

Department of Communication Goals Assessment – Fall 2004

Importance	Goal	
1.22	<i>Launch Communication Masters program</i>	
	Base	Submit a proposal for a Master's program
	Intermediate	Get proposal through the system
	High	Start enrolling students in Master's program
2.0	<i>Acquire better physical environment for the department (renovation or move)</i>	
	Base	Get the main office painted and recarpeted
	Intermediate	Get the base plus a new ceiling in the hallway
	High	Get the above plus add windows to our offices
2.11	<i>Acquire more full time faculty lines</i>	
	Base	Hire at least three more term faculty
	Intermediate	Ascertain a new line from the Provost
	High	Ascertain three new lines from the Provost
2.44	<i>Increase technology skills of Comm majors</i>	
	Base	Teach skills in Comm 250
	Intermediate	Have students use skills in other courses
	High	
2.56	<i>Continue to develop the online programs</i>	
	Base	Maintain current numbers
	Intermediate	Increase by 20%
	High	Increase by 50%
2.56	<i>Address gen ed bottleneck with more 100/200 level</i>	
	Base	Offer five more sections
	Intermediate	Offer ten more sections
	High	Revamp system and hire full-time profs to teach in it
2.56	<i>Increase the verbal communication skills (written and oral) of Comm majors</i>	
	Base	Have students take one more OC and WR course
	Intermediate	Integrate public presentations in all upper level courses
	High	N/A
2.67	<i>Increase retention of African American and Kentucky resident students</i>	
	Base	Maintain current level of 20%
	Intermediate	Increase current level by 5%
	High	Increase current level by 10%
2.67	<i>Increase the cultural diversity awareness of Comm majors</i>	
	Base	Have students take CD courses
	Intermediate	Have students take extra CD courses
	High	Establish student club for diversity
2.8	<i>Install wireless hot spots so students and profs can get Internet access in class</i>	
	Base	Have a wireless hub installed on our floor
	Intermediate	Replace all wiring with wireless stations

	High	Have entire campus go wireless
2.89		<i>Equip more classrooms with computer workstations</i>
	Base	Install wireless hub on floor
	Intermediate	Install wireless hotspots in Strickler and Davidson
	High	Make entire campus wireless
2.89		<i>Increase the scientific skills of Comm majors</i>
	Base	Write a course on Science Communication
	Intermediate	Have students take courses in science
	High	
2.89		<i>Increase the retention/graduation rates of student athletes</i>
	Base	Work with athletic advising on class attendance
	Intermediate	
	High	
3.0		<i>Increase connection with economic activities in Louisville</i>
	Base	This is a goal but we have no idea how to go about it
	Intermediate	
	High	
3.11		<i>Increase involvement of Comm majors in service learning courses</i>
	Base	Continue to offer Belize course
	Intermediate	Add another similar course to Belize in the West End
	High	
3.22		<i>Increase outreach to growing Hispanic populations</i>
	Base	Unsure how we can accomplish this goal
	Intermediate	
	High	
3.22		<i>Increase freshman retention rate</i>
	Base	Data not available
	Intermediate	
	High	
3.33		<i>Increase connection with Medical School through research and teaching</i>
	Base	Have faculty teach one course at med school
	Intermediate	Have faculty teach two courses at med school
	High	Write a joint grant with med school