerships.

- A SOC Blog
- Maintain database on our website of our liaisons
- Enhance signal delivery of WZND
- Develop relationships with web design firms in town
- Distance learning
- Develop more internet courses for community
- Broadcast signal for WZND
- A more visible WGLT presence in the community
- Match WGLT's CPB Grant for digital conversion to allow for second broadcast stream for Central Illinois
- Virtual meetings to increase productivity
- Organize SOC Website to be student, community, alumni, faculty/staff user friendly
- In order to enhance relations we need more \$\$\$\$\$

Financial considerations

- Create endowed chair positions to support research/teaching
- Need travel money and materials to recruit undergrads ga's & faculty
- Support ga's for tv10 wznd forensics and McHale
- Community endowment for technology funding
- Endowed positions for state farm
- Need more broadcast talent grants
- Develop more funding opportunities in core programs/presentations for national and international exposure
- Generate development revenue

Video coverage

- Video provides opportunities to enhance partnerships
- Seek grant funding to produce videos to use a recruitment tools for ISU
- Negotiate better deal with insight cable for more control of a channel
- More student media coverage of local events – sugar creek would be a feature show on tv10
- Expand tv10's ability to cover local events and government

Create com materials for other departments & off campus organizations

- Help Vrooman mansion write their history – not written according to the innkeeper
- Videotape the history of the Vrooman mansion

Student involvement – lets get the kids involved

- Communication apprehension workshops for local h.s. kids
- Speech training and tourney
- More faculty and student involvement in regional and national com organizations (officership)
- Encourage students to go to conferences
- Take more und and grads to regional and national conferences
- A&S softball tournament
- School of com sponsor rites of spring

Have a legislative day

- Go to Springfield and discuss medial literacy and communication in democracy and meet as many legislators as possible.

Internships

- Partnerships are enhanced by internships.
- Make internship opportunities available to all students—mandatory?
- Coordinate extracurricular, internship, and class projects so that we are not all contacting the same people.
- Develop more internships in state and national government
- Help make our degree marketable on a practical level; take us out of theories.
- Make courses that encourage internships with community organizations.
- Start an online posting for internships and jobs on department website.
- Magazine internship
- Offer interns real world experience
- Develop stronger internship network
- Internship with US Cellular Coliseum in Bloomington
- Make internship supervision a faculty priority
- Do a better job of publicizing and clarifying internship to underclassmen so they can prepare
- Increase relations with “The Pantagraph” for internships/jobs
- Enhance relations with “The Daily Vidette” for internships
- Review all majors to incorporate internships into something that “counts”
- Make quality interns available for constituencies

Professional Development

- Things we need to do to become good partners
- Develop avenues for faculty training, curriculum assessment and accreditation
- Create regular meetings of SOC faculty, advisors, to RSOs
- Train extra co-curricular faculty advisors to be academic advisors to students
- Assess each major in comparison to other state schools—who else offers PR, Live TV News, Radio Courses?
- Apply for accreditation from AEJMC

- Set concrete goals with encouragement from school administrator for school support of Honors program, through colloquia, sponsorship of student projects, etc.

Faculty need to be involved in community service

- create a community-oriented departmental paradigm
- Demonstrated by example to students to participate in community activities
- Use more professional community instructors
- Give more weight to community involvement in the evaluation process
- Reward community service school wide
- More faculty participation in SOC extra-curricular events

SoC should develop international opportunities

- Develop true international faculty-we are doing double-duty to cover classes abroad and it makes no sense
- Is there an international program for COM students
- Develop more study abroad programs for our COM majors
- Patty needs \$ to go to Korea
- Send NTTs abroad
- Expand international programs/visibility
- More international students please
- More study abroad programs
- More PR jobs for international programs
- Rotate faculty to represent ISU in International programs
- Integrate global/International issues I courses
- Get international students
- Include more international students in grad program
- Global Perspective- attract International students
- Develop a core curriculum of International COM or global comm. Studies-will help us promote nationwide/international programs of excellence
- Teach more international students. Send faculty to other countries to recruit students. Set up summer camps.

