WICHITA STATE

Program Review: Self Study Template

Academic unit: Elliott School of Communication
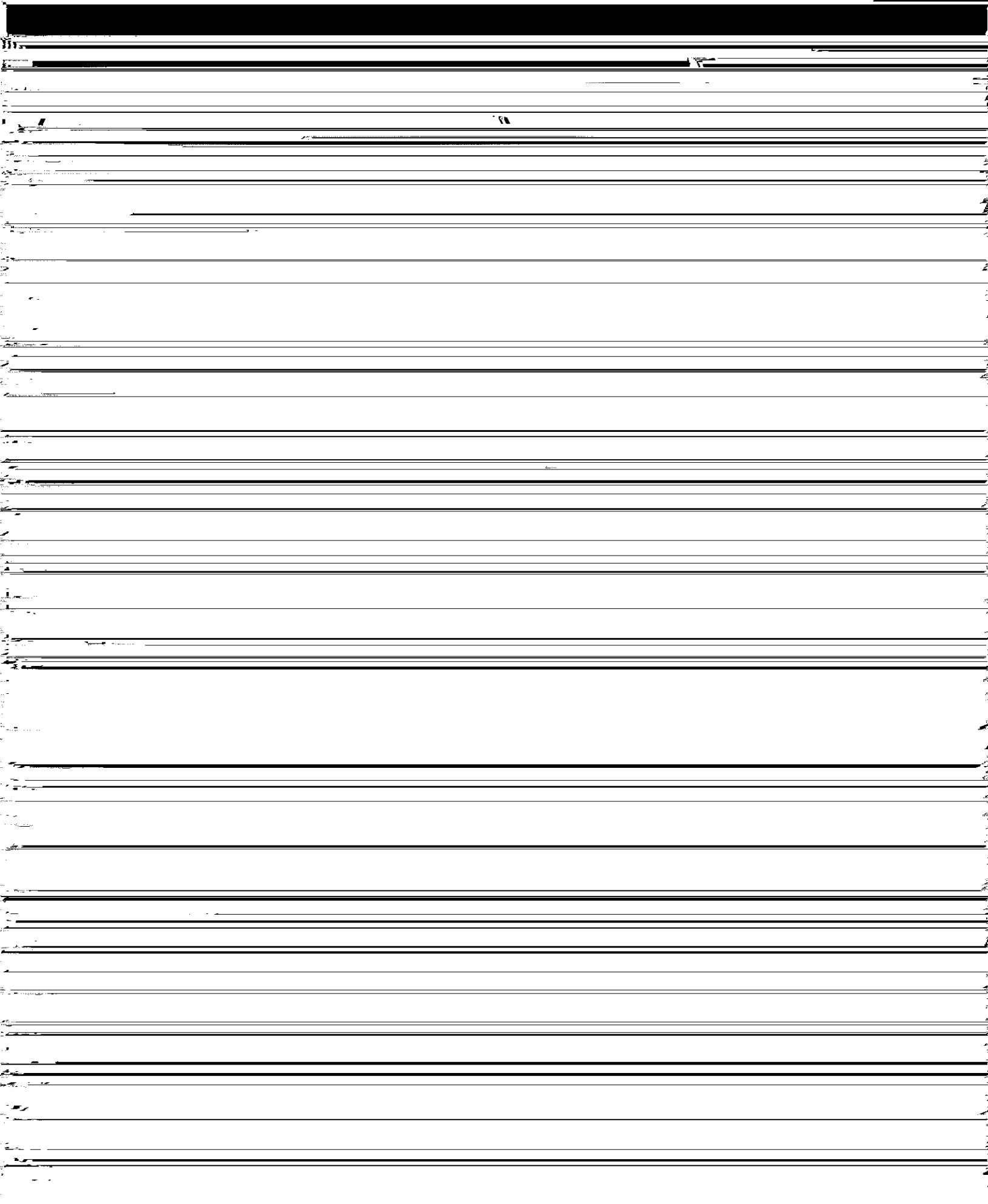
Jennifer M. Tiernan, Ph.D. (Assistant Professor)_____   _____

Eric Wilson (Lecturer, Director of Outreach, Academic Adviser) _____   _____

Submitted by: Matthew Cecil, Director_____   Date _____

(name and title)

e. Provide an overall description of your program (s) including a list of the measurable goals and objectives of the program (s) (programmatic). Have they changed since the last review?

