

Communication Studies Major Strategic Plan—2011-2014

School of Communications: Grand Valley State University

Goal 1: The Communication Studies Major fosters intellectual curiosity among students and faculty.

Objective 1: Faculty in the Communication Studies Major will establish an annual speaker series.

Action Plan: Faculty in the Communication Studies Major will host a visiting scholar in the fall of 2012 and also in the fall of 2013. This visit will include a public lecture by the visiting scholar on a communication studies related topic serving the Sch/Com and wider GVSU community. Faculty will share responsibility for transportation and hospitality, and host the visitor in their communication studies courses.

Objective 2: Faculty members in the Communication Studies Major will attempt to host an international-level communication-related convention.

Action Plan: Faculty in the Communication Studies Major will submit a proposal to host the annual Media Ecology Association convention in June 2013.

Objective 3: Faculty members in the Communication Studies Major participate in intellectual exchange beneficial to their scholarship and teaching.

Action Plan: Faculty in the Communication Studies Major will attend and participate in GVSU campus, regional, national, and international-level conferences.

Goal 2: The Communication Studies Major helps interested students prepare for post-baccalaureate study.

Objective 1: Faculty members in the Communication Studies Major introduce interested students to scholarly resources relevant to graduate-level study of communication and communication-related disciplines.

Action Plan: Faculty in the Communication Studies Major will compile readings, book lists, and other resources for students interested in pursuing graduate coursework.

Objective 2: Faculty members in the Communication Studies Major consider ways of combining efforts with the Communication Studies MS Program so as to serve undergraduate students who are interested in future graduate study.

Action Plan: Faculty who teach in both the Communication Studies undergraduate program and the Communication Studies MS Program will consider proposing dual-level courses (courses that serve both undergraduate and graduate students, with different requirements for each), and pursue curriculum proposals for any that they decide to include in the program.

Objective 3: Faculty members in the Communication Studies Major will assemble and catalogue syllabi of record for Communication Studies courses.

Goal 3: The Communication Studies Major supports the School of Communications by completing tasks identified as significant in the School of Communications strategic plan.

Objective 1: A faculty member in the Communication Studies Major Program will be trained as an inclusion advocate.

Action Plan: Identify faculty member to be an inclusion advocate and take the Inclusion training.

Objective 2: Students in the Communication Studies major will receive accurate and updated electronic information about the major program.

Action Plan A: Faculty in the Communication Studies Major Program will identify online inaccuracies and submit them to the Communication Studies Major Coordinator.

Action Plan B: Faculty in the Communication Studies Major Program will communicate advising opportunities to Communication Studies students regularly via email.

Objective 3: Faculty in the Communication Studies Major Program will review opportunities for service-learning in the major program curriculum.

Action Plan A: Faculty in the Communication Studies Major Program will discuss interest in and viability of turning courses they regularly teach into service learning courses.

Objective 4: Faculty in the Communication Studies Major Program will collaborate with faculty in other major programs to identify strategies for offering courses in intercultural/international communication.

Action Plan A: Faculty in the Communication Studies Major Program interested in teaching intercultural/international communication will meet with faculty in other major programs to help design and implement intercultural/international courses.

Objective 5: The Communication Studies Major Program will offer robust internship opportunities to its students.

Action Plan A: The Communication Studies Major faculty will encourage internship activity as part of the Communication Studies Major.

Action Plan B: The Communication Studies Internship Coordinator will advertise internship opportunities to Communication Studies majors.

Action Plan C: Faculty in the Communication Studies Major Program will consider revising the internship process and policy.

Objective 6: The Communication Studies Major Program will review enrollment and, if necessary, consider strategies of enrollment management.

Action Plan A: Faculty in the Communication Studies Major Program will review enrollment statistics and trends in the Communication Studies Major.

Action Plan B: If necessary, methods of enrollment management will be discussed.