

Year Three Review Action Plan - Media & Communication Studies

June 17, 2019

Tony Moreira, Scott Casper, Jason Loviglio, Katharine Cole, Pat McDermott, Sarah Shin and Colleen Rebeiro

Part 1 -- Updates and Reflection on Action Items from APR

Recommendation	DEPARTMENT ACTION	COLLEGE ACTION	PROVOST'S OFFICE ACTION	Action Plan Update
CURRICULUM : Decrease core course sections offered; increase enrollment.	X			We decided not to do this. Small class sizes (seminars no larger than 30, except for MCS 101 (capped at 50) are part of what makes our educational outcomes so impactful. With the transition to a new chair in the coming years, it is likely that this proposal will receive new consideration.
Emphasize communication more strongly in the curriculum.	X			We have added electives in Public Relations (MCS 384) Podcasting(MCS 366), and doubled our offerings of Television Production I (MCS 395). We have also created a Production Fellows course for special projects in media production(MCS 484). We have increased sections of MCS 377, which teaches the Adobe Suite. We have also added a new course called Video Ethnography (MCS 495).
Clarify sequence, focus, purpose, and functioned of core courses for less overlap.	X			In a series of faculty conversations, retreats, and working groups, we studied the relationship of core courses to the overall curriculum. These discussions led to a curriculum revision, launched in 2018, which we are hopeful accomplishes the recommended goals.
Consider whether students need to have obtained an internship prior to taking the internship class	X			After much thought and discussion, we created MCS 144 Professional Communication and Development, a course which comes prior to students getting an internship and helps them with the skills necessary to obtain one, along with other important applied professional skills

Year Three Review Action Plan - Media Communication Studies
June 17, 2019

Consider adding research methods course to better prepare students for capstone.	X			We did this! MCS 399 is a methods course currently being taught for only the second time. We are optimistic that this will result in improved quality of capstone research projects.
Hire a permanent, full-time advising staff member	X	X		MCS has not been able to do this, but to our great fortune, CAHSS has done so. James Hamilton is full-time, but not just in MCS. Nevertheless, his help in advising our students has been an enormous help.
Consider cap in majors	X			With flattening of major numbers and increase in faculty, this is no longer a valid option.

Year Three Review Action Plan - Media Communication Studies
June 17, 2019

Part 2 -- Current/Ongoing Action Items for YTR				
Recommendation	DEPARTMENT ACTION	COLLEGE ACTION	PROVOST'S OFFICE ACTION	Action Plan
Revisit SLO for core courses as part of biennial assessment process	X			We continue to do this. Devise assessments that incorporate the new methods course and how it impacts performance in the MCS capstone course MCS 499. We anticipate that by the time our next APR rolls around in 2021-2022, we'll have sufficient data to assess this. In 2017, our assessment process for MCS 101 was featured in the Middle States report and in the provost's teaching and learning event.
Consider adding an environmental focus in line with University mission	X			We haven't made much progress here, though we continue to work with campus partners on related initiatives, like the provost-sponsored faculty learning groups on climate change and the curriculum, which MCS chair Jason Loviglio participated in last year. We have more work to do in this area. Our new assistant professor who comes on board in Fall 2019, will teach a course on media and the environment.
Hire 3 additional T-T faculty ASAP, with one at Assoc or Full to serve as next chair	X	X		We have hired 3 assistant professors since the APR; we lost one and a replacement arrives in August 2019, leaving us at a net gain of 2 TT faculty members, as well as a gain of one full-time lecturer. We haven't asked for nor been given permission to hire at a higher rank. We will continue to work with the Dean to make sure our department has the faculty resources to support our students and curriculum.
Increase operation budget by 50K a year. Plus \$50K for new Mac Lab.	X	X	X	We actually got the \$50K for the Mac Lab! It's great! We'll continue to make clear our operating budget needs, particularly as our 21 Macs begin to age and require replacement.

Year Three Review Action Plan - Media Communication Studies
June 17, 2019

Add 5-7 editing booth/bays for student production work.	X	X	X	We'd love to have these and need them. But space constraints make such a thing difficult. We currently have no place to put the little gear that we do have. It's a real problem. We will continue to partner with DOIT and with CAHSS and the provost's office to develop these resources. And also explore collaborations with other units, including Visual Arts.
Plan next phase of leadership	X			Current chair did get a year off! Department is optimistic new chair will take reins in AY 2020-2021.
Working with OIA and the Dean's office to maintain connections with alumni	X	X		We have a stronger alumni/ae network now, which makes this easier to imagine. We will work with OIA to maintain connections with alumni and to take advantage of opportunities, on an ongoing basis.
Additional office space	X	X	X	We got a lot more. We are still squeezed thanks to growth. We will work with the Dean on solutions that address space needs.