The Elliott School of Communication, established in 1989, offers its more than 400 majors a professional and academic education that integrates the traditionally distinct fields of communication studies (speech communication) and mass communication. Students work towards a B.A. in Communication and choose from five emphases: Integrated Marketing Communication, Journalism, Broadcast Journalism, Strategic Communication, and Open Emphasis. Graduate students work towards an M.A. in Communication and may choose from thesis, project, or coursework tracks. The school's 15 full-time faculty include 9 Ph.D.s and 1 ABD in

*****, *** Professional (performance fee, commercial recording), ***Principal role in a performance, ****Commissioned or included

in a collection.

- Provide a brief assessment of the quality of the faculty/staff using the data from the table above and tables 1-7 from the Office of Planning Analysis as well as any additional relevant data. Programs should comment on details in regard to productivity of the faculty (i.e., some departments may have a few

for the university or the college. The most important mitigating factor to be considered in analyzing instructional productivity in the school is the nature of the pedagogy. The ESC is a professional school of communication. Many ESC classes, particularly in the upper divisions, are skills courses that involve significant one-on-one or small group mentoring along with access to limited technology resources. As a

professional school that teaches concepts and skills, the nature of the coursework necessarily requires smaller courses to a larger extent than perhaps are typical in other fields. Several recent steps should

alter the data slightly going forward by improving SCH production per instructional FTE. The faculty recently (Fall 2013) voted to eliminate all 2-credit courses from the undergraduate and graduate curricula. In that same round of curriculum revisions, the faculty approved the addition of another large lecture course, Comm 130: Communication and Society, and designation of that course as fulfilling an introductory general education requirement. All of those curricular changes were approved by Academic Affairs and the results should be evident in the next round of reviews.

3. Academic Program: Analyze the quality of the program as assessed by its curriculum and impact on students

| ESC majors will demonstrate proficiency in visual communication, | Measured through the comprehensive final exam in Comm 305: Visual Technologies. Rubric | 70% of students will score at least 80% on the exam. | 2012: 95/116, 82% 2013: 101/117, 86% | Assessment scores indicate a high level of proficiency in visual |

new leadership in the school beginning in mid-2013, significant curriculum and program study and revisions have already begun and a faculty committee has begun studying the school's writing

certification examination results (if applicable), employer surveys or other such data that indicate student satisfaction with the program and whether students are learning the curriculum (for learner outcomes, data should relate to the outcomes of the program as listed in 3c).

As mentioned above, the ESC faculty are in the process of a comprehensive review of the school's writing curriculum. Based on learning outcome data, the faculty are also engaged in a process to

standardize the curriculum in our basic writing (Comm 301) and business speaking (Comm 325) core courses. The Comm 111 Handbook is currently being revised for Fall 2014.

Office of Planning and Analysis and from the table above. Include the most common types of positions,

Feedback from the 32 members of the ESC Professional Advisory Board, made up of Wichita-area media
professionals, tells us that our graduates, at both the undergraduate- and graduate-levels, are valued as

5. **Analyze the service the Program provides to the discipline, other programs at the University, and beyond.**
Complete for each program if appropriate (refer to instructions in the WSU Program Review document for

C. Progress toward... Progress...goal(s) from the last review... List the goal(s), data that may have been collected to...

Continuing enrollment pressure in coming years of expected university enrollment increases
Looming retirements and other faculty shifts

Procedural Goals:

Formalize administrative procedures within the school. Current procedures reflect an ad-hoc approach to everything from scheduling to purchasing with no mechanism in place for evaluation or assessment of efficiency or inefficiency. In