



# K-State 2025 Strategic Action and Alignment Plan

College or Major Unit: Arts & Sciences

Department: Communication Studies

**1. What are your Department’s mission and vision and how does your organization contribute to achieving the University’s and your College’s/Major Unit’s vision for K-State 2025?**

Mission: The Communication Studies Department is a community dedicated to research and education through the analysis, interpretation, and production of effective and ethical messages to strengthen democratic citizenry and enhance economic conditions.

Vision: The Communication Studies Department will be dedicated to cultivating communication skills, advancing understanding of communication processes, and producing knowledge through impactful research.

**2. What are your Department’s key strategic activities and outcomes?**

**3. Identify [in brackets] which of your Department’s strategic outcomes are directly linked to your College’s/Major Unit’s outcomes. (If your Department or similar unit is not in a College or Major Unit, skip this question.)**

Key Activities	Short Term (2013 - 2015) Key Outcomes	Intermediate (2016 - 2020) Key Outcomes	Long Term (2021 - 2025) Key Outcomes
<i>What we plan to do...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>
Improve quality of the communication studies undergraduate major <ol style="list-style-type: none"> <li>1. Increase student major involvement in these high impact learning experiences:               <ol style="list-style-type: none"> <li>a. Intercultural competencies</li> <li>b. Internship opportunities</li> <li>c. Team involvement                   <ol style="list-style-type: none"> <li>i. Debate</li> <li>ii. Forensics</li> <li>iii. Mock Trial</li> </ol> </li> <li>d. Undergraduate Research</li> </ol> </li> <li>2. Solicit additional funds for achievement based scholarships               <ol style="list-style-type: none"> <li>a. Create and a Communication Study Advisory Council</li> <li>b. Identify alumni, including connections to competitive teams</li> <li>c. Create consistent communication with alumni</li> </ol> </li> <li>3. Promote student participation in Lambda Pi Eta (Communication</li> </ol>	Grow the number of student majors by 25% = 125 student majors Attract more top performing students  Develop and enhance current high impact learning experience infrastructure [T5-5] Grow Forensics and Debate teams to 15-20 regular participants  Initiate Advisory Council Meeting in Fall 2013 [T7-3] Accurate listing of alumni and team involvement in the Telefund database [T7-1, T7-2] Bi-annual print newsletter distributed to alumni [T1-3] Growth in the number of followers on Facebook Increase percentage of students in Lambda Pi Eta	Grow the number of student majors by 50% = 150 student majors Over 40% of majors will achieve a total GPA of 3.25 or higher 50% Undergraduate major participation in one of the high impact learning experiences (T5-2) Forensics team qualifies 30 events for nationals Debate team consistently qualifies for national debate tournament  Endow four student scholarships [T7-1]	Grow the number of student majors by 100% = 200 student majors Over 50% of majors will achieve a total GPA of 3.25 or higher 75% Undergraduate majors’ participation in one of the high impact learning experiences [T5-1] Endow 1 coaching position [T3-1] Top 10 national rankings for Debate and Forensics Teams  Endow eight student scholarships [T7-1]

Honorary)	Create a mentorship program for assistant professors	Create a mentorship program for full professors	Every faculty member is in a mentor relationship
Increase faculty research involvement	Identify potential donors and begin developing relationships with the goal of endowing a position.		Endow one tenure track position [T3-1]
1. Create a mentoring program for faculty in all phases of promotion	Recruit and retain high quality, diverse faculty. Baseline for FY14 = 7 tenure track faculty [T1-2, T10-2]	Recruit and retain high quality, diverse faculty [T1-1, T6-1, T6-2, T10-1]	Recruit and retain high quality, diverse faculty - Goal = 10 tenure track faculty [T1-1, T2-1, T10-1]
2. Create endowed faculty chairs	Develop a departmental research plan	Establish an interdisciplinary Ph.D. program]	Award doctoral degrees in interdisciplinary PhD program (T6-2]
3. Establish an interdisciplinary Ph.D. program	Established relationships with collaborative partners for an interdisciplinary Ph.D. program]	2/2 teaching load for research faculty	Enhanced research activity between faculty and Ph.D. students
4. Develop collaborative research opportunities	Increased number of faculty applying for internal and external grant funding 1) Established baseline (# grant proposals submitted, funded, and critical funding orgs)	Increase in number of faculty participating in internal and external grant funding Nominate faculty for national disciplinary awards [T2-2]	30% of faculty are participating in grant funding
Enhance undergraduate general education	2) Identify seed grant opportunities 3) Utilize grant writing workshops and mentoring.		
1. Infuse Public Speaking Basic Course (COMM 105 /COMM 106) with civic and market outcomes	4) Travel grants for faculty to present their work or help with writing papers.	Updated curriculum and textbook for the Public Speaking Basic Course	Public Speaking basic course is recognized as an integral course in the general education curriculum
2. Increase innovative teaching	Identify resources and potential course designs for the Public Speaking Basic Course	Develop course designs tailored to enhance learning in particular fields of study or contexts [T8-2]	
a. Develop communication classes as central to the undergraduate experience	Establish collaborative partnerships with other colleges and/or departments [T9-2]	Faculty participation in extensive development programs focusing on pedagogy and practice Baseline for FY13 = 2	
b. Experiment with class designs	Faculty participation in extensive development programs focusing on pedagogy and practice Baseline for FY13 = 2	Faculty recognized with teaching awards and teaching grants Baseline FY13 = 0	
c. Develop training to improve GTA skills across campus	Collaborative partnership with grad school and teaching center [T8-1]	Increase the collective mean of TEVAL scores across the department Baseline FY13 = Z, Target = W	GTAs provided extensive training for diverse student populations
3. Improve overall department quality of teaching		Alignment with K-State Sustainability “greening your workplace” imitative	Improvement on employee wellness surveys/indicators
Implement sustainable workplace practices	Wellness conversations informing departmental planning decisions	Rank in top quartile of K-State depts. for “Greening your Workspace”	

