



Student Enrollment and Success Plan: 2014-2017

Department: Communication

Department Chair: Mary L. Kahl

Department Mission: The Department of Communication at Indiana State University offers programs to help students understand, produce, and use effective communication strategies. While maintaining the traditions of a strong liberal arts education, the department prepares students to work in today's new and evolving communication environment. Communication at ISU allows students to study both the theoretical and the practical, while tailoring a program that maximizes professional development and personal growth. With this approach, students receive the best of both the academic and professional worlds.

Department Enrollment Goal(s):

To increase the number of undergraduate majors in the communication program by five students per year through 2017.

Action Steps (with dates & person(s) responsible):

1. To establish a more structured information system for prospective students. Create brochures that explain clear steps students need to take in order to obtain degrees. Fall 2014; Department Chair
2. To intensify recruiting efforts by conducting a campaign promoting the communication program. For example, we will circulate brochures at various recruiting occasions, including recruitment fairs in regional high schools. Spring 2015; COMM 101 Staff
3. Complete the department's website updates to include our revised major requirements, informative links, and contact persons. Fall 2014; Elise Lima and other student web masters
4. Continue delivering one College Challenge course in COMM 101. We often gain majors because of their experiences in College Challenge, COMM 101. We will continue to monitor changes in this course to maximize our enrollment gains. Fall 2014 and beyond; COMM 101 Director

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| <i>Total Enrollment Benchmarks</i> | Fall 2013 Baseline: 336 | Fall 2014: 341 | Fall 2015: 346 |
| | Fall 2016: 351 | Fall 2017: 356 | |

Other Enrollment Related Benchmarksⁱ

None

Department Retention Goal(s):

To increase retention for Communication majors by 1% annually through 2017.

Action Steps (with dates & person(s) responsible):

- A. Work with University College, primarily Cynthia Evans (advisor to Communication majors) and the Office of Institutional Research to develop pre-entry academic profiles. Fall 2014 and beyond; Department Chair
- B. Have all departmental advisors trained on MySam. Fall 2014 and ongoing; Faculty advisors and Department Chair
- C. Institute a call campaign for all first-year students by Communication staff to check-in and answer any questions. Fall 2015 and beyond; COMM 101 Director
- D. Bring guest speakers from various concentrations within the major to visit COMM 101 courses to better explain career opportunities for students with a Communication major. Fall 2015 and beyond; COMM 101 Director

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| <i>Retention Benchmarks</i> | Fall 2013 Baseline: | Fall 2014: | Fall 2015: |
| | 70% | 71% | 72% |
| | Fall 2016: | Fall 2017: | |
| | 73% | 74% | |

Other Retention Related Benchmarks

None

Department Completion Goal(s):

Increase 6-year undergraduate completion rate for Communication majors by 1% annually.

Action Steps (with dates & person(s) responsible):

- A. Develop relationship with CAS liaison in Career Center to build internship base. Fall 2014 and ongoing; Dept. Internship Coordinator
- B. Develop monthly Communication Department newsletter with scholarship and internship opportunities – distribute via email. Spring 2015 and ongoing; Dept. Internship Coordinator
- C. Coordinate at least one networking event per year. Spring 2015 and ongoing; Dept. Internship Coordinator.
- D. Coordinate alumni guest speakers to give students an insight into their respective fields. Spring 2015 and ongoing; Department Chair
- E. Build bigger student base within student organizations (Lambda Pi Eta, PRSSA, SycamoreVideo, etc.). Fall 2014 and ongoing; Advisors to these student organizations

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|------------------------------|----------------------------|-------------------|-------------------|
| <i>Completion Benchmarks</i> | Fall 2013 Baseline: | Fall 2014: | Fall 2015: |
| | 57% | 58% | 59% |
| | Fall 2016: | Fall 2017: | |
| | 60% | 61% | |

Other Completion Related Benchmarks

None

Post-College Achievement Goal(s) (e.g., employment & graduate school):

Increase the percentage of Communication graduates with confirmed full-time employment and graduate school acceptances within six months of graduation by 1% annually until 2017.

Action Steps (with dates & person(s) responsible):

- A. Work with the Career Center to establish Fall 2014 benchmark. Fall 2014; Department Chair
- B. As part of an exit process for undergraduates, collect post-graduation plans of all graduating students. Spring 2015; Department Administrative Assistant
- C. Use the results of the Career Center's First Destination Survey of graduates approximately six months after graduation to inform course and curriculum refinements. Fall 2015; Department Chair
- D. Create and maintain a LinkedIn account for Department of Communication alumni. The professional network website would serve as a means for connection between current students, alumni, and professors. Spring 2015; PRSSA Faculty Advisor
- E. Encourage outstanding undergraduate students to apply to graduate schools. Spring 2015; All Communication advisors

*Employment & Graduate
School Benchmarks*

Fall 2013 Baseline:
N/A

Fall 2014:
Establish Baseline

Fall 2015:
+1%/+1%

Fall 2016:
+1%/+1%

Fall 2017:
+1%/+1%

Other Goal(s) and Action Stepsⁱⁱ:

Alumni Relations Goal:

To increase communication and improve alumni relations with graduates of the department.

Action Steps (with dates & person responsible):

- A. Collect post-graduation mailing address, telephone, and email contact information as well as post-graduation plans of all graduating students, as part of a graduate's exit process within the month prior to Fall, Spring, and Summer commencement. Spring 2015 and ongoing; Department Administrative Assistant
- B. Invite alumni to special department events throughout each semester, specifically the department awards ceremony to receive an Outstanding Alumni Award. Spring 2015 and ongoing; Department Administrative Assistant
- C. Develop and plan networking workshops on campus for alumni professionals to discuss future internship and employment opportunities with current students. Also, encourage Comm alumni to discuss their employment experiences and current trends in their fields. Fall 2016 and beyond; PRSSA President and PRSSA Faculty Advisor
- D. Invite alumni as guest speakers for special events, conferences, classroom discussions, etc. Fall 2016 and beyond; PRSSA President and PRSSA Faculty Advisor

ⁱ *Note on Other Enrollment, Retention, and Completion Benchmarks:* Departments are encouraged to develop other benchmarks as may be relevant to measuring progress toward goal achievement.

ⁱⁱ Departments may have other goals that do not fit into the four areas previously indicated or adequately subsumable as an action step within one of the four goal areas. They may be placed here.