We need to create a promotional strategy:

1. Create community awareness

- Make full use of department media as well as University & community media to create awareness
- Self promote
- Ask intercultural comm. Classes, aging class, PR classes to unite their efforts on public awareness of school
- Promote SofC mission
- De-mystify University for the outside community
- Publicize all faculty-student involvement in different levels of community through news releases, etc.
- Give more press to current programs that are already successful
- More exposure of faculty & programs on TV-10, WZND, WGLT, Vidette
- Market who & what we are/do
- Bigger announcement board maybe outside of building – collaborate with WZND

- Develop PR approaches focused solely on surrounding community (B/N)
2. Promote campus tourism
 - Invite community organization leaders to “informative program” to encourage exchange/involvement
 - Address parking for visitors
 - Create opportunities for off-campus population to come to campus
 - Develop a program to host community groups for tours of SofC(scouts, schools, etc)
 - Bring visitors to tour GLT (NPR affiliate)
 - Give our students tours of our own facilities, especially COM 110 students
 3. Focus on specific assets
 - Move GLT into facility that is visible and accessible by community
 - Market our assets to local businesses and showcase Forensics/TV10, etc
 - Introduce students to the outstanding scholars in our dept.
 - SofC Speakers Bureau
 - Advertise SofC expertise to local orgs
 - Advertise Forensics, Showcases, more
 4. Create networking opportunities and events
 - Recognize current partnerships through publicized events
 - Sell advertising so we can produce and disseminate newsletter
 - State board of Comm organization – link online with list-serve chatroom
 - Utilize newspaper, radio, TV, & internet as networking tools
 - Formalize newsletter
 - Photography students should host annual show of work
 - Move Comm. Week to the fall to coincide with Homecoming
 - Expand Comstock to campus-wide event
 - Create community mascot that’s the equivalent to Reggie Redbird

Customize community relationships of excellence

- PR training & development with State Farm alums
- Work with athletics dept. as they exchange media coverage
- Establish relationships with onstar/if you can’t beat em join em, we need a signal
- Partnerships with big business to hire the top PR undergrads
- Offer research expertise to local school districts
- Develop speakers bureau of faculty and staff
- Build sister school program like sister city program with state, national, and international com depts.
- Establish radio partnerships
- Partnerships outside of academic lines need to be more valued – provide more recognition and support. NCA doesn’t do anything for us.
- Build more relationships with area businesses that could benefit from our expertise
- Invite B/N community and businesses to our events
- Bring in big name speakers
- Establish relationship ASAP with new arena
- Faculty externships – faculty spend time in work place
- Develop class visits, tours to local businesses and organizations

- Maintain dept liaisons with cross campus groups, regional studies groups, women's studies, American democracy project
- Link speech labs, encourage visits to other com programs
- Speech lab for businesses, state farm, country, etc.
- Open speech lab, public speaking training to community members
- Integrate our classes more into campus interdisciplinary programs (ie. Women's studies, LALS, etc.)
- School advisory board for each major made up of state/local leaders
- Invite speakers for each major class in school
- Make regular visits to/tours with federal, state, and local legislators.
- Dept fundraisers linked to individual studies, scholarships, volunteer hours
- Students orgs work together to promote initiatives in the community
- Encourage local businesses financial partnerships

Recognition and Rewards

- Nominate staffers for university level awards
- Nominate excellent teachers at every level for awards
- Reward APs for Service
- Offer course credit for departmental recognition for undergraduate students who donate a specific amount of time for giving com expertise
- Nominate faculty for outstanding service awards
- Present McHale's work to public
- Look beyond just a few people for acknowledgement/rewarding of SOC contributions
- Recognize/reward partnership creators in school
- Reward NTTs in some way for service work. At present only works against them.
- Nominate excellent researchers at every opportunity within the university
- Community partnership will not increase until those efforts are rewarded equally with those endeavors in academic settings
- Do more in department to recognize service

Community/public debate

- Develop debate series
- Organize continuing series of debates on community issues
- Urban debate league or rural
- Encourage debates as part of American democracy project
- Do people even know what American democracy project is, we may need training on how to work with it.

