<table>
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<tr>
<th>Department/Program Goals</th>
<th>Related College Goals</th>
<th>Related University Goals</th>
<th>Method(s) of Assessment (What is the assessment?)</th>
<th>Who/What Assessed (population, item)</th>
<th>When Assessed (term, dates)</th>
<th>Criterion of Achievement (Expectation of how good things should be?)</th>
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<td>1. Develop curriculum to meet the growing needs for all forms of communication education:</td>
<td>Create and maintain high quality academic programs</td>
<td>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</td>
<td>Monitor enrollment statistics.</td>
<td>Enrollment records</td>
<td>Annually</td>
<td>Increase number of students served: UG: Majors to increase by 10% year. SFTE to increase by 12% year. MA: First master’s degree cohort of 10 students by 2010. University Centers: Have 20 students with communication minors by 2010.</td>
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<td>a. Develop master’s degree in communication, with two tracks: convergent media and intercultural communication. b. Restore advertising minor. c. Expand organizational communication minor to university centers. d. Collaborate with Gen Ed to meet outcomes for public speaking; incorporate media literacy</td>
<td>Improve visibility of the college</td>
<td>Increase CAH share of resources and match resources to growth</td>
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<td>2. Integrate multicultural and intercultural perspectives through entire curriculum.</td>
<td>Create and maintain high quality academic programs</td>
<td>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</td>
<td>Monitor student academic plans. Evaluate catalog copy. Monitor enrollment statistics. Assess</td>
<td>Advising records. Catalog copy, curriculum change forms. Enrollment statistics. Student survey.</td>
<td>Annually Semi-annually. Annually. Each term in sr.</td>
<td>80% of Com Studies majors do a study abroad by 2012. 90% of all courses must address multicultural perspectives in title or catalog description. Develop seminar courses to focus on intercultural communication and global media: at least one new course per year. Develop international study tour courses to use faculty expertise in global media. First course to be in place in 2009. 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.</td>
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| Creative Inquiry | Promote Interdepartmental Programming and Collaboration | Develop a Climate of Fundraising | Satisfaction of Students in Portfolio Course | Account Records | Budget | Semi-Annually | Semi-Annually | Portfolio Course | Raise Money for Four Major-Specific Scholarships for Low-Income Students. 
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. |
|---|---|---|---|---|---|---|---|---|---|
| 5. Assure Faculty Staffing Adequate to Support Timely Delivery of All Courses and Programs at All Sites. | Create and Maintain High Quality Academic Programs 
Increase CAH Share of Resources and Match Resources to Growth | Goals I & II: Maintain and Strengthen an Outstanding Academic and Student Life at All Sites | Monitor Class Sizes Monitor Size of Wait Lists for Course Sections 
Monitor Ratios of Part-Time and Full-Time Instruction | Enrollment Records, Faculty Scheduling Records | Annual Summaries | 90 % of All Courses Stay Within Designated Course Limits. 
No Wait Lists to Exceed 25 % of Course Limit. 
At Least 70 % of Majors-Only Courses Taught by TT Faculty. |
| 6. Develop Premier Program in NW for Convergent Media. | Create and Maintain High Quality Academic Programs 
Improve Visibility of the College 
Develop a Climate of Fundraising | Goals I & II: Maintain and Strengthen an Outstanding Academic and Student Life at All Sites 
Goal V: Achieve Regional and National Prominence for the University | Students’ Success Rate in Getting Jobs to Be Measured by Graduate Survey 
Monitor Progress in Multi-Media Lab Established by 2010. 
Journalism Faculty to Have Attended at Least One Workshop to Upgrade Skills in 
Activity Reports, Budget. 
At 1 Year and 5 Years. 
90 % of Graduates in Year 5 Survey Are Satisfied or Very Satisfied with Their Academic Program. |
| | | | | | | | | | 90 % of Students Are Employed in the Field of Choice by Year 1 Survey. 
90 % of Graduates in Year 5 Survey Are Satisfied or Very Satisfied with Their Academic Program. 
Multi-Media Lab Established by 2010. |