

Department/Program Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)	Who/What Assessed (population, item)	When Assessed (term, dates)	Criterion of Achievement (Expectation of how good things should be?)
<p><b>1. Develop curriculum to meet the growing needs for all forms of communication education:</b></p> <p>a. Develop master’s degree in communication, with two tracks: convergent media and intercultural communication.</p> <p>b. Restore advertising minor.</p> <p>c. Expand organizational communication minor to university centers.</p> <p>d. Collaborate with Gen Ed to meet outcomes for public speaking; incorporate media literacy</p>	<p>Create and maintain high quality academic programs</p> <p>Improve visibility of the college</p> <p>Increase CAH share of resources and match resources to growth</p> <p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Monitor enrollment statistics.</p>	<p>Enrollment records</p>	<p>Annually</p>	<p>Increase number of students served:</p> <p>UG: Majors to increase by 10% year. SFTE to increase by 12% year.</p> <p>MA: First master’s degree cohort of 10 students by 2010.</p> <p>University Centers: Have 20 students with communication minors by 2010.</p>
<p><b>2. Integrate multicultural and intercultural perspectives through entire curriculum.</b></p> <p>a. Institute a mandated study abroad in Com Studies to serve as practicum experience.</p> <p>b. Add additional courses to provide global and multicultural perspectives to support ethnic and area studies programs.</p> <p>c. Evaluate needs of diverse students to improve recruitment and retention.</p> <p>d. Expand outreach to ethnic communities in central Washington.</p> <p>Objective 2, continued.</p>	<p>Create and maintain high quality academic programs</p> <p>Build a more diverse college community</p> <p>Improve students’ knowledge of human cultures and diversity for success in a global society</p> <p>Facilitate disciplinary and interdisciplinary integrative learning for</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p> <p>Goal VI: Build inclusive and diverse campus communities that promote intellectual inquiry</p>	<p>Monitor student academic plans.</p> <p>Evaluate catalog copy.</p> <p>Monitor enrollment statistics.</p> <p>Assess</p>	<p>Advising records.</p> <p>Catalog copy, curriculum change forms.</p> <p>Enrollment statistics.</p> <p>Student survey.</p>	<p>Annually</p> <p>Semi-annually.</p> <p>Annually.</p> <p>Each term in sr.</p>	<p>80% of Com Studies majors do a study abroad by 2012.</p> <p>90 % of all courses must address multicultural perspectives in title or catalog description.</p> <p>Develop seminar courses to focus on intercultural communication and global media: at least one new course per year.</p> <p>Develop international study tour courses to use faculty expertise in global media. First course to be in place in 2009.</p> <p>Increase numbers of minority students in Communication majors by 10 percent per year. Minority student satisfaction should be 80 percent “meets or exceeds” satisfaction with program.</p>

	<p>creative inquiry</p> <p>Promote interdepartmental programming and collaboration</p> <p>Develop a climate of fundraising</p>		<p>satisfaction of students in portfolio course.</p> <p>Monitor foundation account funds.</p> <p>Monitor budget, grant applications.</p>	<p>Account records.</p> <p>Budget.</p>	<p>portfolio course.</p> <p>Semi-annually.</p> <p>Semi-annually.</p>	<p>Raise money for four major-specific scholarships for low-income students.</p> <p>Bridges Project budget to be no more than 70 percent grant funded for stabilized outreach to Central WA communities. Seek at least 1 additional grants each year for expanded programming for recruitment and retention of minority students.</p>
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<p><b>5. Assure faculty staffing adequate to support timely delivery of all courses and programs at all sites.</b></p>	<p>Create and maintain high quality academic programs</p> <p>Increase CAH share of resources and match resources to growth</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Monitor class sizes</p> <p>Monitor size of wait lists for course sections</p> <p>Monitor ratios of part-time and full-time instruction</p>	<p>Enrollment records, faculty scheduling records</p>	<p>Annual summaries</p>	<p>90 % of all courses stay within designated course limits.</p> <p>No wait lists to exceed 25% of course limit.</p> <p>At least 70% of majors-only courses taught by TT faculty.</p>
<p><b>6. Develop premier program in NW for convergent media.</b></p>	<p>Create and maintain high quality academic programs</p> <p>Improve visibility of the college</p> <p>Develop a climate of fundraising</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p> <p>Goal V: Achieve regional and national prominence for the university</p>	<p>Students' success rate in getting jobs to be measured by graduate survey</p> <p>Monitor progress in</p>	<p>Survey</p> <p>Capital plan.</p> <p>Activity reports, budget.</p>	<p>At 1 year and 5 years.</p> <p>Semi-annually.</p> <p>Annually.</p>	<p>90 % of students are employed in the field of choice by year 1 survey.</p> <p>90% of graduates in year 5 survey are satisfied or very satisfied with their academic program.</p> <p>Multi-media lab established by 2010.</p> <p>Journalism faculty to have attended at least one workshop to upgrade skills in</p>

			<p>capital plan for remodeling project.</p> <p>Monitor faculty development expenditures and activity reports.</p> <p>Monitor grant applications.</p> <p>Monitor catalog copy.</p>	<p>Grant applications.</p> <p>Catalog copy, curriculum change forms.</p>	<p>Annually.</p> <p>Semi-annually.</p>	<p>convergent media.</p> <p>Seek at least 1 grant each year.</p> <p>Curriculum revision completed by 2008. Reviewed in 2011.</p>