RESOURCES

Funding

- Require students to bring laptops to class
- Tie student fees to use of applied technologies in course/practicum work (North Texas Model)
- 25% increase in enrollment in all 4-core TV 10 courses this Spring merits \$ for additional cameras, editing, etc.
- Get student media computers classified as “consumables” for fee purposes!
- To work closely with CAS to acquire and maintain equipment for labs
- Funding for technology training
- Explain ways to acquire funds to keep lab equipment updated and maintained so that it’s more current in relation to industry standards
- Develop an equipment replacement budget (endowed) for expensive broadcast equipment for GLT, ZND, & TV10
- Get matching grant for GLTs digital broadcasting
- Have the Vidette donate \$ for computers

Funding Process/Planning

- Centralized check-out of resources or at minimum, centralized list and where available
- More funding for broadcasting since popularity is increasing
- Technology requires \$
- Create a more effective and efficient check-out system of videos for students (media resource center)
- Develop budget model that includes equipment recapitalization
- WGLT too needs better funding
- We need to greatly increase funding to TV10, WZND, Photo labs, computer labs
- Centralize and clarify how to get tech equip for faculty who teach in seminar rooms—make it easier for us to get equipment
- More funds for broadcasting facilities
- Create endowment fund for equipment replacement
- Funding for maintaining equipment (classrooms, TV10, WGLT)
- Programs with best tech are best able to recruit
- More funding for technology
- We need equipment maintenance budgets through student-major fees
- We need a software budget
- Have a more open/structural process for acquiring new technology to meet school needs

Classroom Technology

- Integrate computer technology (webcam & microphones) into 110 classes to allow for on-line storage and viewing of speeches for students (phase out VCRs that are breaking down)
- BlackBoard for classes, WebCT, WebBoard, Mallard are unnecessary; BlackBoard does it all—it works
- Smart Boards
- Tech in all seminar rooms; put tech for teaching in all seminar rooms (2x)

- We need to improve tech availability and reliability for all faculty . . . we should not have to provide laptops to make sure we can teach
- Digital cameras, one each for photo student (and spares for broken cameras)
- More cameras for photography class
- Get document cameras for classrooms

Labs

- Copies of ADOBE CS-2 for PC labs
- Increase money for lab workers so we can support more lab hours
- New equipment for speech lab
- Provide more support for maintenance of lab
- Upgrade projection in computer labs
- Better technology in the speech lab
- Increase and acquire funding for lab technology

Office technology (main office)

- We need our own banner printer (save money on large projects)
- Purchase an additional copy machine!!!
- Need office tech in basement [copier, etc.]

Faculty equipment

- Upgrade faculty offices with printers (so they don't have to go through office machine when printing)
- Printers in all faculty offices
- Color printers in all faculty offices
- Ditto printers in offices
- Computer printers and overheads in all offices
- Provide TVs, VCRs, cable for mass-media professors
- Sound on all faculty computers
- Ergonomic furniture
- Get better computers for "NTTs"
- More computers for "NTTs"

Radio/TV

- More/better computers for TV10
- TV10 needs major overhaul to keep up with new technology
- TV10, ZND need revitalization—decrease in popularity is endangering the programs
- New equipment for TV10
- TV10 vehicle—1997 Camry is wearing out fast
- WZND vehicle—use for remotes

Extra-curricular requests

- Forensics needs tiny digital camera, laptops, laser printers that work, and a vehicle
- Video recorders, too, and color for visual aids
- Extra fund for tech needs occasionally requested by student organizations

