



Date: December 17, 2012

From: James Houpis, Provost and Vice President, Academic Affairs
Susan Opp, AVP, Academic Programs and Graduate Studies

To: Kathleen Rountree, Dean, CLASS
Gale Young, Chair, Department of Communication
Chris Chamberlain, Chair, CAPR

Subject: MOU Meeting – Department of Communication

On November 14, 2012, Kathleen Rountree (Dean, College of Letters, Arts and Social Sciences), Jiansheng Guo (Associate Dean, College of Letters, Arts and Social Sciences), Gale Young (Chair, Department of Communication), Chris Chamberlain (Chair, CAPR), Susan Opp (AVP, Academic Programs), and James Houpis (Provost and VP, Academic Affairs) met to discuss the 5-Year Program Review for the Department of Communication and to develop an MOU as required by CAPR.

The Department of Communication has experienced major changes in curriculum and faculty since the last 5-year review in 2003-4 and is an active member of the new School of Arts and Media due to be implemented in CLASS in Fall 2013. At 96 quarter units, the BA in Communication currently has two options, reduced from the original 9 options. The Department is planning curricular changes to decrease the number of units in the core, a welcome change since at 96 units the major is unusually large for a BA program which some CSUs cap at 60 quarter (45 semester) units. In addition, this modification could result in an easier “fit” with the TMC in Communication under the STAR Act (aka SB1440) in light of the popularity of Communication as a transfer major from local community colleges. Another curricular change planned is the addition of an option in advertising and public relations which the Department sees as an important addition and for which a TT search is currently underway. In addition, the Department is working on developing an online degree-completion BA that it plans to offer in self-support, and have hired two new TT faculty in the past year. Taken together, these changes planned and underway point to a program that is actively moving forward.

While the Department of Communication has shown continued strong enrollment in majors courses, their plan for assessment of program learning outcomes in the major needs to be systematically implemented, as indicated by the 5-year review. The Department is commended for gathering survey data from students in 2010 and using these data to inform changes in advising and course offerings. Further, the Chair indicated that rubrics for the assessment of oral communication outcomes for GE have been synchronized with LEAP in consultation with the Director of General Education which is very good news. Subsequent to the meeting, the Chair provided specific examples of implemented indirect and direct learning assessments, the results of these assessments, and efforts that were taken to use these

results to close-the-loop. A plan for assessing learning outcomes for the Master's program also needs to be developed and implemented. We commend the Department for these efforts and look forward to seeing the results of more program learning outcomes assessments in its upcoming annual reports and the next 5-Year Review.

Finally, the Department Chair indicated that A2E2 funding, in the form of IREE and EIRA funds, has been hugely beneficial to the program, allowing for enhanced programming and the active involvement of more students in the myriad of high profile and very successful programs run through the department.

The results of the MOU meeting are as follows:

1. The Department will examine their program learning outcomes in light of the plan for curricular changes, including decreasing the number of units required for the BA, and will update their learning outcomes as appropriate.
2. The Department will work with APGS on the development and approval processes for a new online program in self-support.
3. The Department will follow through on plans to regularize assessment of student learning outcomes for the degree program, as well as for GE courses (in conjunction with the Director of GE), and will report on those efforts in their Annual Report to CAPR.
4. An assessment plan for the MA program will be developed and implemented.

The Department of Communication is commended for the work of its faculty in support of engaged student learning and success, for its new tenure-track hires, and for the tenure-track search that is currently underway. CAPR is also thanked for the informative report.

cc: Mitch Watnik
Sophie Rollins
Sally Murphy