

California State University, Hayward

DESIGNATION CODE: 00-01 CAPR 9

DATE SUBMITTED: May 3, 2001

TO: The Academic Senate

FROM: The Committee on Academic Planning and Resources

SUBJECT: Modified Five-Year Program Review of the Department of Mass Communication

ACTION

REQUESTED: Approval of the Modified Five-Year Program Review of the Department of Mass Communication and continuation of the program with modifications in progress relating to the merger with the Department of Speech Communication targeted for Fall 2002.

BACKGROUND:

Residing in the School of Arts, Letters, & Social Sciences, the Department of Mass Communication offers a B. A. degree, along with options in Advertising, Broadcasting, Journalism, Photocommunication, Public Relations, and a Mass Communication Option in Liberal Studies. In 2000, the Department had 237 majors, which was a decline from its 271 majors in 1996.

The Department of Mass Communication has not completed a Five-Year Review since 1986-87. In 1999-2000 CAPR granted the program a one-year extension due to a planned merger with the Department of Speech Communication. Because this merger is still pending, CAPR requested that the program complete a modified five-year review at this time to report on the merger progress.

On April 19, 2001, the Department Chair Dr. John Hammerback met with CAPR to discuss the Modified Five-Year Review. The Department of Mass Communication is in the process of merging with the Department of Speech Communication to form a new Department of Communication that will integrate and enrich interrelated disciplines. The Mass Communication Department submitted the following documents to CAPR as part of its modified review:

- An Introduction and Overview
- The 1996 External Reviewer's Report
- Its Mission Statement and Educational Goals
- 1996-2000 Academic Performance Review Statistics
- The Status of Two Tenure-Track Searches for 2000-01

THE MODIFIED FIVE-YEAR PROGRAM REVIEW

The Department of Mass Communication and the Department of Speech Communication have designed a core of required courses for the new Department of Communication. They have also completed a combined mission statement and specified 11 educational goals of the Communication Department. The two tenure-track searches currently taking place in Mass

Communication, one in Broadcast Communication/Digital Video and the other in New Media/Internet, were written to facilitate the merging of the two departments.

Currently, the Department of Mass Communication has three full-time equivalent tenure-track faculty members and 7.36 full-time equivalent lecturer faculty. The Department serves undergraduate students with an average section size of 19.9. The 237 majors include a high percentage of female students and a healthy cross-section of students from diverse ethnic backgrounds. Professor Hammerback emphasized the following three themes of planning and development that guide his leadership of the Department:

- ✓ Interrelate the many pieces of the program already in place so as to maximize career opportunities for students
- ✓ Focus primarily on information, rather than on news
- ✓ Forget the past and focus on the future

Dr. Hammerback expects the new Department of Communication to be functional by Fall 2002. His vision for the new department is that it will provide a culture in which all faculty members will feel comfortable and work together to create a dynamic program with many useful options.

OUTSIDE REVIEWER'S REPORT AND THE DEPARTMENTAL RESPONSE

Dr. Robert Avery, Professor of Communication at the University of Utah, gave five recommendations in his report dated April 6, 1996. These recommendations are as follows:

1. For Administration to support communication as an essential unit in ALSS.
2. For Administration to allocate faculty resources to the communication unit that would bridge the gap between the two existing departments.
3. To identify and appropriate funding for equipment replacement, repair, and physical operations.
4. To appoint a Merger Planning Committee charged with making the new department a reality.
5. To explore imaginative ways to reduce personality conflicts which could impede the merger process.

The faculty members of the Department of Mass Communication and the Department of Speech Communication have been working to achieve Dr. Avery's recommendations. They have established a common core of required courses, a mission statement, and 11 educational goals for the new Department of Communication. Two tenure-track searches are in progress.

CAPR RECOMMENDATION

CAPR recommends approval of the Modified Five-Year Program Review of the Department of Mass Communication and continuation of the program with modifications in progress relating to the merger with the Department of Speech Communication targeted for Fall 2002.

The Mass Communication program is scheduled to complete a full Five-Year Review in 2003-04 in conjunction with the scheduled review for Speech Communication.