TECH SUPPORT

- Extended hours for computer labs—night hours, weekend hours, more publicity
- Support to MACs for those who need to use them
- More available computer lab hours
- Class offered to train techs and use them
- Have high-speed scanning capabilities
- Bring it out of the basement
- If no wireless, then Internet connections in each room and more connections in rooms that already have some
- Equip conference rooms, grad seminars for PPT
- Set up permanent PPT capability in all labs

RESEARCH

- Do more scholarship on computer environment
- Determine how SofC can interface with global industry technology
- Determine what technology is needed in career paths for all students
- Survey students and faculty to find out what *they* want
- How do students learn best? Do they want technology?
- Create a research log/librarian sessions for simple instructional training
- Conduct research in the use of classroom technologies

FUTURE TECHNOLOGY TRENDS

- Enable wireless capacity throughout Fell
- Provide wireless Internet connections
- Wi-fi
- Podcast lectures, etc.
- Pursue opportunities to nationally broadcast our media products
- Invest in GLT digital connections
- Create long-range strategic plan for digitizing broadcast facilities

CURRICULUM / ENROLLMENT

- Monitor enrollment to ensure we don't exceed the technology we can provide
- Create waiting list for Advanced Radio
- Offer distance learning
- Develop effective on-line courses and training, especially in the summer (4x)
- Encourage on-line evaluation, testing, grading (x3)
- Encourage use of WebCT to communicate with students and to reduce costs
- Show students our webpage
- Enhance curriculum in electronic media
- Offer courses in new media (animation, web design, nonlinear editing)
- Offer courses in documentary
- Offer courses in comm. Tech (e.g., documentary production)
- Encourage cross-curriculum with elements of comm. And ACS
- Promote masters program in broadcasting
- Change focus of radio and TV to match new social directions
- Offer courses in technology innovation
- New Gen Ed course to include intro to computer comm. (e.g., Excel, Ppt)
- AVID school for select, talented TV students (make this competitive, award a stipend)

COLLABORATION

- Partner with COB and ITK on initiatives
- Establish university-wide panel to work with other areas on campus
- Bring other departments in to assist us
- Invite outside vendors to demonstrate new technology to the school
- Develop closer relationship b/t GLT and school in terms of curriculum and internships
- Partner with CTLT for money (7x) so as not to duplicate efforts, e.g., WebCt training, etc.; Bring CTLT seminars in house
- Develop directory for service-learning contacts
- Grow technologically into the community
- Offer more courses on-line for the community
- Bring in a tech person from major companies to tell us what students will need

FACULTY TRAINING

- Have regular meetings to discuss technology needs among faculty
- Every faculty member should be required to have an updated Website
- Introduce Apple training facility
- [Require/encourage faculty to] use Meeting Maker
- Provide instruction in technology for faculty
- Actively promote and reward faculty who pursue courses at CTLT
- AVID school for TV10 and affiliated faculty
- Brief training for faculty on visual tech delivery skills (e.g., Ppt)
- Support faculty in creating and maintaining individual websites
- Certification of computer specialist/school technology people
- Establish financial awards for faculty who take advantage of university tech training
- Promote training in the community for money on business communication in conjunction with technological skills enhancement
- Teach faculty who are interested in the new broadcast technology
- Provide technical training for instructors/professors
- Offer training for faculty on PPT and room technology
- Make tech training available to faculty
- Update faculty regularly

PERSONNEL

- Establish a position in the school as a new tech evaluator/visionary
- Hire another full-time faculty in broadcast, especially radio
- Elevate customer service to number one objective of tech support
- Hire adjunct professionals/instructors in technology
- Create a second position AP in technology
- Hire more technology-focused GAs to provide support
- Increase number of technology support staff
- Hire full-time ZND engineer and a new GLT engineer
- Designate a person 100% to technology
- Hire a GA for WZND and TV10
- Hire another radio person