4a. What resources and/or opportunities exist for your Department to achieve its vision and outcomes?

- 1) A growing undergraduate major
- 2) Reorganization leading to the formation of the Department of Communication Studies
- 3) Development of a specialized interdisciplinary PhD program
- 4) Ability to contribute to and significantly enhance the undergraduate experience through the legacy of the debate and forensics teams housed in our department and co-hosting the mock trial team

4b. What resources and/or opportunities are needed for your Department to achieve its vision and outcomes?

- Three additional tenure track lines for a total of 10 tenure track faculty to address growth in the major and a new Ph.D. Program
- Three additional classroom spaces (capacity 30 seats for additional majors and replacement of east stadium classroom space)
- Office space for 3 additional faculty members
- Office space for 4 GTAs (replace east stadium office space)
- Additional accounting support for debate, forensics, and mock trial teams

5. How do you propose to acquire the resources needed for your Department to accomplish its vision and outcomes?

- Implement a development plan to obtain scholarships and endowments
- Request classrooms in Nichols Hall when space opens up
- Use instructional fees to upgrade classrooms with technology

6. How does your plan link to the K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics?  
(See *below*)

**6. Departmental Links to K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics**

Links to Benchmark Metrics
B-2 - Endowment pool B-5 - Number of doctorates granted annually B-8 - Percent of undergraduate students involved in research

Links to Common Elements
CE-3 - Diversity CE-5 - Funding CE-7 - Sustainability

Links to University Thematic Goals, Outcomes, and Metrics			
Links to 2025 Thematic Goals and Metrics	Links to Short Term Outcomes (2011 – 2015)	Links to Intermediate Outcomes (2016 – 2020)	Links to Long Term Outcomes (2021 – 2025)
<b>T1 - Research, Scholarly and Creative Activities, and Discovery (RSCAD)</b>	T1-F - Enhanced and systematic approach for UG research	T1-M - Increased participation by undergraduates in expanded opportunities in research	
<b>T2 - Undergraduate Educational Experience (UEE)</b>  <b>Theme 2 Metrics:</b> T2-1 - # and % of undergraduate students participating in a meaningful international experience T2-2 - # and % of undergraduate students completing an experiential learning experience T2-3 - Total funding awarded for undergraduate scholarship support	T2-B - Engaged students benefitting from high impact educational practices used by excellent faculty and staff across the university  T2-C - Increased participation by undergraduates in expanded opportunities for meaningful research  T2-E - Effective evaluation practices that recognize and reward teaching, advising, and life-long learning/professional development  T2-F - Effective system in place that supports and promotes teaching excellence	T2-J - Excellent reputation for high quality teaching and advising that prepares students for their professional, community, social, and personal lives  T2-K - Superior and diverse faculty recognized for teaching excellence	T2-O - An undergraduate educational experience recognized as one of the best among the nation's Top 50 Public Research Universities
<b>T3 - Graduate Scholarly Experience</b>  <b>Theme 3 Metrics:</b> T3-6 - # of graduate terminal degrees awarded	T3-G - Broader spectrum and greater overall number of courses offered at the graduate, and especially at the PhD level	T3-M - Increased number of Doctorates Awarded	
<b>T5 - Faculty and Staff</b>  <b>Theme 5 Metrics:</b>	T5-D - Effective evaluation processes that result in accountable faculty and staff with a clear understanding of their job	T5-G - Successful recruitment and retention of a talented and high performing, diverse workforce	T5-H - Talented and high performing, diverse workforce recognized for excellence and award-winning faculty and researchers

<b>Links to University Thematic Goals, Outcomes, and Metrics</b>			
<b>Links to 2025 Thematic Goals and Metrics</b>	<b>Links to Short Term Outcomes (2011 – 2015)</b>	<b>Links to Intermediate Outcomes (2016 – 2020)</b>	<b>Links to Long Term Outcomes (2021 – 2025)</b>
<p>T5-2 - # and % of faculty with endowed chairs, professorships, and fellowships</p> <p>T5-4 - # and % of faculty and staff participating in international experiences</p> <p>T5-5 - % of tenure/tenure-track faculty by demographic group</p> <p>T5-7 - % of faculty and staff reporting satisfaction in the work environment</p>	<p>expectations and how they contribute to the University's mission</p>		