- System of key undergrad students each semester who can assist faculty/?? With Webpage help
- More assistance to faculty and programs in Web support
- More computer support
- Need office personnel in basement to help with organization
- Add more funding for people like Matt Weber as TAs/individual studies for lab techs
- More of same
- Develop Web GA from technology to work with GLT website

REWARD

- Promote and reward (SFSC recognition) use of technology in the classroom
- Offer tech assistance to small businesses in the community for a fee
- Reward/recognize faculty who use technology in classes, as well as those who spend time training
- Reward innovative use of technology, not just expect it
- Develop some ways to highlight our technological expertise, especially in the media and production area
- Reward the techno-phobes for attending workshops re: tech resources

MISCELLANEOUS

- Guidelines for when high-tech is not a goal—we don't need to be slaves to technology
- Radio station employs 100 students
- Redefine School of Communication webpage
- Define "high touch"
- Create on-line database to show faculty publications
- Don't let Heartland surpass us in this (??) area
- Start with the school of comm. (separated from original message)
- Explore using computer mediated interaction for consulting with community groups
- Develop a list-serve to our majors/minors. We have no way to reach all of them
- Create a system to have off-campus interns submit diaries electronically

INSTRUCTIONAL LEADERSHIP

Enhancing Faculty

- Create team-teaching opportunities to better utilize areas of expertise
- Encourage close partnership with CTLT for instructional development
- Help fund My Adobe certification (Jared, Karla, Brent)
- Partner with College of Business for multi-disciplinary study
- Establish teaching and learning groups within School to share ideas
- Hold monthly lunch to discuss teaching methods
- Set up a series of Brown Bag seminars to address common teaching problems
- Establish a mentor program for new faculty, especially NTT
- Require all teachers to attend at least one CTLT workshop
- Develop more faculty exchange programs
- Strengthen relationships with teacher learning and technology on campus
- Reward Scholarship of Teaching and Learning
- Offer incentives/course release for professors to put together or conduct training seminars
- Partner with the College of Education
- Establish guidelines for team teaching
- Find ways to provide graduate students with a wider range of teaching opportunities
- Offer more classes in the majors for NTTs to teach
- Encourage collaboration between TTs and NTTs to promote pedagogy
- Provide more departmental support for student organizations and for undergrads to attend conferences
- Provide more faculty positions in journalism
- Provide more Comm Ed faculty
- Find ways to lower the teaching load
- Develop more internal/school teaching awards
- Provide a leadership training program for faculty
- Create team teaching opportunities interdepartmentally
- Find innovative ways to have team teaching, both within and across departments
- Offer workshops to enhance teaching for continuing faculty
- Find ways to reduce class size
- Create more courses on leadership
- Expand course offerings (public health communication, etc.)
- Offer release time for full professors with 10 or more graduate advisees
- Reward excellent teaching
- Survey students regularly to see how we are doing in our teaching
- Develop better evaluations of courses/instructors
- Promote faculty involvement in both undergraduate and graduate research
- Make faculty from the School available to do workshops on the importance of communication in the classroom
- Hire two additional public relations faculty so students receive more breadth of perspectives, and faculty can take what they do into the community more
- Require yearly peer evaluations of teaching for all instructors (grad, NTT, TT)

Programs

- Balance Across Programs
 - Provide graduate level/community certification for training/consulting/development
 - Market the instructional power of all our programs, not just Comm Ed; give attention to all areas
 - Focus more on other content areas, not just Comm Ed
 - Focus resources on enhancing our existing qualities
 - Allocate funds for TAs to help with labs
- Selective Expansion
 - Develop a 10-year plan to become the College of Communication
 - Develop Ph.D. program(s) – public relations, mass comm, comm ed
 - Develop master’s program in public relations
 - Develop a business communication major or master’s program
 - Develop global and international communication curriculum
 - Attract more mass communication graduate students by allowing them to produce thesis films
 - Develop master’s program in mass communication
 - Add more 400-level mass communication courses
 - Establish two-tier web design program – basic and advanced
 - Add new course offerings in documentary production and social issues
 - Add interdisciplinary courses; i.e. health communication
 - Offer more undergraduate rhetoric classes
 - Offer more broadcasting courses for undergraduates
 - Rename mass communication to media studies or media, technology and society
 - Add international visiting scholars
 - Offer more specific master’s tracks – distinguish between academic and professional
 - Make qualitative methods required at the graduate level
- Centers and Labs
 - Develop a center for social research
 - Revisit the idea of developing “centers” in our school – The Center For Organizational Change, The Center For Religious Communication, etc.
 - Open the speech lab to the entire campus
 - Expand the speech lab (for a fee) to assist in one-time speech preparation or delivery for community members
- Certificates, Internships and Other Opportunities
 - Have faculty or staff do internships for community organizations for pay (short-term)
 - Organize faculty “externships”
 - Develop certificate programs for K-12 teachers that focus on classroom instructional communication
 - Provide summer interns for GLT
 - Hire an internship director for each area
 - Provide interns for more than one semester

Technology Support For Students

- Establish training materials for Podcasting
- Create a program that teaches people to utilize technology to increase their political involvement
- Create an online database where instructors can submit materials that they have created
- Offer online courses
- Offer in-house web CT training/brainstorming sessions
- Cross collaborate projects in video/audio production

Funds For School

- Create a repository – AKA C-SPAN
- Produce instructional materials to sell
- Package training programs for online/DVD

PR For School – Community Awareness

- Offer more student debates/speeches for the department
- Present more advertisements in COMM 110 about department activities
- Be more aware of what is going on in the School of Communication
- Present intradepartmental open houses to keep up on all areas of the School
- Create more documentaries
- Continue to develop COMM 110 as a service to all students
- Focus more on communicating our existing instructional leadership program to the public
- Increase faculty and student involvement in ISU-based activities so others will know what we do
- Bolster student recruitment by having a day to tour the building – WZND, news, journalism, speech, forensics, photography
- Utilize current media to promote the School's image

Community Links

- Us Giving To the Community
 - Offer media training to CEOs, PR practitioners and politicians
 - Offer communication workshops to the community and businesses
 - Develop regular data gathering of business and government training needs
 - Offer training/workshops/diploma programs to working professionals
 - Offer small group communication workshops to area businesses
 - Add adult learning courses
 - Volunteer as a group for various functions in the community
 - Develop ourselves as a leader in extended education for returning soldiers
 - Collaborate with local/Chicago companies to host workshops on campus
 - Offer training to high school speech debate teams during the year
 - Work on advertising ourselves better at the high school level
 - Offer training for other departments
 - Present School of Communication showcase to demonstrate who we are and what we do
 - Offer other schools teacher training of their graduate assistants in communication of their discipline

- Connect with lab schools to provide opportunities prior to university level
- Create a corporate communication consulting group
- Partner with community organizations to offer training and development workshops to demonstrate our instructional excellence to the community
- Liaison Connections
 - Establish a center for documentary film studies
 - Consider educational programming as an option as GLT, ZND and TV-10 expand their broadcast opportunities
 - Become more involved with local government and businesses
 - Maintain a regular budget for local professionals to teach part-time
 - Establish lecture series to visit local businesses
 - Create a school community action board to solicit recommendations for program needs
 - Create an alumni think tank
 - Invite business and community leaders to guest lecture in classes

Funding

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LEADERSHIP IN RESEARCH & CREATIVE PRODUCTIVITY

Publicize our accomplishments

- Announce research interest and publications on kiosk
- Announce faculty research and accomplishments during faculty meetings
- Share independent study research at SOC functions
- Have regular presentations weekly, monthly, bimonthly where people discuss their research projects, encourage attendance, discussion, and feedback from grad students and professors alike
- Create a think tank
- Create a way for our own faculty to share their own research with each other
- Make sure faculty research/creative achievements end up in campus report
- Encourage faculty publication in international journals
- Codify how creative productivity is evaluated/rewarded and communicate that to college/university'
- "experts plus" beyond being included on expert's list, every time a new discovery is generated, we need to brief, even phone, local/state media.
- Coordinate getting all scholarly activity reported to university report
- Encourage your colleagues to come present your research in their class—make it relevant and real to the students.
- Permanently showcase the new scholarship in display even if the author doesn't bring it to the office
- Mandatory colloquia featuring peer reviewed pubs and projects once a semester
- Create more visibly for GLT—many on campus don't even know they have a reward winning radio on campus
- Recognize that contributions to SOC are not always written pieces—be sure to compile a yearly public list of accomplishments—students need to see this too
- Actually display articles when published
- Establish SOC "Board" to schedule scholarship presentations
- Make sure all scholarly efforts are posted on ISUs website
- Use existing tech to broadcast this to our students (110) ie class change times
- Get a listserve for majors
- Showcase GTAs for research, not just COM 110
- Share with school what everyone is doing (research interests, projects)
- Share what we do! 😊
- Announce in a SOC newsletter in a special section those whose creativity has brought acclaim to the school
- Create special awards like the overall ISU awards for outstanding faculty, research and AP staff
- Create weekly e-mail to all school of com employees that updates and shares successes
- Issue press release on successful programs and research to be an area and include hometown press of staff person
- When name dropping our research, make sure PR and Mass COM faculty are included in the talking points
- Generate a school research history that documents our contributions to knowledge

- Centralize collection of scholarly work
- Include entire campus occasionally in CAS newsletter

Increase graduate student involvement in research and creative productivity

- The grad program belongs to the school not to just one area, control of it should be shared
- Give us research assistants
- Award GTAs at COM Week for excellent papers that are accepted at NCA
- Create a departmental research award for graduate students
- Require MA students to publish before leaving
- Establish a special designation or departmental recognition for grad students who reach a certain level of scholarly production, For example, 3 pts for NCA, 2 for regional and 5 for a publication
- Encourage graduate instructors to make conference presentations for one of their course assignments
- There was a grad program before COM 110 and grad assistants—they should be chosen to represent all areas
- Develop competition internships and/or GA for GLT with stipend
- Make qualitative methods required at grad level to encourage more qualitative research
- Increase undergraduate student involvement in research and creative productivity
- Increase collaboration among and between faculty and students

Encourage involvement in professional and scholarly organizations

- Provide venue for creative works to be shown to other departments in the university
- Means of identifying common interest areas
- Create curricular opportunities for faculty and student co-productions
- Brainstorm research ideas as a faculty from time to time
- Develop creative thinking think tanks
- Encourage collaborative efforts among faculty who share research interests
- Involvement basement with fourth floor—ditto
- Reward collaboration with community groups
- Connect with other departments and publicize the efforts in both areas
- Connect with community efforts as it relates to publicity
- Greater collaboration with local government and private sectors
- Create a center for research so that undergrad and grad students can get help and get networked with other doing similar research
- Encourage more collaboration of research between faculty and students
- Develop research connections with schools and business in the community
- Encourage multidisciplinary research
- Faculty should be required to work in teams.

Increase funding

- for travel
- Pursue opportunities for external and internal grants
- Hire full time grant writer/support person for the school
- Increase grant writing opportunities and expertise

- External money for scholarship
- Determine what is a valuable reward for producing scholarship
- Provide school of com grants for major products
- Create a SOC grant program
- Money for professional development
- Establish our own scholarly journal

Create a reward system for excellence in scholarly and creative productivity

- Give real raises for creative productivity, not just rhetoric
- Distribute work equally
- Provide ongoing funding for small research projects
- Reward monetarily outstanding creative teaching
- Identify a research track of excellence within the SOC and emphasize it
- Create internal research awards
- Endowed awards
- Reward key faculty and AP staff with public label distinction
- We already reward scholarly and creative accomplishments via ASPT, just keep doing a fair job
- Provide salary for people who create Study Abroad Programs and then take students abroad
- Provide vehicle to implement results
- Increase involvement of all areas of department and graduate program, thesis committees, etc.

Consider the needs of NTT faculty

- Showcase NTT and TT who research/present at conference
- Provide funding for NTT and AP who research and present at conference
- System of reward for NTT scholarship activity
- More recognition of NTT contributions
- Stop referring to something by what it's not
- Who cares what we're called—depends on who you are or what you're called
- Settle name change for NTT
- Encourage scholarship from NTT's
- Better labels / title for NTT
- NTT scholarship for conferences, school votes for the two that are most active, volunteer, etc
- Couple Ph.D. with NTTs and Gas to produce research
- Support NTT grant submissions with on campus entities
- Tell the college to do anything that communicates value of NTT teaching
- It doesn't seem to matter if I'm a good NTT instructor or not, I get the same pay regardless, what motivation do I have to improve?
- Ask NTTs if they would like to assist in research, for free, of course, yes we would
- Make money for conferences for NTTs, only if we present though
- NTTs get release time to help other faculty do research
- Sabbaticals for NTTs and APs
- Value and reward good NTT teaching
- Reward NTTs as well as TTs for creative activities that benefit the School of COM

- Encourage research among NTTs
- Do not encourage and reward NTT research if it takes away from encouraging and rewarding NTT teaching—we weren't hired to do research
- System of reward for AP activity and scholarship
- Don't forget about AP contributions when rewarding excellence
- Reward and recognize creative work by AP staff

Consider the needs of AP faculty

- Provide release time for highly productive research and creative activity

Expand mentoring opportunities

- Develop faculty research workshops
- Have mentors help young faculty search for publication outlets
- Strengthen faculty mentor program
- Have a book proposal writing seminar
- Expand opportunities for forensics students

Establish our own scholarly journal

Value diversity of methods

- Don't poke fun at quantitative research
- Don't poke fun at qualitative research
- Don't poke fun at more critical theory

Resources

- More funds to support research
- Replenish comm. Library
- Seek funding for equipment for creative work
- Bolster budgets for equipment X 2
- Larger and quieter office space
- Faculty lounge in basement
- Establish day care
- Doggy center
- Have fun
- Business cards for all faculty
- More office supplies

Travel

- Continue working to increase travel to conferences
- Allow travel money beyond minimum for scholarly work
- Increase funding for travel to conventions for presentations
- Increase faculty travel budget for conferences
- More funding for research travel
- Increase travel budget

Release Time

- Present sabbatical research to faculty
- Lower the student-faculty ratio in mass comm., PR, and journalism

- Configure teaching load such that faculty who don't want to do research can teach a course to free up a researcher
- More release time for faculty to do research X 2
- Reward faculty who work with grad students
- Course releases for those who publish a lot
- Provide release time
- Revisit automatic one course release for faculty who choose not to do research
- Release time for grant projects
- Nominate worthy faculty for journal editorships and give them release time
- Lower teaching load
- Cut red tape required to do outside work

Bizarre And Random

- It's ironic that this has been our least productive session
- Offer "Assistance" with "volunteerism" for other activities
- Duh
- Name Tags
- Stability breed competence...competence breeds creativity
- Service on university committees should be recognized
- Create support PR program for School of Comm

Undergrad

- Interdepartmental research project/classes
- Increase interest/participation in research presentations for undergrads/grads
- Explain value to have undergrads participate in undergrad research symposium
- Encourage undergrads to do RA independent studies
- Better guidelines for undergrad independent studies so they are rigorous enough
- Better guidelines for undergrad internships so they're rigorous enough
- Don't be afraid to use undergrads to help with research
- More research assistantship money
- Student competitions to create a comm. Panel for local businesses
- Encourage faculty to work with undergrad students on independent studies